

# THE AESTHETIC SOCIETY

## PRODUCT CATALOG

2017–2018



YEARS OF  
AESTHETICS

ENSURE YOUR PRACTICE THRIVES

NEW PRODUCTS,  
EXCLUSIVELY FOR MEMBERS!

See Page 10.

For 50 years, The Aesthetic Society has been your trusted resource for cutting edge aesthetic education, bringing you the knowledge you need, from the experts you trust. In an effort to advance the science, art, and safe practice of aesthetic plastic surgery, the Society offers a variety of products and services intended to educate, promote patient care, and ensure the success of your practice.

Place your order online at [surgery.org/shop](http://surgery.org/shop) or by phone at 800.364.2147 or 562.799.2356.

WE ARE  
AESTHETICS.

ATTRACT NEW PATIENTS,  
BUILD YOUR PRACTICE

# SMART BEAUTY GUIDE



BROUGHT TO YOU BY  
**THE AMERICAN SOCIETY FOR  
AESTHETIC PLASTIC SURGERY**

ASAPS Members rave that their patients love the Smart Beauty Guide products and the consumer website's visitors are hitting record numbers. Put these tools to work on your behalf today!

Created by branding experts, inspired by consumers, and designed to bring referrals to your door, Smart Beauty Guide is a robust campaign exclusively for Aesthetic Society members, with innovative elements utilizing all branches of marketing, including public relations, web, social media, video and print advertising. This dynamic brand is a multifaceted campaign designed to create awareness with prospective patients, and is just one more way The Aesthetic Society puts your dues to work for you! The Smart Beauty Guide campaign includes:

- A robust and interactive website (Pg. 2)
- Enhanced Practice Profile Pages (Pg. 3)
- The Smart Beauty Guide for Aesthetic Plastic Surgery and Cosmetic Medicine brochure (Pg. 4)
- Guide to Facial Rejuvenation (Pg. 5)
- A beautiful line of procedural brochures (Pg. 6-7)
- The entire procedure brochure line available electronically on Canfield's ViewMyConsult and TouchMD (Pg. 8)
- An eye-catching consultation folder (Pg. 9)



## SMARTBEAUTYGUIDE.COM

Featuring an engaging, consumer-friendly website, SmartBeautyGuide.com is the consumer face for the Aesthetic Society.

### HIGHLIGHTS FOR CONSUMERS:

- Daily aesthetic surgery and cosmetic medicine news stories
- Some of the industry's most comprehensive and detailed procedural information and statistics, including laser and light-based therapies and injectables, as well as combined procedures such as mommy makeover and procedures for men – complete with eye-catching illustrations
- Safety and planning tools to help consumers research and prepare for their consultation
- Engaging video clips on patient safety, emerging trends and new technologies
- Patient testimonial videos that share real plastic surgery stories
- Questions from patients, answered directly by ASAPS members, featured on procedure pages
- Featured local surgeon recommendations and optimized search easily connects consumers to an aesthetic surgeon in their area
- Before-and-after photos to help visualize optimal procedure results
- Annual ASAPS procedural statistics highlight the most popular procedures and growing trends
- Member profiles are linked with RealPatientRatings so that prospective patients can instantly see the surgeon's ratings and reviews



### HIGHLIGHTS FOR MEMBERS:

- Localization: The Find a Surgeon database uses the latest Google mapping technologies to show potential patients members who reside in a specific geographic area
- Your practice on the home page: Purchasers of an Enhanced Practice Profile Page will have the opportunity to appear on the home page of Smart Beauty Guide
- A comprehensive metrics dashboard is available at asaps.org. It tells you how many referrals you receive from Smart Beauty Guide along with providing several other insightful statistics:
  - How many potential patients clicked to view your phone number on standard listings
  - How many viewed your before and after photos
  - How many viewed Ask-A-Surgeon questions you have answered
  - How many page views your Enhanced Profile has attracted
- No penalties for linking:
  - Members linking to Smart Beauty Guide will have a completely customized experience for their patients and potential patients with the Find-A-Surgeon database hidden

## ENHANCED PRACTICE PROFILE

EXCLUSIVELY FOR MEMBERS AND BETTER THAN EVER!

### Sample EPP



Smart Beauty Guide, the Society's premier online consumer resource, has recently reached an all-time high in visitor traffic and is steadily increasing in viewership every month.

ASAPS Members who hold an Enhanced Practice Profile (EPP) receive 10% of the website's monthly traffic - that's a 10% conversion rate.

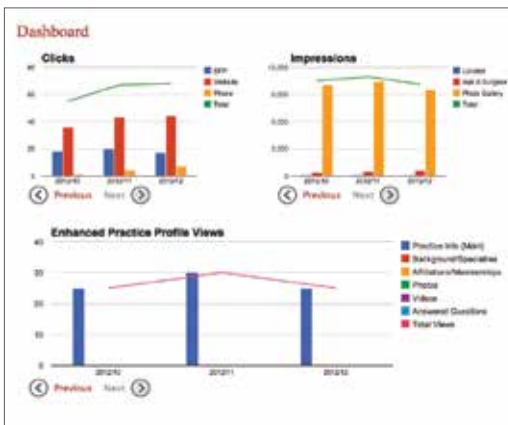
Now, you too can enjoy a completely redesigned EPP, which features a clean, clutter-free design and enhanced usability. Plus, by placing a direct link to your EPP on your website, visitors coming to Smart Beauty Guide will see you as the exclusive, featured surgeon, with all locator functionality hidden throughout the website.

Many websites offer physician profiles with annual fees ranging from \$3,500 up to \$5,000 - with an Aesthetic Society Enhanced Practice Profile you can get all of the benefits of a comprehensive online presence for only \$699 per year (plus a one-time set-up fee of \$399).

### BENEFITS:

- **NEW!** Subscribers to Real Patient Ratings can now have your ratings appear on your Enhanced Practice Profile!
- EPPs consistently get top rankings in major search engines
- EPPs receive preferred placement in the Select-A-Surgeon physician listings, which are fully optimized for local search
- Members with EPPs receive up to 3 times as much exposure to consumers as members with a basic listing

### Analytics At-A-Glance



### GREAT FEATURES, INCLUDING:

- View **At-A-Glance** traffic statistics for your EPP
- List up to three locations (clinical practices only)
- Load a video or video playlist on your profile via YouTube
- Includes links to your practice website and your gallery of before and after photos
- Messaging features allow consumers to contact you directly, generating leads

### WANT TO MAXIMIZE YOUR EPP?

- Answer questions and contribute before and after photos to the Smart Beauty Guide photo gallery. The more you contribute, the better your online presence.

CODE	DESCRIPTION	PRICE
WEB-DEV	One-time set-up fee	\$399
WEB-M17	Annual Maintenance fee	\$699

# A GORGEOUS COMPREHENSIVE GUIDE TO AESTHETIC MEDICINE

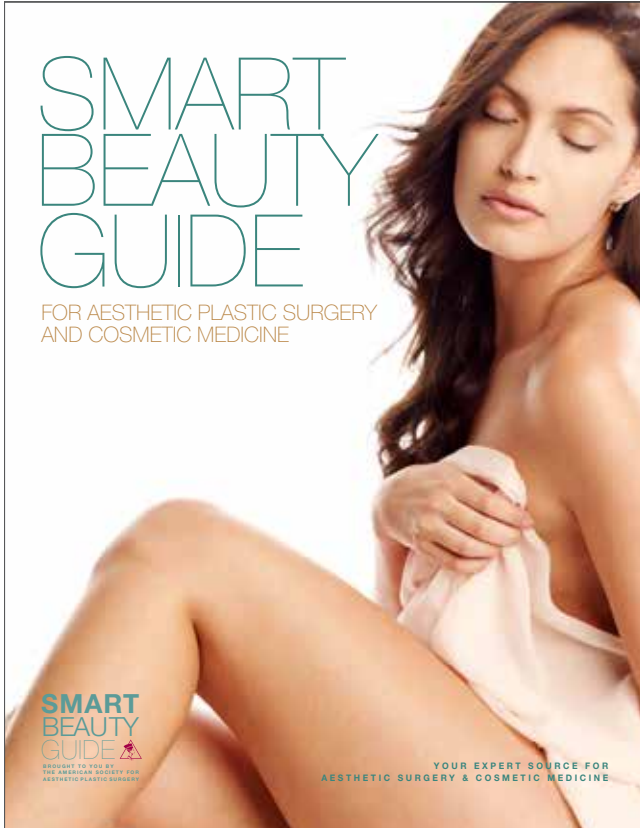
## SMART BEAUTY GUIDE FOR AESTHETIC PLASTIC SURGERY AND COSMETIC MEDICINE

Exclusively for members of The Aesthetic Society and customized to their practice, the dazzling Smart Beauty Guide highlights the benefits and techniques of today's most popular cosmetic procedures, and includes explanations of terms commonly used with laser and light-based therapies. Beautiful illustrations and eye-catching photography make this brochure a must-have for any aesthetic practice, and our proprietary imagery you won't find anywhere else.

40 pages packed with content, plus 8.5" x 11" cover. The cover font features a beautiful metallic blue ink.

Exclusively for members of The Aesthetic Society.

Sold in packs of 500.



CODE	DESCRIPTION	PRICING
SBG-1	Smart Beauty Guide	1 pack \$2495
		2 packs \$4490

**YOU'VE CHOSEN WELL & CHOSEN SMART**

The single most important factor in your cosmetic treatment is the surgeon you select. Choosing an aesthetic plastic surgeon is the most critical decision you will make. The American Society for Aesthetic Plastic Surgery provides a list of the United States' top certified plastic surgeons. ASPS certification signifies your surgeon's professional expertise and commitment to your safety and satisfaction. ASPS membership is a mark of excellence.

**Do not be misled by other organizations.** The ASPS is recognized by the American Board of Medical Specialties (ABMS), which has recognized medical specialties since 1934. There is no other ASPS-recognized certifying body for "cosmetic surgery" or "cosmetology."

We have compiled the United States' most reputable aesthetic medicine practitioners into a comprehensive directory of board-certified plastic surgeons. This directory is available at [www.asps.org](http://www.asps.org). Board certification is a mark of excellence. ASPS membership is a mark of excellence. ASPS certification is a mark of excellence.

**PHYSICIAN AND POST-OPERATIVE CARE**

Medical care before and after surgery is essential. Your surgeon should provide you with a comprehensive plan of care, including pre-operative, intra-operative, and post-operative care. This plan should include instructions on how to care for your skin, how to manage pain, and how to recognize and report any complications. Your surgeon should also provide you with information on how to access medical care if you need it.

**CONSIDERING THE DETAILS**

**FEES** There are usually two separate fees for cosmetic surgery: the operating room fee, anesthesia, and hospital costs if applicable. If the surgery is performed in the doctor's own facility, the operating room fee is included. Usually, general anesthesia is provided free of charge. However, the cost of the operation, the location at which the surgery is performed, and the type of anesthesia administered.

**Check your plastic surgeon based on qualifications, not price.**

**INSURANCE** An aesthetic plastic surgery is not covered by insurance. But when a cosmetic procedure corrects a functional problem, there may be an exception. For example, breast reduction can correct a chronic backache, or an upper eyelid surgery can improve vision impaired by eyelid drooping. In such cases, contact your insurance company prior to surgery.

**SURGICAL FACILITY** Surgeons are required to perform surgery in an accredited facility. The American Society for Aesthetic Plastic Surgery, through its membership, maintains a list of accredited facilities. Accredited facilities have the equipment and staff necessary to perform surgery safely.

**Risks regarding plastic surgery hospital procedures:** Even if you are having a procedure you will undergo in an accredited facility.

**ANESTHESIA** Some plastic surgeons use a combination of general anesthesia and sedation. Other surgical procedures may require anesthesia, which is administered by a board-certified anesthesiologist. Anesthesiologists are trained to monitor your vital signs and adjust the anesthesia as needed. Anesthesiologists are trained to recognize and respond to any complications.

**SURVIVAL RISKS** All surgical procedures carry some risk. The risk of death is extremely low. However, the risk of death is higher for certain procedures. The risk of death is higher for certain procedures. The risk of death is higher for certain procedures.

**PRE- AND POST-OPERATIVE CARE** Medical care before and after surgery is essential. Your surgeon should provide you with a comprehensive plan of care, including pre-operative, intra-operative, and post-operative care. This plan should include instructions on how to care for your skin, how to manage pain, and how to recognize and report any complications. Your surgeon should also provide you with information on how to access medical care if you need it.

**YOUR FACE PUT YOUR BEST FACE FORWARD**

Cosmetic medical procedures are a blend of both art and science. The American Society for Aesthetic Plastic Surgery has a number of member surgeons who are board-certified plastic surgeons, focusing on the human face and form. These surgeons are able to help you achieve the face you've always wanted. Their goal is to enhance the features of your face while preserving your unique facial structure. Facial plastic surgery can fill your face, open up your eyes, enhance your nose, correct your jawline, contour your chin, and firm up your neck and jawline. Sometimes enhancing a single facial feature brings you whole face harmony, improving overall appearance, making you appear more youthful and increasing your self-confidence.

Your face is the first part of you that people notice, and a glowing complexion will help you feel confident and content.

**FACELIFT / RHYTIDECTOMY**

Facelift is a surgical procedure that lifts and tightens the skin and underlying tissues of the face. The goal is to achieve a more youthful and natural look. However, this is not the only way to achieve a more youthful appearance. There are many non-surgical options available. The goal is to achieve a more youthful and natural look. However, this is not the only way to achieve a more youthful appearance. There are many non-surgical options available.

Facelifts are not one size fits all. The procedure is tailored to your facial characteristics. In some, the deeper facial tissues may be tightened or lifted to create a more youthful contour and shape. In others, removal of excess skin or other refinements may be necessary to achieve optimal results.

Both for facelifts that require skin removal and for non-surgical facelift options, an important goal of every facelift is to look natural, so that following surgery you can easily recognize these as your face. The placement and length of incisions are determined on the facelift technique that best suits you. Incisions typically remain in the hair of the ear, wrapping around the earlobe, with variations going up into the hairline or the temple, or behind the ear. Your doctor will help you determine the best technique to improve your individual needs.

Facelifts can also improve your neck, with your surgeon treating underlying neck bands through a small incision placed under your chin, and through the same incision remove excess fat and tighten neck tissues. Revision facelifts can also be successful through very small incisions or incisions using liposuction.

After your facelift, you will feel tightness or numbness in your face and neck. Some skin shedding is common and you may experience some swelling, which will resolve shortly. Your skin will be sensitive, so you will need to be careful not to apply any facial products daily. You can apply makeup once your skin begins to heal and return to work within a few weeks.

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**INJECTABLES**

In the last few years there have been huge advances in FDA-approved products available for the treatment of facial changes due to aging. In the right hands, injectables can be dramatic. Your plastic surgeon is trained to inject with precision to quickly reduce wrinkles, restore more youthful contours, and define your appearance. This treatment is an excellent choice for the long-term, most comprehensive correction possible with injectables, but one typically used in conjunction with other treatments to create a more natural, achievable outcome. Although he injects that restores their effects are generally temporary, but each will be determined by the professional administering the treatment. The longevity of antiwrinkle injectables are neurotoxins and soft tissue fillers.

**NEUROMODULATORS**

These products target wrinkles, restore, firm, and lift the skin with different facial expressions. By relaxing the specific muscle tissue you use in a variety of facial expressions, neurotoxins, such as Botox®, can give you more wrinkle-free skin, which in turn promotes your skin's appearance. Botox® is the most common neurotoxin used in aesthetic medicine. Neurotoxins can help reduce wrinkles across the entire face, including the forehead, around the eyes, and on the nose. Botox® is the most common neurotoxin used in aesthetic medicine. Neurotoxins can help reduce wrinkles across the entire face, including the forehead, around the eyes, and on the nose.

- Customized to Your Practice
- Proprietary Illustrations
- Beautiful Photos You Won't Find Anywhere Else!



## THE GUIDE TO FACIAL REJUVENATION CONTAINS THE MOST RECENT AESTHETIC PROCEDURES YOUR PATIENTS ARE ASKING FOR!

### CUSTOMIZABLE WITH PHOTO, BIO & PRACTICE INFO

Filled with vetted Smart Beauty Guide content and proprietary illustrations and photography, the Guide to Facial Rejuvenation is customizable with your photo, bio, and practice information. Covering essential skin care, cosmetic medicine, and aesthetic surgical procedures for the face, this brochure is sure to appeal to the patient seeking detailed education on the latest facial techniques.

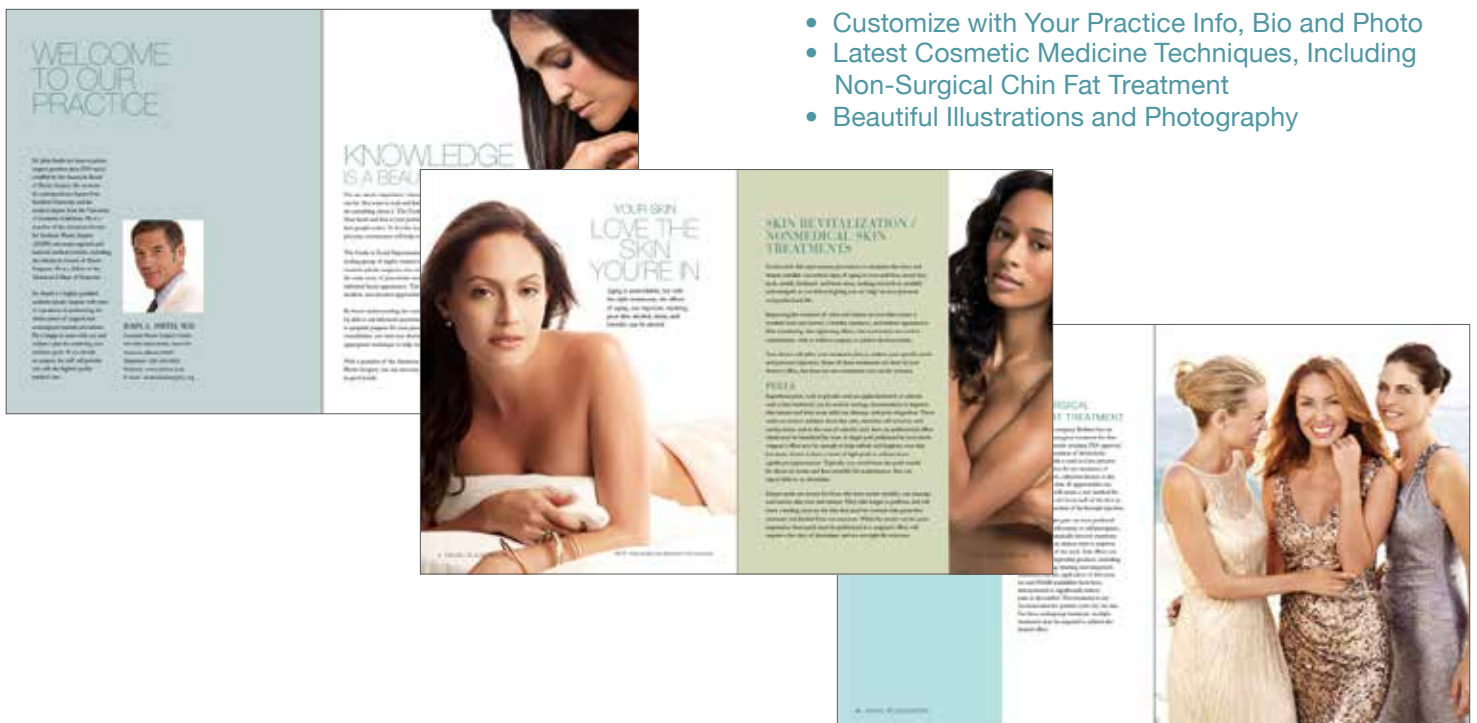
24 pages plus customizable cover. 8.5" x 11".

*Exclusively for members of The Aesthetic Society.*

Sold in packs of 500.

CODE	DESCRIPTION	PRICING
SBG-FR	Guide to Facial Rejuvenation	1 pack \$1495
		2 packs \$2490

- Customize with Your Practice Info, Bio and Photo
- Latest Cosmetic Medicine Techniques, Including Non-Surgical Chin Fat Treatment
- Beautiful Illustrations and Photography



# ESSENTIAL PATIENT BROCHURES FROM OUR BESTSELLING LINE!

These sleek brochures cover an array of the most popular cosmetic surgical procedures, educating your patients on the procedure's benefits, surgical process, recovery, safety, risks, results, and other important information. Exclusively for members of the Aesthetic Society, these 12 and 16 page brochures are perfect for mailing in a standard envelope and feature a beautiful metallic blue band around the cover. 4" x 9".

Sold in packs of 50.



PB-1



PB-2



PB-3



PB-4



PB-5



PB-6



PB-7



PB-8



PB-9



PB-10



PB-11



PB-12



PB-13



PB-14



PB-15





Back Cover

Place Your Practice Contact Sticker Here

**YOU'VE CHOSEN WELL AND CHOSEN SMART**

A MEMBER OF THE AMERICAN SOCIETY FOR AESTHETIC PLASTIC SURGERY

All members of the American Society for Aesthetic Plastic Surgery in the United States are certified by the American Board of Plastic Surgery (ABPS).<sup>\*</sup> This certification guarantees that your surgeon has completed a minimum of five years of surgical training following medical school, including an approved residency program in plastic surgery, and has passed comprehensive oral and written exams. ABPS certification qualifies your surgeon to perform reconstructive and cosmetic plastic surgery of the face and entire body.

**Do not be confused by other official sounding boards and certifications.** The ABPS is recognized by the American Board of Medical Specialties (ABMS), which has approved medical specialty boards since 1934. *This is an ABMS-recognized certifying board with "cosmetic surgery" in its name.*

By choosing a member of the American Society for Aesthetic Plastic Surgery, you can be assured that your surgeon is certified by the ABPS.

\*If you live outside the United States, check your surgeon's affiliation with a member society of the International Confederation for Plastic, Reconstructive and Aesthetic Surgery (IPRAS), or the International Society of Aesthetic Plastic Surgery (ISAPS). Plastic surgeons in Canada are certified by the Royal College of Physicians and Surgeons of Canada.



**PROCEDURAL STEPS**

**STEP 1 / ANESTHESIA**

Medications are administered for your comfort during the surgical procedure. Your surgeon will recommend whether general anesthesia or intravenous sedation is the best option for you.

**STEP 2 / THE TECHNIQUES**

Most facelift techniques focus on the lower facial areas, such as the jawline, jowls, and cheeks. A facelift can also focus on the midface or the forehead. In some patients, deeper facial tissues may be repositioned or tightened to restore a more youthful contour. In others, removal or addition of fat or other soft tissue fillers may be necessary to achieve the best results. Today, many different techniques exist with outcomes that are consistently reliable and safe and produce durable results, which your surgeon will discuss with you. Your incisions will depend on the area of the face that is targeted and the amount of change you want.

A facelift corrects visible signs of aging such as deep cheek folds, jowls, and loose skin on the front and sides of your neck.



**PREPARING FOR SURGERY**

Preparation for surgery begins after your plastic surgeon examines you and discusses the details of the procedure. Your plastic surgeon will provide thorough preoperative instructions and may recommend that you achieve certain weight goals before surgery or make other lifestyle changes to help improve your results and minimize possible complications. Regardless of the type of surgery to be performed, drinking lots of water before and after is very important for safe recovery and optimal outcomes.

Before your procedure, your surgeon will discuss with you:

- The impact that smoking and tobacco products have on your surgery. Your surgeon may recommend that you be tobacco and tobacco product free, including nicotine patches, gum, and cigarettes.
- The importance of avoiding taking aspirin, nonsteroidal anti-inflammatory medications (NSAIDs: Advil, Motrin, Aleve), and vitamins or homeopathic remedies prior to the surgery, since these can increase bleeding.
- Recent facial procedures you may have had, such as lasers, injectables, peels, and topical treatments, because these can effect the evaluation and timing of your surgery.

Your facelift may be performed in a hospital or an outpatient surgical facility. If it is done on an outpatient basis, arrange for someone to drive you home after surgery and stay with you for at least the first night following your procedure—unless you and your surgeon have decided on other postoperative recovery options.

**QUESTIONS TO ASK MY SURGEON**

**FEEDBACK ABOUT MY CASE, GOALS, AND PROCEDURE**

1. Am I a good candidate for a facelift?
2. Are the results I am seeking reasonable and realistic?
3. Do you have facelift before-and-after photos I can look at for this procedure?
4. Where will my incisions be?
5. Will my scars be visible?
6. What kind of anesthesia do you recommend for me?
7. What are the costs associated with my facelift?
8. What can I do to help get the best results?

**POST-OPERATIVE QUESTIONS**

1. What kind of recovery period can I expect, and when can I resume normal activities?
2. What are the risks and complications associated with my procedure?
3. How are complications handled?



CODE	DESCRIPTION
PB-1	Abdominoplasty
PB-2	Breast Augmentation
PB-3	Breast Lift
PB-4	Breast Reduction
PB-5	Brow Lift
PB-6	Eyelid Surgery
PB-7	Facelift
PB-8	Liposuction
PB-9	Mommy Makeover (includes Tummy Tuck, Breast Augmentation, Breast Lift, and Liposuction)
PB-10	Surgery of the Nose
PB-11	Enhancements for Men (includes Gynecomastia, Liposuction, Facial Contouring, and Eyelid Surgery)
PB-12	Aesthetic Vaginal Surgery
PB-13	Buttocks Enhancement (includes autologous fat transfer, buttock lift, and buttock implants)
PB-14	Arm & Thigh Lift
PB-15	Dramatic Weight Loss (Body contouring surgeries included are panniculectomy, extended abdominoplasty, lower body lift, brachioplasty, thigh lift, breast lift, and face and neck lift)

**PRICING**

**1-5 Packs**

\$54 per pack  
*(\$1.08 per piece)*

**6-15 Packs**

\$49 per pack  
*(\$0.98 per piece)*

**16+ Packs**

\$43 per pack  
*(\$0.86 per piece – a 20% savings!)*

## IMAGINE THESE 15 BEAUTIFUL PROCEDURAL BROCHURES ON YOUR FAVORITE INTERACTIVE PRODUCTS

Partnering with the premier interactive service providers in the aesthetic plastic surgery specialty, The Aesthetic Society is pleased to offer our elegant procedural brochure line exclusively on products produced by Canfield Imaging Systems and TouchMD. Canfield offers the brochures through their ViewMyConsult™ integrated web portal, which also provides access to your patient's personal aesthetic simulations and clinical photographs. TouchMD offers the brochures through their Consult App and Patient Experience Web portal and iOS apps, which also provides access to the patients clinical photographs, image markups, recommendations, homework, and practice educational library.

*Exclusively for members of The Aesthetic Society.*

Purchase either the entire suite of fifteen brochures or only those that align with your specialty. A one year subscription entitles your practice to unlimited usage of the brochures you select on these interactive systems.\*



IMAGING EXCELLENCE FROM



\*Subscriptions to these procedural brochures are available through Canfield Imaging Systems and TouchMD and include unlimited usage, practice-wide, for one year, per platform.

To place an order for these products on Canfield Imaging Systems please contact them at [info@canfieldsci.com](mailto:info@canfieldsci.com), or by phone at 800.815.4330.

To place an order for these products on TouchMD, please contact them at [support@touchmd.com](mailto:support@touchmd.com), or by phone at 435-867-0077.

Make sure to let them know you are a member of The Aesthetic Society.





## THIS SLEEK AND DISTINCTIVE FOLDER HOLDS IT ALL

### EYE-CATCHING CONSULTATION FOLDERS

Featuring The Aesthetic Society's exclusive Smart Beauty Guide images, these beautiful portfolios are a terrific way to convey all of the elements of the Smart Beauty Guide brand to your patients.

Just the right size to hold the Smart Beauty Guide and Procedural Brochures, you can also include your own marketing brochures, as well as a business card. 9" x 12".

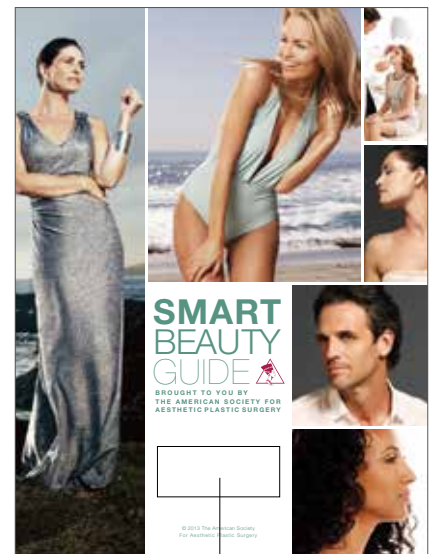
*Exclusively for members of the Aesthetic Society.*

Sold in packs of 100.

**CODE    PRICING**  
**SBG-CF    \$125**



Insert Your Business Card



Place Your Practice Contact Sticker Here\*

*\*See page 16 for more information*

## NEVER BUY OR LEASE A USELESS PIECE OF EQUIPMENT AGAIN!

INTRODUCING THE SURGEON AS CONSUMER SOLUTION – THE SITE WHERE YOU WRITE THE REVIEWS--AND USE THEM!

How many of us have been approached to buy or lease the latest 510K device, only to find it later serving as a very expensive coat rack? While the ones that live up to their promise are a big hit with patients and practice—what about the ones that don't live up?

Society members have long asked for help, and here it is! The Surgeon as Consumer Solution (SAC) is a closed site, accessible only through ASAPS.org and only for active ASAPS members. It uses a simple star rating system to rank equipment on everything from clinical efficacy to ROI.

Visit [asaps.org](http://asaps.org) now, log-in, click on “Surgeon as Consumer,” and you have fellow surgeons’ device reviews at your fingertips—and the ability to share your views with others. All completely free— an ASAPS benefit of membership!



ASAPS.ORG Hello, Dr. Bogdan

### Reviews for BBL

Category	Consensus
Collateral	★★★★★
Training	★★★★★
Marketing	★★★★★
Complications	★★★★★
Efficacy	★★★★★
Support	★★★★★
ROI	★★★★★
Satisfaction	★★★★★
Repurchase	★★★★★
Recommend	★★★★★
Average	★★★★★

Total Reviews 3

Include Potential Conflicts of Interest

★★★★★ — sounds IPL device. Tons of flexibility. can add to existing platform. I love Sciton. Never the first out there but devices are well put together and last a long time. Great support from the company.

★★★★★ — I purchased this device with the Sciton TRIL, Profractional, MLP and BBL. great return on investment and a true work horse. Good support from the company.

★★★★★ — Love our Sciton BBL. Effective for a variety of pigment alterations and textural irregularities. also good for hair removal and less so acne.

[Return to Device Reviews](#)

## NEW! THE AESTHETIC NEURAL NETWORK (ANN)

### A COMPLIMENTARY ASAPS MEMBER PRACTICE BENCHMARKING TOOL



Imagine, with Just One Click:

- Charting Your Practice Growth
- Discovering Areas You Can Improve
- Benchmarking Yourself Against Your Peers
  - o All of this with NO data entry required

The Aesthetic Neural Network is a new benefit for members that harnesses the power of your own data to let you benchmark your practice among those of your peers in a safe, private, and secure environment.

### HOW DOES IT WORK?

A piece of plug and play equipment is delivered to your office that “reads” your data and transfers it to a highly secure cloud environment. Your data is then put through a series of processes that allows for a universal language: for example, liposuction is liposuction, not Dr. Smith’s exclusive body contouring program, which lets you compare your practice to those of others in a common nomenclature – and to see how you’re doing on many of your critical endpoints.

### HOLD ON – WHAT’S A “CLOUD ENVIRONMENT”?

It’s a fancy term for hosting your data on the internet instead of on a server. The ANN cloud has the highest level of security possible today (HITRUST). As opposed to “public clouds” – think Amazon or Google – ours is a private cloud only for individual ASAPS members. It’s a level of security you most likely don’t have in your office.

### WHY SHOULD I GIVE YOU MY DATA?

You aren’t obligated to let us use your deidentified data of course, but we can’t offer the service without it. The data is aggregated to allow it to be delivered back to you in the form of usable reports or dashboards that will help you pin point practice deficiencies – and practice areas of excellence too. Unlike other systems you can actually measure your performance against others. You won’t know whose data it is – it’s all deidentified.

### OK SO I CAN BENCHMARK MY PERFORMANCE. MY PRACTICE IS VERY SUCCESSFUL NOW, WHY SHOULD I GET INVOLVED IN THIS?

Maybe you shouldn’t. ANN isn’t a one size fits all solution and maybe you don’t need to know how you’re doing competitively. But if you’re just starting out, or would like to see a higher ROI, or maybe are getting ready to sell or take on a new partner, this is information you literally cannot get anywhere else. And what if you want to know exactly how much of your practice revenue and expense comes from each procedure, which procedures generate the most follow-up business, and whether your revenue profile is changing year to year? ANN can tell you that, and a lot, lot more, for free.

*Continued on next page ...*

## WHO IS DEVELOPING THIS?

C-level developers, security experts and data analysts. The team is led by AnzuMedical, the same group that brought you RADAR.

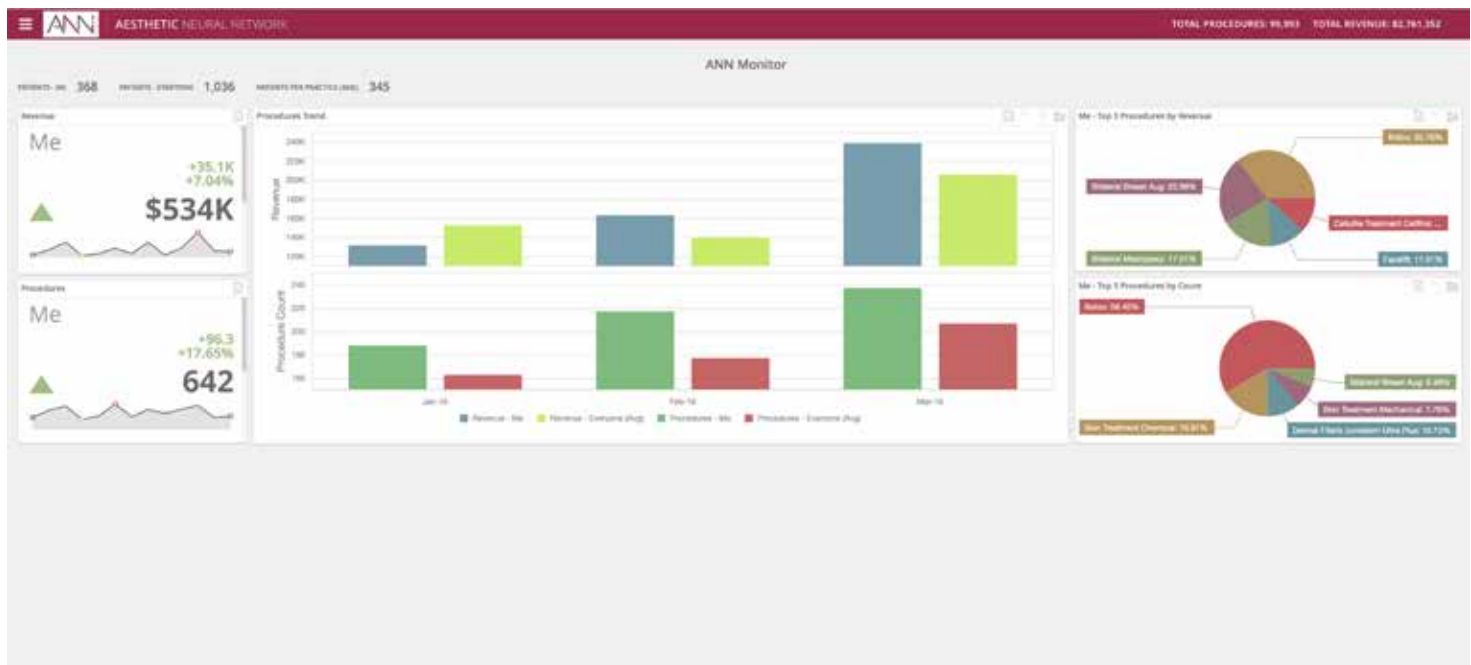
## WHY ARE YOU PROVIDING THIS SERVICE – WHAT’S IN IT FOR ASAPS?

As a member organization, we are always looking for high return on your dues investment and helping your practice grow is high on the list for most members.

The aggregated data in ANN can be used for research, advocacy, patient safety issues – the list is only restricted by your imagination.

For more information on the Aesthetic Neural Network, please contact ASAPS at 562.799.2356 or [asaps@surgery.org](mailto:asaps@surgery.org).

**\*Free to First 100 ASAPS Members!**



Easy to understand dashboards with multiple filters and drill down functionality allows you to track your practice's success--and improve areas in need!



## Are You Making the Most of the ASAPS Advantage Provider Program?

The Advantage Provider Program was created to provide members with pre-negotiated special pricing on products and services, to enhance practice performance.

Each ASAPS Advantage Provider is rigorously vetted, carefully selected and has agreed to uphold our strict ethical standards.

When you purchase a product from an Advantage Provider, you are also helping The Aesthetic Society offset costs, which helps keep your membership fees as low as possible.



### ASAPS.CLOUD POWERED BY RONAN SOLUTIONS

The Aesthetic Society is pleased to announce ASAPS.CLOUD—a new service, brought to you by ANZU®—the creators of RADAR Resource, and Iron Medical Systems®—a leading provider of secure private medical clouds. As the newest ASAPS Advantage Program provider, ASAPS.CLOUD is the first HITRUST® certified, aesthetic and plastic surgery-specific cloud offering in the world.

For more information, please contact Ronan Solutions (partnership of Anzu & Iron Medical Systems) at 602.884.8330, or by email at [sales@ronansolutions.com](mailto:sales@ronansolutions.com).



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Shaping the Future of Smart Beauty®  
[www.surgery.org/ems](http://www.surgery.org/ems)

# The Business of Launching Your Practice

The ASAPS Gift of Expert Advice



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## 3rd Annual Residents' Symposium

Chair: Salvatore Pacella, MD, MBA  
Co-Chair: Gary Tuma, MD

**WE ARE  
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**September 8–10, 2017**  
SHIELD Center, New York City, NY

[www.surgery.org/residents2017](http://www.surgery.org/residents2017)



THE AMERICAN SOCIETY FOR  
AESTHETIC PLASTIC SURGERY, INC.

# Experienced Insights

## Breast and Body Contouring

Interaction. Involvement. Inspiration

Thursday, October 19–  
Saturday, October 21, 2017  
The Intercontinental Mark Hopkins  
San Francisco, CA

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AESTHETICS.**

[www.surgery.org/breastandbody2017](http://www.surgery.org/breastandbody2017)



THE AMERICAN SOCIETY FOR  
AESTHETIC PLASTIC SURGERY, INC.

## ASAPS LAS VEGAS 2018 FACIAL & RHINOPLASTY SYMPOSIUM

February 1–3, 2018  
The Cosmopolitan of Las Vegas  
Las Vegas, NV

Chair: Charles Thorne, MD  
Co-Chair: Louis Bucky, MD

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  - ♦ Exceptional Education
  - ♦ Cadaver Labs Available
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## THE AESTHETIC MEETING 2018

April 26–May 1, 2018  
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Jacob K. Javits  
Convention Center  
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Experience the  
Global Gathering  
of Aesthetic  
Innovators and  
Experts

THE ANNUAL MEETING OF  
The American Society for Aesthetic Plastic Surgery, Inc.  
and Aesthetic Surgery Education and Research Foundation



[www.surgery.org/meeting2018](http://www.surgery.org/meeting2018)

**WE ARE  
AESTHETICS.**



## ASAPS MEMBERSHIP CERTIFICATE

### SHARE YOUR EXPERTISE WITH YOUR PATIENTS

*Exclusively for Active and International Active members of The Aesthetic Society. Our updated membership certificate now features a beautifully embossed Society logo, is personalized with your name and credentials and is finished with an impressive gold border. Accentuate your credentials and position your practice as a center of excellence by adding these certificates to patient rooms or your waiting area.*

CODE	DESCRIPTION	SIZE	PRICE
M.CERT	Certificate	13.15" x 18"	\$80
M.CERT-DUP	Additional Certificate	13.15" x 18"	\$65



## CERTIFICATE OF ADVANCED EDUCATION IN COSMETIC SURGERY

### EDUCATIONAL ACCOMPLISHMENTS ARE IMPORTANT TO PATIENTS

These exclusive certificates document CME credits related to your primary area of practice management, and communicates to your patients your achievements in continuing education.

CODE	DESCRIPTION	SIZE	PRICE
CME-CERT	One Certificate	11" x 14"	\$80
CME-CERT.DUP	Duplicate Certificate	11" x 14"	\$65

To obtain a list of requirements and an application for the Certificate of Advanced Education in Cosmetic Surgery, please go to: [www.surgery.org/cae](http://www.surgery.org/cae)



## COMPLIMENTARY: CERTIFICATE OF SPECIAL RECOGNITION FOR COMMUNITY SERVICE AND VOLUNTEERISM

### EXCLUSIVELY FOR AESTHETIC SOCIETY MEMBERS

The Aesthetic Society recognizes its members' outstanding contributions to their communities and the world by awarding the Certificate of Special Recognition for Community Service and Volunteerism.

CODE	DESCRIPTION	SIZE
CSR	Certificate of Special Recognition	8.5" x 11"



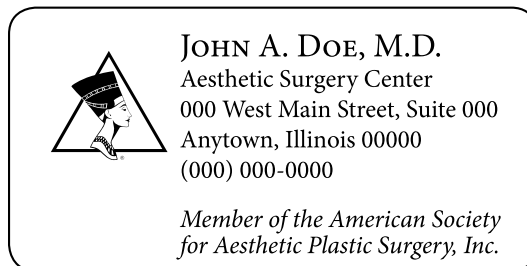
## PERSONALIZED LABELS

### ATTRACTIVE AND EYE-CATCHING

Show you're a member of The Aesthetic Society by utilizing these beautiful personalized mailing labels.



Format A



Format B

S-500	Qty. 500	\$105
S-1000	Qty. 1000	\$160
S-2000	Qty. 2000	\$220

To order this product, please complete the Product Customization Form on page 24

## ASAPS MEMBERSHIP PLAQUE

### LET YOUR PATIENTS KNOW YOU'RE AN EXPERT IN AESTHETIC SURGERY!

This exclusive Aesthetic Society membership plaque, personalized with your name, is an impressive credential for any waiting room, exam room, or private office. Silver-toned metal with satin finish. ASAPS logo photo-engraved in signature burgundy, with your name in black.

CODE PRICE	DESCRIPTION	SIZE
PLQ-1 \$475	Large Wall Plaque	12"x14"
PLQ-2 \$400	Small Wall Plaque	5"x7"



To order this product, please complete the Product Customization Form on page 24

# PERFECT FOR MEMBERS & GUEST SURGEONS ALIKE!

YOU | REALIZED

## CUSTOMIZABLE WITH PHOTO AND PRACTICE INFORMATION

Your patients will love these practice marketing brochures, available for purchase by ASAPs Members, Candidates for Membership, and board certified plastic surgeons. These attractive 8 panel brochures are an ideal way to inform prospective patients about the most popular cosmetic procedures, in an easy-to-read format. Personalized with your photo, name and practice identity, the You | Realized brochures are an essential education tool, highlighting important procedural information, what to consider when choosing surgery, and the importance of selecting a board certified aesthetic plastic surgeon. The brochure opens as a gatefold, fitting into a standard mailing envelope or brochure rack. 4"x9".

**For board certified plastic surgeons.**

SOLD IN SETS OF 50 BROCHURES PER TITLE, WITH A MINIMUM TOTAL ORDER OF 500.



YR-1



YR-2



YR-3



YR-4



YR-5

	BROCHURE	
<b>BODY</b>	YR-1	
<b>BREAST</b>	YR-2	
<b>EYES</b>	YR-3	
<b>FACE</b>	YR-4	
<b>SKIN</b>	YR-5	



Brochure Folds Out to Four Panels

	QUANTITY	ASAPS MEMBER/ CANDIDATE	NON-ASAPS
Sold in increments of 50 brochures per title. Minimum total order is 500 brochures.	500-1000	\$73 per pack (\$1.46 per piece)	\$86 per pack (\$1.72 per piece)
	1100-1500	\$51 per pack (\$1.02 per piece)	\$60 per pack (\$1.20 per piece)
	1600 or more	\$44 per pack (\$0.88 per piece)	\$56 per pack (\$1.12 per piece)



Sample Inside Spread of the Breast Brochure



Customizable Back Cover



# ESSENTIAL PATIENT FORMS – ALL ONLINE!

## SURGICAL CHECK-LISTS, PRE- AND POST-OP PATIENT INSTRUCTIONS, AND MORE

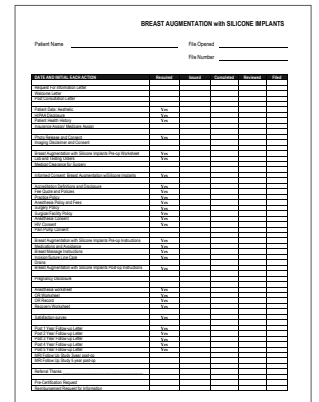
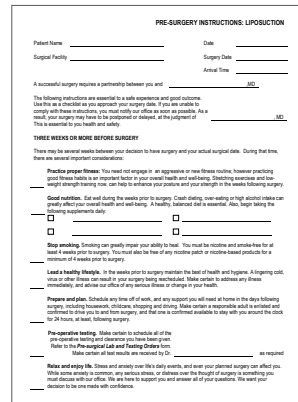
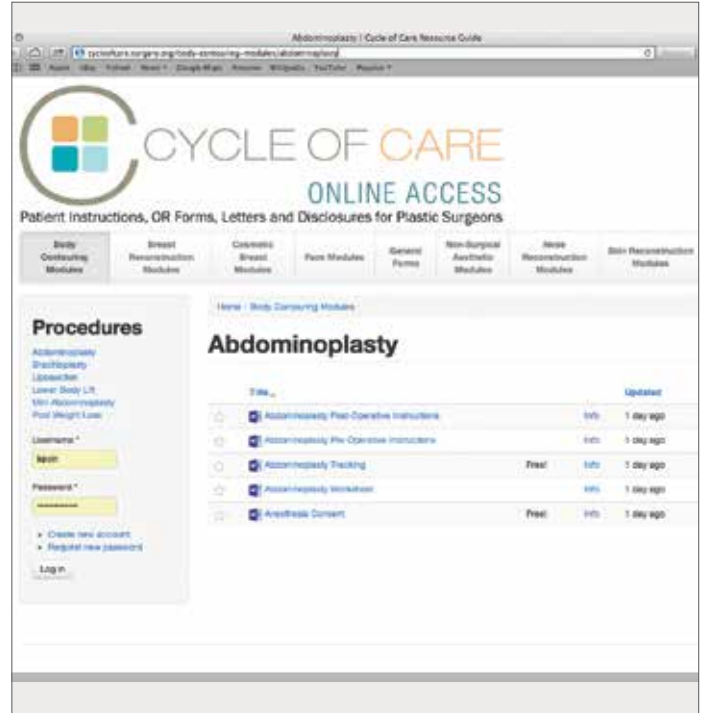
Created and fully vetted by the top opinion leaders in aesthetic plastic surgery, Cycle of Care Online Access provides documents essential for an aesthetic surgery practice. Cycle of Care is a web-based compendium of pre and post operative patient instructions, surgical worksheets, surgical tracking forms, patient letters, operating room forms, photo releases, HIPAA disclosures, and other essential documents, covering all major aesthetic and reconstructive procedures. Fully dynamic, these Microsoft Word documents can be downloaded and customized to your practice standards.

### FEATURES INCLUDE:

- Simplified online access
- Bookmark frequently used files as favorites
- Batch Downloading -- Download multiple files as compressed archives, quick & easy!
- **NEW:** Laser and light procedural forms

CODE	DESCRIPTION	PRICE
CCOA-M17	Cycle of Care - Online Access Annual Subscription (ASAPS/ASPS Member, Candidate, Resident)	\$99†
CCOA-G17	Cycle of Care - Online Access Annual Subscription (Non-member)	\$299†

† Annual subscription purchase includes access from January 1, 2017 to December 31, 2017, followed by an annual optional renewal.



To see the full list of documents available, go to [cycleofcare.surgery.org](http://cycleofcare.surgery.org) and view the options from the pull-down menus in each category. While you are not able to view or download the actual documents, if there is a particular document of which you'd like a sample, please contact Kergan Edwards-Stout at [kergan@surgery.org](mailto:kergan@surgery.org)

## AESTHETIC SURGERY JOURNAL

*Aesthetic Surgery Journal (ASJ)* is a peer-reviewed international journal focusing on scientific developments and clinical techniques in aesthetic surgery. The official publication of the American Society for Aesthetic Plastic Surgery (ASAPS), *ASJ* is also the official English-language journal of two dozen major international societies of plastic, aesthetic and reconstructive surgery representing South America, Central America, Europe, Asia, and the Middle East. It is also the official journal of the British Association of Aesthetic Plastic Surgeons, the Canadian Society for Aesthetic Plastic Surgery, and The Rhinoplasty Society.

*ASJ* is indexed with MEDLINE/PubMed, has a current Impact Factor of 2.502, and is ranked 54th out of 200 journals in the overall Surgery category. The Journal publishes articles in the following sections: Facial Surgery, Oculoplastic Surgery, Rhinoplasty, Breast Surgery, Body Contouring, Cosmetic Medicine, Research, Special Topics, My Way, Featured Operative Techniques, Genital Rejuvenation, Editorials, and Letters.

*ASJ* has an active social media program including an impressive team of #SoMe ambassadors led by Dr. Grant Stevens. The Journal supports and encourages trainees through its Next Generation Editors program led by Dr. Jason Roostaeian and the Evidence-based Medicine Hub (EBM Hub) led by Drs. Felmont Eaves and Achilles Thoma. Editorial leadership includes Drs. Foad Nahai (Editor in Chief) and Jeffrey Kenkel (Associate Editor) as well as knowledgeable and experienced section editors who peer review submissions.

*ASJ* is presently ranked #1 among all aesthetic surgery journals and continues its history of excellence and focus on quality since 1996.



The Journal welcomes new  
submissions here:

<https://mc.manuscriptcentral.com/asjournal>

## RADAR RESOURCE

The Aesthetic Society's medical education platform and professional network is now available on the web, tablet, or smart phone. With the integrated RADAR search tool, you can experience the power of RADAR via customized filters that allow you to sort your search by procedure, author, content type, illustrations, charts, etc... taking you to the exact spot of a publication, procedural video or discussion related to your search. RADAR Resource also offers you the ability to:

- Interact, share ideas and ask questions within a private social network of your colleagues—Now with open and private discussion capabilities.
- Access fresh content that is added regularly to the RADAR library. Content includes: issues of the *Aesthetic Surgery Journal*, extensive video content, patient safety resources, practice management webinars and much more!
- Highlight text, bookmark videos, and add notes to publications with your personal audio, a video, and/or reference links.
- Create your own personal digital library by uploading PDF content on RADAR.
- Use the various annotation features on the platform for your personal content and build detailed binders on your clinical research or personal topics of interest.
- View interactive cases provided by plastic surgeons and industry. These cases illustrate options, rationale for approaches, and best practices via branch logic, multimedia attachments, and reference links.



### LOGGING INTO RADAR

Access to RADAR is complimentary to Members and Candidates for Membership of The Aesthetic Society (domestic and international), Residents and Fellows enrolled in The Aesthetic Society's Resident Program, and *Aesthetic Surgery Journal* subscribers. Users can access RADAR by:

**Responsive Web Version** – Via your tablet, smartphone, or computer, go to [www.radarresource.org](http://www.radarresource.org) and input your login credentials.

**iPad App** – Via your iPad 2 or newer, search 'ASAPS' in the App Store and download the free app

Login with your ASAPS credentials – email [Alicia@surgery.org](mailto:Alicia@surgery.org) for credentials if needed or to ask questions.



# AESTHETIC SOCIETY PRODUCTS AT-A-GLANCE

■ **AESTHETIC NEURAL NETWORK**

See page 11 for more information

■ **AESTHETIC SURGERY JOURNAL (ASJ)**

See page 19 for more information

■ **ASAPS ADVANTAGE PROGRAM**

See page 13 for more information

■ **ASAPS EDUCATIONAL SYMPOSIA**

See page 14 for more information

■ **ASAPS CERTIFICATE OF ADVANCED EDUCATION IN COSMETIC SURGERY\***

CME-CERT	One certificate	\$80
CME.CERT.DUP	Duplicate certificate-each	\$65

See page 15 for more information

■ **CANFIELD SCIENTIFIC, INC.: SMART BEAUTY GUIDE ELECTRONIC PROCEDURE BROCHURES\***

See page 8 for more information

■ **CERTIFICATE OF SPECIAL RECOGNITION FOR COMMUNITY SERVICE AND VOLUNTEERISM\***

CSR	Certificate of Special Recognition	FREE
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See page 15 for more information

■ **CYCLE OF CARE ONLINE ACCESS ANNUAL SUBSCRIPTION**

Patient Instructions, OR Forms, Letters and Disclosures for Plastic Surgeons

CCOA-M17	ASAPS Member, Candidate & Resident	\$99†
CCOA-G17	Non-member	\$299†

See page 18 for more information

■ **ENHANCED PRACTICE PROFILE\***

WEB-DEV	One-time set-up fee	\$399
WEB-M17	Annual maintenance fee	\$699

See page 3 for more information

■ **MEMBERSHIP PLAQUE\***

PLQ-1	Large wall plaque	\$475
PLQ-2	Small wall plaque	\$400

See page 16 for more information

■ **PATIENT SAFETY POSTER\***

[www.surgery.org/poster](http://www.surgery.org/poster)

■ **PERSONALIZED LABELS\***

S-500	Qty. 500	\$105
S-1000	Qty. 1000	\$160
S-2000	Qty. 2000	\$220

See page 16 for more information

■ **RADAR RESOURCE**

CME Search: Contact [Alicia@surgery.org](mailto:Alicia@surgery.org) to Purchase  
See pages 20 for more information

■ **SMART BEAUTY GUIDE FOR AESTHETIC PLASTIC SURGERY AND COSMETIC MEDICINE\***

SMART BEAUTY GUIDE: CAMPAIGN AND WEBSITE  
See page 2 for more information

SMART BEAUTY GUIDE BROCHURE

SBG-1	Qty. 500	\$2495
SBG-1	Qty. 1000	\$4490

See page 4 for more information

SMART BEAUTY GUIDE TO FACIAL REJUVENATION

SBG-FR	1 pack	\$1495
SBG-FR	2 packs	\$2490

(Sold in packs of 500)

See page 5 for more information

SMART BEAUTY GUIDE CONSULTATION FOLDER

SBG-CF	(Sold in packs of 100)	\$125
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See page 9 for more information

SMART BEAUTY GUIDE ENHANCED PRACTICE PROFILE

WEB-DEV	One-time set-up fee	\$399
WEB-M17	Annual maintenance fee	\$699

See page 3 for more information

SMART BEAUTY GUIDE PROCEDURAL BROCHURES\*

PB-1	Abdominoplasty
PB-2	Breast Augmentation
PB-3	Breast Lift
PB-4	Breast Reduction
PB-5	Brow Lift
PB-6	Eyelid Surgery
PB-7	Facelift
PB-8	Liposuction
PB-9	Mommy Makeover
PB-10	Surgery of the Nose
PB-11	Enhancements for Men
PB-12	Aesthetic Vaginal Surgery
PB-13	Buttocks Enhancement
PB-14	Arm & Thigh Lift
PB-15	Dramatic Weight Loss

SOLD IN PACKS OF 50

Qty. 1-5 packs	\$54 per pack
Qty. 6-15 packs	\$49 per pack
Qty. 16+ packs	\$43 per pack— a 20% savings!

See pages 6-7 for more information

\*EXCLUSIVELY FOR AESTHETIC SOCIETY MEMBERS.

† Annual subscription purchase includes access from January 1, 2017 to December 31, 2017, followed by an annual optional renewal.

■ SMART BEAUTY GUIDE PROCEDURAL BROCHURES  
– ELECTRONIC\*  
See page 8 for more information

■ SURGEON AS CONSUMER  
See page 10 for more information

■ TouchMD: SMART BEAUTY GUIDE  
ELECTRONIC PROCEDURE BROCHURES  
See page 8 for more information

■ YOU | REALIZED PRACTICE MARKETING BROCHURES

YR-1	Body
YR-2	Breast
YR-3	Eyes
YR-4	Face
YR-5	Skin

Sold in increments of 50 brochures per title.  
Minimum total order is 500 brochures.  
For board certified surgeons only.

ASAPS Member / Candidate		
Qty. 500-1000		\$73 per pack / \$1.46 per piece
Qty. 1100-1500		\$51 per pack / \$1.02 per piece
Qty. 1600 or more		\$44 per pack / \$0.88 per piece

Non-ASAPS Member		
Qty. 500-1000		\$86 per pack / \$1.72 per piece
Qty. 1100-1500		\$60 per pack / \$1.20 per piece
Qty. 1600 or more		\$56 per pack / \$1.12 per piece

See page 17 for more information

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ORDER INFORMATION

Physician's name \_\_\_\_\_ ASAPS ID# \_\_\_\_\_

ASAPS member  ASAPS candidate  ASAPS international candidate  Other

Are you board-certified?  Yes  No

Daytime phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

\_\_\_\_\_  
Name and title of person placing order (office manager, etc.)

SHIPPING INFORMATION

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

METHOD OF PAYMENT

Check (payable to ASAPS)  Money Order (US Funds)  Visa  MasterCard  American Express

Name of cardholder \_\_\_\_\_

Account number \_\_\_\_\_ Expiration date \_\_\_\_\_

Authorized signature \_\_\_\_\_ Billing zip code \_\_\_\_\_

ITEMS ORDERED

Page #	Product #	Description	Quantity	Unit Price	Total

Coupon Code: \_\_\_\_\_

Subtotal \_\_\_\_\_

Shipping \_\_\_\_\_

California Residents Add Local Sales Tax (8%) \_\_\_\_\_

Total \_\_\_\_\_

By signing below you agree to the conditions stated on this order form. You have reviewed your order and it is correct and can be fulfilled as noted above.

Purchaser's Signature: \_\_\_\_\_

Allow 3-4 weeks for delivery. Most customized products require 6-8 weeks, following your approval. The Aesthetic Society staff will contact you should additional information, including personalization, be needed to fulfill your order. Prices subject to change.

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WWW.SURGERY.ORG/SHOP

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ORDERING MADE EASY

CALL TOLL-FREE 800.364.2147  
or call the main office number,  
562.799.2356, Monday through Friday,  
8:00 a.m. to 6:00 p.m. PST. Please have  
your credit card and catalog handy.

ORDER BY FAX  
Fax your order 24 hours a day to  
562.799.1098

ORDER BY MAIL  
Mail the ASAPS order form included in  
this catalog (plus additional forms for  
customization of products, if applicable)  
accompanied by a check or money order  
payable to ASAPS (U.S. funds only) or  
credit card information to:  
ASAPS Central Office  
11262 Monarch Street  
Garden Grove, CA 92841

ORDER ONLINE  
[www.surgery.org/onlinecatalog](http://www.surgery.org/onlinecatalog)

REFUND POLICY FOR  
ASAPS PRODUCTS  
Your satisfaction is our most important  
goal. If your order is damaged or  
incomplete, or if you are dissatisfied in any  
way, please call the ASAPS toll free number  
800.364.2147 for prompt assistance.  
Products that are customized according  
to your specifications cannot be returned.  
Other product returns may be subject to  
a 10% handling charge. Returns must be  
made within 30 days of receipt.

RUSH ORDERS  
ASAPS will accommodate rush orders  
whenever possible. For overnight mail,  
additional charges will be incurred. The  
availability of rush service on customized  
products cannot be guaranteed.

SHIPPING  
Shipping and handling charges will be  
based upon prevailing UPS rates online.

## PRODUCT CUSTOMIZATION FORM

Certain Aesthetic Society products offer customization options. **Please complete and submit this page with the General Order Form**, for Personalized Labels and Membership Plaques. An Aesthetic Society staff member will contact the customer for customization for other items, including the Smart Beauty Guide brochure, Slide Presentations, and Practice Marketing brochures.


### PERSONALIZED LABELS

**JOHN A. DOE, M.D.**  
Aesthetic Surgery Center  
000 West Main Street, Suite 000  
Anytown, Illinois 00000  
(000) 000-0000



*Member of the American Society  
for Aesthetic Plastic Surgery, Inc.*

Format A



**JOHN A. DOE, M.D.**  
Aesthetic Surgery Center  
000 West Main Street, Suite 000  
Anytown, Illinois 00000  
(000) 000-0000

*Member of the American Society  
for Aesthetic Plastic Surgery, Inc.*

Format B

#### FORMAT

Format A: Small ASAPS Logo, centered text.  
**Maximum 44 characters per line.**

Format B: Large ASAPS Logo, left-justified text.  
**Maximum 31 characters per line.**

#### LABEL COLOR & SIZE

- Clear (transparent) – 1 1/2" x 3"  
(S - Clear)
- White (gloss) – 1 1/2" x 3"  
(S - White)
- Silver Foil – 1 1/2" x 2 3/4"  
(S - Silver)
- Gold Foil – 1 1/2" x 2 3/4"  
(S - Gold)

#### QUANTITY PRICE

- 500 \$105 (.21 each)
- 1000 \$160 (.16 each)
- 2000 \$220 (.11 each)

#### Indicate Imprint Information:

Maximum of 6 lines per label. If multiple plastic surgeons are listed on your imprint, those who are Society members will be noted with an asterisk. Please include that notation on the imprint information.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

6 \_\_\_\_\_

### ASAPS MEMBERSHIP PLAQUE

Name(s) will be engraved in capital letters, unless you indicate otherwise. A maximum of two names can be engraved on the large plaque, and only one name on the small plaque.

#### SIZE

- PLQ-1: Large Wall Plaque. 12" x 14"
- PLQ-2: Small Wall Plaque. 5" x 7"

#### PRICE

- \$475
- \$400

Name(s) to appear on plaque:

\_\_\_\_\_, M.D.

\_\_\_\_\_, M.D.





AESTHETIC SURGERY EDUCATION  
AND RESEARCH FOUNDATION

## SOCIETY WEBSITES










MEMBER SITE  
[www.surgery.org](http://www.surgery.org)

CONSUMER SITE  
[www.smartbeautyguide.com](http://www.smartbeautyguide.com)

ASERF SITE  
[www.aserf.org](http://www.aserf.org)

SKIN CARE SITE  
[www.spsscs.org](http://www.spsscs.org)

## GET SOCIAL WITH US.

-  [AestheticSociety](#)
-  [SmartBeautyGuide](#)
-  [TheAestheticSocietyASAPS](#)
-  [Smart\\_Beauty\\_Guide](#)
-  [LinkedIn.com/company/201056](https://www.linkedin.com/company/201056)
-  [ASAPS](#)
-  [SmartBeautyNews](#)
-  [AestheticSociety](#)
-  [SmartBeautyGuide](#)

MEETING HASHTAG: [#ASAPS2017](#)

## CENTRAL OFFICE

11262 Monarch Street  
Garden Grove, CA 92841

P 562.799.2356

800.364.2147

F 562.799.1098

[asaps@surgery.org](mailto:asaps@surgery.org)

## COMMUNICATIONS OFFICE

36 West 44th Street  
Suite 1205  
New York, NY 10036

P 562.799.2356

800.364.2147

F 212.921.0011

[asapscom@surgery.org](mailto:asapscom@surgery.org)

## FUTURE ANNUAL MEETINGS

*Javits Convention Center*  
April 26–May 1, 2018  
New York, NY

*New Orleans Convention Center*  
May 16–21, 2019  
New Orleans, LA

*Mandalay Bay Hotel & Resort*  
April 23–28, 2020  
Las Vegas, NV

# THE AESTHETIC MEETING 2018

April 26–May 1, 2018

Exhibits Open April 28–30, 2018

Jacob K. Javits  
Convention Center  
New York, NY

Experience the  
Global Gathering  
of Aesthetic  
Innovators and  
Experts

THE ANNUAL MEETING OF  
The American Society for Aesthetic Plastic Surgery, Inc.  
and Aesthetic Surgery Education and Research Foundation



[www.surgery.org/meeting2018](http://www.surgery.org/meeting2018)

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