

INTERNATIONAL CONGRESS IN AESTHETIC, ANTI-AGING MEDICINE & MEDICAL SPA MIDDLE EAST

Anti-Aging Medicine, Aesthetic Dermatology and Surgery

A landmark event dedicated to all aspects of this fast growing field

Learn

- How to diversify your consultation and staying ahead of the competition
- Practical tips and advice from leading anti-aging specialists

Experience

- First hand practical demonstrations on different products, treatments and techniques that are easy to apply in your practice

Improve

- The services you offer your patients and the range of services you offer
- Your Bottom line

Gain

- First class knowledge



- More than 90 international speakers
- More than 30 practical workshops
- 4 programs in parallel
- 80+ exhibitors showcasing the latest anti-aging products and services

29, 30 November & 1 December 2008 . Al Bustan Rotana Hotel, Dubai, UAE

DUBAI

Al Bustan Rotana Hotel Dubai

Organised by:



www.euromedicom.com

www.antiagingme.com

IIR Middle East, the organisers of Arab Health and EuroMediCom the organiser of the largest Anti-Aging and Aesthetic Medicine congress are delighted to announce the

ICAAM & MEDISPA - MIDDLE EAST

INTERNATIONAL CONGRESS IN AESTHETIC, ANTI-AGING MEDICINE & MEDICAL SPA MIDDLE EAST

Anti-Aging Medicine, Aesthetic Dermatology and Surgery

A landmark event dedicated to all aspects of this fast growing field.

With the scientific supervision of the WOSAAM – World Society of Anti-Aging Medicine

WOSAAM Scientific Board

President: Thierry Hertoghe, MD,
Vice-Pres. USA: Suzie Schuder, MD
Vice Pres. Europe: Christophe de Jaeger, MD

Belgium
USA
France



Vice Pres. Asia: Dato Harnam, Prof.
Vice Secretary: Pakpilai Thavisin, MD

Malaysia
Thailand

Anti -Aging Medicine Scientific Committee



Abdulrazak ABYAD, Prof. Lebanon



Claude DALLE, MD France



David Lai, MD Hong Kong, China



Ascanio POLIMENI, Prof. Italy

Aesthetic Dermatology & Surgery Scientific Committee

Aesthetic Medicine & Dermatology

Pierre André, MD, Dermatologist
Sohail Mansoor, MD Dermatologist
Issam R. Hamadah, MD Dermatologist

France
UK
KSA

Aesthetic Surgery

Patrick Trevidic, Plastic Surgeon
Béatrice Lafarge-Claoué, Plastic Surgeon
Eric Plot, Plastic Surgeon
Abdul-Reda Lari, Plastic Surgeon

France
France
France
Kuwait



Aesthetic Dermatology and Surgery Speakers

Kamil Al Rustom, Dermatologist	UAE	Mohamed Ghaz, Plastic Surgeon	Egypt	Hervé Padey, Plastic Surgeon	France
Farouk A.H. Al-Watban, Laser Scientist	KSA	Denis Guillo, MD Aesthetic Practitioner	France	Antoine Paraskevas, Plastic Surgeon	France
Abeer Alkobaisi, Plastic Surgeon	Barhain	Issam R Hamadah, MD, Dermatologist	KSA	Jérôme Paris, Cervico-Facial Surgeon	France
Pierre Andre, MD, Dermatologist	France	Firas A. Hamdan, MD Otolaryngology	Lebanon	Nedim Pipic, Plastic Surgeon	Austria
Maria Angelo-Khattat, Aesthetic Practitioner	UAE	Eckart Haneke, Prof. of Dermatology	Germany	Eric Plot, Plastic Surgeon	France
Fouad Ansari, MD, Plastic Surgeon	France	Steven Hopping, MD, Plastic Surgeon	USA	Karin Sempri, Aesthetic Medicine	South Africa
Nicolas Bachot, MD, Dermatologist	France	Fabio Ingallina, MD, Plastic Surgeon	Italy	Amal Shisha, MD Aesthetic Practitioner	KSA
Ashraf Badawi, MD, Dermatologist	Egypt	Hamid Karimi, Plastic Surgeon	Iran	George Sulamanize, Plastic surgeon	Georgia
Ghislaine Beilin, MD Aesthetic Practitioner	France	Leon Kircik, Dermatologist	USA	May Haddad Tabet, Dermatologist	Lebanon
Laurent Benadiba, Plastic Surgeon	France	Oliver Kreyden, Dermatologist	Switzerland	Luiz Sergio Toledo, Plastic Surgeon	Brazil / Dubai
Paolo Bonan, MD, Dermatologist	Italy	Béatrice Lafarge-Claoué, Plastic Surgeon	France	Patrick Trévidic, Plastic Surgeon	France
Alain Bonnefon, Plastic Surgeon,	France	Franck Landat, Plastic Surgeon	Luxembourg	Joan Vandeputte, Plastic Surgeon	Belgium
Marie-Thérèse Bousquet, Aesthetic Medicine	France	Abdul-Reda Lari, Plastic Surgeon	Kuwait	Marc Vano, Aesthetic Medicine	France
Frédéric Braccini, MD, Cervico-Facial Surgeon	France	Gustavo Leibaschoff, Cosmetic Surgeon	Argentina	Jean-Luc Vigner, Dermatologist	France
Yves Crassas, Plastic Surgeon	France	Medhat Abdul Malek, Dermatologist	Jordan	Didier Vochelle, Dermatologist	Belgium
Domingos De Paola, Plastic Surgeon	Brazil	Sohail Mansoor, Dermatologist	UK	Jerome Weinman, Dental Surgeon	France
Yhelda Felicio, Plastic Surgeon	Brazil	Leonardo Marini, Dermatologist	Italy		
Christoph Ganss, Surgeon, CEO Ticeba	Germany	Robin Mookherjee, Plastic Surgeon	France		

Anti-Aging Medicine Speakers

Abdulrazak Abyad, Prof., Geriatriest	Lebanon	Eric Oquinarena, Dental Surgeon	France
Farouk A.H. Al-Watban Prof., Biological & Medical Research	Saudi Arabia	Gianluca Pazzaglia, MD, Oncologist	Italy
Vladimir Anisimov, Prof., Geriatriest	Russia	Ascanio Polimeni, Endocrinologist,	Italy
Helena Baranova, Prof., European Expert in Genomics	France	Suresh Rattan, MD, Biogerontologist, Hormetic Medicine,	Denmark
Patrick Jr Bitter, MD, Dermatologist	USA	Erik-Alexander Richter, Industry	The Netherlands
Anoop Chaturvedi, Anti-aging Practitioner	USA	Yann Rougier, MD, Nutritionist	France
Claude Dalle, MD, Anti-aging Practitioner	France	Thierry Souccar, Nutritionist	France
Roger Deutsch, CEO Cell Science Systems	USA	Luiza Spuru, Prof., Gerontologist & Gerontopsychiatrist	Romania
Sohail Mansoor, MD, Dermatologist	UK	Bernard Weber, Prof., Genotyping Research	Luxembourg
Georges Mouton, MD, Nutriionist,	Belgium		

Medical Spa Speakers

Raoul Andrews - Sudre, President of ASPEN SPA MANAGEMENT	USA	Mario Krause, Anti-Aging Practitioner, Medical Spa owner	Germany
Helena Baranova, Prof., European Expert in Genomics	France	Eric Light, President of the International Medical Spa Association	USA
Majda Berrada, President of Maguy Work	Morocco	Jodie Stone, MD, Aesthetic Practitioner, Medispa Consultant	UK

SCHEDULE AT-A-GLANCE - ICAAM & MEDISPA DUBAI 2008

Saturday November 29th

Sunday November 30th

Monday December 1st

	AESTHETIC & ANTI AGING ROOM BALLROOM	AESTHETIC, ANTI-AGING & MEDISPA ROOM HARAYER ROOM	AESTHETIC & WORKSHOP ROOM AL KHAYAL A/B
7:30 am	REGISTRATIONS & BADGING		
9:00 am 10:30 am	ANTI-AGING MEDICINE HORMONES	AESTHETIC SURGERY RHINOPLASTY	AESTHETIC WORKSHOP to be announced
10:30am -11:00 am	Coffee break		
11:00 am 12:30 pm	AESTHETIC & DERMATOLOGY COSMETIC	Trends, technics, branding, what are the consumers looking for in a Medispa ?	AME INTERNATIONAL AESTHETIC WORKSHOP
12:30 pm -2:00 pm	Lunch break		
2:00 pm 4:00 pm	AESTHETIC & DERMATOLOGY BOTULINUM TOXIN	Management of a successfull Medispa	ABC Nutrition ANTI-AGING WORKSHOP
4:00 pm -4:30 pm	Coffee break		
4:30 pm 6:30 pm	AESTHETIC SURGERY THE AGING FACE	ANTI-AGING MEDICINE STEM CELLS & GROWTH FACTORS	AA MEDICAL SYSTEMS MESO & CARBOXYTHERAPY
7:30 am	REGISTRATIONS & BADGING		
9:00 am 10:30 am	ANTI-AGING MEDICINE PRACTICAL GLOBAL AGING MANAGEMENT	AESTHETIC & DERMATOLOGY VASCULAR	APTOS SUSPENSION THREADS WORKSHOP
10:30am -11:00 am	Coffee break		
11:00 am 1:00 pm	AESTHETIC & DERMATOLOGY CONTROVERSIES	Creating the perfect Medical SPA	Growth Factors REGEN-LAB WORKSHOP
1:00 pm -2:00 pm	Lunch break		
2:00 pm 4:00 pm	AESTHETIC & DERMATOLOGY LASERS	ANTI-AGING MEDICINE PREVENTION & HEALTHY MEDICINE	TEOXANE FILLERS WORKSHOP
4:00 pm -4:30 pm	Coffee break		
4:30 pm 6:00 pm	AESTHETIC SURGERY BREAST REJUVENATION	Genomics - The Art of wellbeing Luxury new generation Medical SPA Programs	ABC Hormones ANTI-AGING WORKSHOP
7:30 am	REGISTRATIONS & BADGING		
9:00 am 10:30 am	ANTI-AGING MEDICINE GENOTYPING	AESTHETIC DERMATOLOGY & SURGERY CONTRIBUTING LECTURES	Marketing medical SPA services to the female demographic
10:30 am -11:00 am	Coffee break		
11:00 am 1:00 pm	AESTHETIC & DERMATOLOGY FILLERS	ANTI-AGING MEDICINE NUTRITION (Practical Session)	AESTHETIC WORKSHOP to be announced
1:00 pm-2:00 pm	Lunch break		
2:00 pm 4:00 pm	AESTHETIC SURGERY BODY RESHAPING	Beyond SPA at Harvey Nichols	AESTHETIC WORKSHOP to be announced

Elite Sponsor



Venue

Al Bustan Rotana Hotel
Casablanca Road, Al Garhoud
P.O. Box 30880, Dubai, U.A.E.
Tel +971(0) 4 2820000 Fax +971(0) 4 2828100
albustan.hotel@rotana.com



Organization

EuroMediCom

29 bld de la République
92250 La Garenne-Colombes - FRANCE
Tel : +33 (0)1 56 83 78 00 Fax : +33 (0)1 56 83 78 05
icaam@euromedicom.com
www.euromedicom.com

SATURDAY NOVEMBER 29th

HARAYER ROOM

9:00 am – 10:30 am

RHINOPLASTY SESSION

Chair: Frédéric BRACCINI - Fabio INGALLINA

- Rhinoplasty philosophy and procedures
Fabio Ingallina, Italy
- Endoscopic aesthetic rhinoplasty : Why and how?
Jerôme Paris, France
- Medical rhinoplasty concept
Frédéric Braccini, France
- Nose -Hidden thread surgery technique
Mohamed Ghoz, Egypt
- Secondary nasal obstruction: Treatment with butterfly graft
Karimi Hamid, Iran

SUNDAY NOVEMBER 30th

HARAYER ROOM

9:00 am – 10:30 am

VASCULAR SESSION

Chair: Leonardo MARINI - Issam R HAMADAH

- The red face: Laser and/or IPL treatments
Didier Vochelle, Belgium
- The peri-ocular vessels: What can we do?
Ashraf Badawi, Egypt
- Leg veins: Ambulatory phlebectomy
Eckart Haneke, Germany
- Leg veins: Laser/IPL
Leonardo Marini, Italy
- Global hand rejuvenation
Sohail Mansoor, UK

MONDAY DECEMBER 1st

HARAYER ROOM

9:00 am – 10:30 am

CONTIBUTING LECTURES SESSION

Chair: Alain BONNEFON - Franck LANDAT

- Forehead and brow rejuvenation: An alternative approach
Nedim Pipic, Austria
- Micro current therapy to treat unwanted facial weakness after BTX injections
Karin Semprini, Sth Africa
- Round mini lift, a simplified MACS lift for smoking and elderly patients
Domingos De Paola, Brazil
- The role of human growth factors in improving the signs and symptoms of photodamage
Leon Kirick, USA
- Liposculpture of the mid and lower face
Franck Landat, Luxembourg
- Aesthetic upper blepharoplasty: From simple skin excision to levator surgery and volume restoration
Joan Vandeputte, Belgium
- Punch Hair Matic for automatized FUE
Yves Crassas, France
- Fat Trapper for fat transfer
Abeer Alkobaisi, Bahrain

10:30 am – 11:00 am COFFEE BREAK – MEET THE EXHIBITORS

BALL ROOM

11:00 am – 1:00 pm

COSMETIC SESSION

Chair: Nicolas BACHOT - Sohail MANSOOR

- Clinical signs of aging skin
Nicolas Bachot, France
- Prevention of photo-aging by topical products
Sohail Mansoor, UK
- How to treat pigmentary disorders?
May Haddad Tabet, Lebanon
- Management of difficult hyperpigmentation
Issam R Hamadah, KSA
- Interest of Mesolift and Mesoglow
Hervé Padey, France
- Onychocosmeceuticals
Eckart Haneke, Germany
- Transdermal mesotherapeutic indications and new technologies
Ghislaine Beilin, France

BALL ROOM

11:00 am – 1:00 pm

CONTROVERSIES SESSION

Chair: Pierre ANDRÉ - May Haddad TABET

- Are cosmetics really effective?
Nicolas Bachot, France
- Oral Anti-aging treatments : Miracle or reality?
May Haddad Tabet, Lebanon
- New developpments in laser lipolysis
Eric Plot, France
- Carboxytherapy: Is it realistic to propose it?
Gustavo Leibaschoff, Argentina
- Phosphatidylcholine: always up to date?
Antoine Paraskevas - François Petit, France
- Threads: benefits versus risks
Patrick Trévidic, France
- Botox in men: Is it different?
Oliver Kreyden, Switzerland
- New developments in threads
Denis Guillo, France - Amal Shisha, KSA

BALL ROOM

11:00 am – 1:00 pm

FILLERS SESSION

Chair: Pierre ANDRÉ - Patrick TRÉVIDIC

- What's new in biodegradable fillers?
Didier Vochelle, Belgium
- Lip enhancement: How to achieve a natural look?
Marc Vano, France
- How to create volumes? (vidéo)
Patrick Trevidic, France
- Treating the small defects of the nose
Pierre André, France
- How do I treat men?
Hervé Padey, France
- Fillers complications; clinical and histological aspects
Eckart Haneke, Germany
- Autologous cell grafting for face rejuvenation
Christoph Ganss, Germany

1:00 pm – 2:00 pm LUNCH BREAK – MEET THE EXHIBITORS

2:00 pm – 4:00 pm

BOTULINUM TOXIN SESSION

Chair: Didier VOCHELLE - Olivier KREYDEN

- Botulinum toxin: History of a poison, which became an ally
Oliver Kreyden, Switzerland
- Botulinum toxins A: Is there any difference among world's products?
Pierre Andre, France
- Face anatomy: The basics to know before injecting
Patrick Trévidic, France
- The lower face: My technique
Didier Vochelle, Belgium
- Rejuvenation of the eyes: Botox or frontal face-lift?
Robin Mookherjee, France
- Hyperhidrosis: a revolutionary treatment
Oliver Kreyden, Switzerland

2:00 pm – 4:00 pm

LASER & LIGHTS THERAPY SESSION

Chair: Ashraf BADAWI - Pierre ANDRÉ

- The importance of office organization in preventing complications
Leonardo Marini, Italy
- Non-ablative dermal remodelling in dark skinned individuals using long pulse nd.yag
Ashraf Badawi, Egypt
- Fractional non ablative technologies
Farouk Al-Watban, KSA
- LED and skin diseases
Jean-Luc Vigneron, France
- Laser assisted hair reduction, what is new?
Ashraf Badawi, Egypt
- Tattoos latest ways of removing them
Medhat Abdul Malek, Jordan
- IPL in Dermatology: Hair removal, skin aging, varicosities, scars and more
Kamil Al Rustom, UAE
- 3 years of experience with monopolar radiofrequency
Marie-Thérèse Bousquet, France

2:00 pm – 4:00 pm

BODY RESHAPING SESSION

Chair: Eric PLOT - Abdul-Reda LARI

- Non invasive body reshaping with tripolar radiofrequency
Ghislaine Beilin, France
- Safe steps for liposculpture
Gustavo Leibaschoff, Argentina
- From "Terrible Abdominoplasty" to aesthetic abdominopasty ; Comparative results of two techniques (100 cases)
Eric Plot, France
- Safe body contouring in the obese patient
Abdul-Reda Lari, Koweit
- Full vs. limited Abdominoplasty: Which approach for which patient?
Luiz Sergio Toledo, UAE
- Adipocytolysis: Non invasive body contouring by ultrasounds resonance cavitation
Yves Crassas, France
- Buttock contouring and augmentation
Abdul-Reda Lari, Koweit
- Lipolysis injections with phosphatibylcholine-4 years of experience
Maria Angelo-Khattar, UAE

4:00 pm – 4:30 pm COFFEE BREAK – MEET THE EXHIBITORS

4:30 pm – 6:30 pm

THE AGING FACE SESSION

Chair: Béatrice LAFARGE-CLAOUÉ - Antoine PARASKEVAS

- Anterior facelift
Béatrice Lafarge-Clauoué, France
- Facelift: A light, successful and long lasting intervention
Alain Bonnefon, France
- Minimal incision facial rejuvenation. Less is best!
Steven Hopping, USA
- The peri-ocular area: My technique
Antoine Paraskevas, France
- Facial rejuvenation using fat transfer alone or in combination with other procedures
Firas A. Hamdan, Lebanon
- Facial rejuvenation; monotherapy or multiple procedures?
Ashraf Badawi, Egypt
- Be younger in 7 days
Laurent Benadiba, France
- Dental surgeon's role in facial rejuvenation
Jerome Weinman, France

4:30 pm – 6:00 pm

NECK AND BREAST REJUVENATION AND SURGERY

Chair: Patrick TREVIDIC - Luiz Sergio TOLEDO

- Neck rejuvenation: Which procedure ?
Fouad Ansari, France
- Breast remodeling with hyaluronic acid (Macrolane)
Patrick Trevidic, France
- Laser treatment of capsular contracture by endoscopic way
Franck Landat, Luxembourg
- Asymetric breast implants: Which indications?
Robin Mookherjee, France
- Anatomical vs round breast implants: Which choice ?
Patrick Trévidic, France
- Axillary reduction mammoplasty
Yhelda Felicio, Brazil



SATURDAY NOVEMBER 29th

BALLROOM

9:00 am – 10:30 am

HORMONES

Chair: Vladimir ANISIMOV – Claude DALLE

- Hormesis: A powerful approach in Anti-Aging Medicine *Suresh Rattan, Denmark*
- Hormones of sexual behavior, what really works, how to use it? *Claude Dalle, France*
- Melatonin as a geroprotector and anti-carcinogen *Vladimir Anisimov, Russia*
- How to combine the hormones for best results and well being? *Gianluca Pazzaglia, Italy*
- The hormonal skin system its implication in aesthetic procedures *Patrick Jr Bitter, USA*
- Growth Hormone: Jouvence hormone or risk hormone? The controversy *Vladimir Anisimov, Russia*

SUNDAY NOVEMBER 30th

BALLROOM

9:00 am – 10:30 am

PRACTICAL GLOBAL AGING MANAGEMENT
SAFE & EFFICIENT

Chair: Ascanio POLIMENI – Claude DALLE

- The basic hormonal check-up to start with, economic & efficient *Claude Dalle, France*
- Basic guidelines of diagnosis and treatment of DHEA, ChetoDHEA, Pregnenolone and Melatonin deficiency *Ascanio Polimeni, Italy*
- What to avoid in anti-aging medicine? *Claude Dalle, France*
- Bioidentical hormones in global aging management. A practical and safe approach *Anoop Chaturvedi, USA*
- Food intolerance & anti-aging medicine *Thierry Souccar, France*
- Pregnenolone treatment for memory loss *Ascanio Polimeni, Italy*
- Practical tips using anti-aging medicine to improve your aesthetic practice *Patrick Jr Bitter, USA*

MONDAY DECEMBER 1st

BALLROOM

9:00 am – 10:30 am

GENOTYPING

Chair: Bernard WEBER – Helena BARANOVA

- Basics check up, what can be done? *Bernard Weber, Luxembourg*
- Chronic fatigue syndrome, new opportunities through the genomic approach *Helena Baranova, France*
- The interest and application of genetic typing in Hormone Replacement Therapy for women? *Claude Dalle, France*
- Genotyping in osteoporosis, how to prevent & treat? *Helena Baranova, France – Bernard Weber, Luxembourg*
- Genomics for dental health. Clinical examples *Eric Oquinarena, France*
- Genes and longevity *Bernard Weber, Luxembourg*
- Genetic & nutrition *Helena Baranova, France*

10:30 am – 11:00 am COFFEE BREAK – MEET THE EXHIBITORS



HARAYER ROOM

11:00 am – 1:00 pm

PREVENTION & HEALTHY MEDICINE

Chair: Thierry SOUCCAR – Abdulrazak ABYAD

- The explanation of unexplainably high vitamin B12 blood levels *Georges Mouton, Belgium*
- Can food change lifespan? *Thierry Souccar, France*
- From the low calorie anti-aging diet to the neuro-rejuvenation skin data program *Yann Rougier, Monaco*
- Hormones, skin and nutrition *Sohail Mansoor, UK*
- How to prevent brain aging? *Luiza Spuru, Romania*
- Nutrition for immune enhancement in anti-aging *Roger Deutsch, USA*

HARAYER ROOM

11:00 am – 1:00 pm

NUTRITION

Chair: Georges MOUTON – Yann ROUGIER

- Leaky gut syndrome: Unsuspected damage from increased intestinal permeability *Georges Mouton, Belgium*
- The best 2008 nutrition for rejuvenation *Erik-Alexander Richter, The Netherlands*
- Interest of prebiotics: Feeding the healthy bacteria for a better intestinal ecosystem *Georges Mouton, Belgium*
- The aging gut: Impact on IBS (Irritable Bowel Syndrome) *Georges Mouton, Belgium*
- Natural ways to lower cholesterol *Erik-Alexander Richter, The Netherlands*

1:00 pm – 2:00 pm LUNCH BREAK – MEET THE EXHIBITORS



AESTHETIC WORKSHOPS

WORKSHOP AME INTERNATIONAL – Lasers

Saturday, November 29th – 11:00 am – 12:30 pm

WORKSHOP A-A MEDICAL SYSTEMS – Mesotherapy

Saturday, November 29th – 4:30 pm – 6:00 pm

WORKSHOP APTOS – Suspension Threads

Sunday, November 30th – 9:00 am – 10:30 am

WORKSHOP TEOXANE – Fillers

Sunday, November 30th – 2:00 pm – 4:00 pm

ANTI-AGING WORKSHOPS

ABC Nutrition

Saturday, November 29th – 2:00 pm – 4:00 pm

REGENLAB – Growth factors

Sunday, November 30th – 11:00 am – 12:30 pm

ABC Hormone

Sunday, November 30th – 4:30 pm – 6:00 pm

4:00 pm – 4:30 pm COFFEE BREAK – MEET THE EXHIBITORS

HARAYER ROOM

4:30 pm – 6:00 pm

STEM CELLS & GROWTH FACTORS

Chair: Suresh RATTAN – Patrick Jr. BITTER

- Can we do anti-aging prevention therapy using stem cells today? *Suresh Rattan, Denmark*
- Skin & stem cells, therapy and anti-aging, what can be really done today? *Patrick Jr Bitter, USA*
- Neurological diseases: The hope of stem cells *Abdulrazak Abyad, Lebanon*
- Anti-Aging, Aesthetic Medicine and growth factors, which studies and how to use them? *Claude Dalle, France*

SATURDAY NOVEMBER 29th

SUNDAY NOVEMBER 30th

MONDAY DECEMBER 1st

9:00 am – 10:30 am VISIT THE EXHIBITION

10:00 am – 10:30 am COFFEE BREAK

HARAYER ROOM

11:00 am – 12:30 pm

**TRENDS, TECHNICS, BRANDING,
WHAT ARE THE CONSUMERS
LOOKING FOR IN A MEDISPA ?**

Eric LIGHT



Medispa Start-up – Keys To Success?
It's easy to start a medical spa. The challenge is making it successful.
Eric Light, president of the International Medical Spa Association will share with you keys to making a medical spa successful, including global trends, consumer insights, branding, and programming ideas.



HARAYER ROOM

11:00 am – 12:30 pm

**CREATING THE PERFECT
MEDICAL SPA**

Dr Mario KRAUSE



- The hardware
Architecture, Signature treatments, Engineering, Management, Operation, Type of Spas.....
- The software
Medical Knowledge which is essential for the perfect Spa, the idea of personalized health, which diagnostics and therapies,....
- The products
Innovative products for medical spa, platform for companies in discussion with physicians and scientists,
- The think tank
Discussion between investors, builders, developers, physicians, scientists in a think tank situation

1:00 pm – 2:00 pm LUNCH BREAK – MEET THE EXHIBITORS

HARAYER ROOM

2:00 pm – 4:00 pm

**MANAGEMENT OF A
SUCCESSFUL MEDISPA**

Raoul ANDREWS-SUDRE



From concept Design to Architectural layouts, Decoration and finally Management including Marketing, a Medi Spa requires a totally different approach to ensure SUCCESS.
This lecture will cover the voyage from creation to Management with recommendations and warnings of dangerous approaches due to inexperience or even worse due to emulation of existing spas which in many cases spells a good way to catastrophe! A one hour lecture full of examples, statistics and target numbers for both professional and economic success.

HARAYER ROOM

4:30 pm – 6:00 pm

**GENOMICS
THE ART OF WELLBEING.
LUXURY NEW GENERATION
MEDICAL SPA PROGRAMS**

Prof. Helena BARANOVA



Tremendous progress in genetics and finalization of International Human Genome project (HGP) in 2003 brought us the knowledge of the gene structure and function, what symbolizes the beginning of genomic era and application of genetics in our everyday life. According to international strategy "genetics for health", the previously used "one-fit-all" approach can be replaced now by highly personalized specific early prevention programs based on genetic profiles, what makes the preventive care really individual and holistic.
This presentation highlights the main principles of development, correct applications and outcomes of nutrigenomics, dermagenetics and nutricosmetics for medical SPAs, as the most suitable centers for early prevention. Furthermore, the unique practical experience in this field is summarized and luxury new generation programs with genomics usage and genetically specific recommendations are presented.

4:00 pm – 4:30 pm COFFEE BREAK &
MEET THE EXHIBITORS



AL KHAYAL ROOM

9:00 am – 10:30 am

**MARKETING MEDICAL SPA
SERVICES TO THE FEMALE
DEMOGRAPHIC**



ARABIC WOMAN'S POINT OF VIEW
Majda BERRADA

Mission Statement – The image and atmosphere portrayed through marketing and advertisement is imperative to reach a cord within the demographic of spa going woman. The image must not be too clinical or reminiscent of medical facilities; but comfortable and clean, warm and inviting.

Design – There is no standard of design for a medical spa. Each and every medical spa needs to incorporate the concept, location, culture and environment into its design. It is vital to take into consideration specifics such as religious ideologies which may demand the separation of female and male treatment areas and services. Females visiting a medical spa generally want to go unnoticed, so designing a discrete entrance/reception and allowing for a private exit is extremely important to consider.

Management Philosophy – The management must be holistically conceptualized so to encompass all areas of services. Management systems implemented need to take into consideration the service of the client first and foremost.

HARAYER ROOM

2:00 pm – 4:00 pm

**BEYOND SPA AT
HARVEY NICHOLS**
Jodie STONE



Jodie Stone is a board certified physicians assistant with 12 years experience and is licensed in Maryland, D.C., and Virginia. Ms. Stone played an integral role in the launch of Beyond Spa Medispa in Harvey Nichols Knightsbridge London. She trains physicians and other allied healthcare professionals on Fillers injection techniques and Botulinum Toxin cosmetic. Jodie is also a certified Profile Laser Operator. Ms. Stone brings to the medispa industry an extensive medical background and hands on experience in both treatment of patients and medical spa launch and operations.