



industry



COSMETEX 2014

COSMETEX 2014 BEGINS MAY 1ST AND WILL SEE THE WORLD'S BEST IN COSMETIC MEDICINE COME TOGETHER ON THE GOLD COAST. CAITLIN BISHOP REPORTS.

The world of cosmetic surgery is constantly evolving as new technologies, revolutionary ideas and fresh possibilities continue to emerge. With the industry growing at such a momentous rate, it's more important than ever before that doctors, practitioners and nurses alike have an opportunity to share and collaborate, ensuring patient care, optimum results and steady growth remains at the forefront of the industry's priorities.

Cosmetex, run by the Australasian College of Cosmetic Surgery (ACCS), provides the ultimate platform for this collaboration to occur. It acts as a hotbed for cosmetic and medical practitioners to share ideas, discover new possibilities and further advance the future of cosmetic surgery in Australia and around the world.

Cosmetex brings world-class expertise across multiple specialties in the aesthetic arena

In its 5th year under the Cosmetex banner, the meeting will see an amalgamation of cosmetic and plastic surgeons arrive at the Gold Coast for the three-day conference, beginning May 1st. The meeting will be held at the Royal Pines Resort, located within minutes from Surfers Paradise.

In keeping with the previous Cosmetex meetings, the 2014 conference will host a selection of experienced,

renowned and respected keynote speakers. One speaker, renowned Canadian plastic surgeon Dr Arthur Swift, has been practicing since 1984 and has served on several elite plastic surgical societies and international committees. Dr Swift is considered a definite trailblazer in the world of aesthetic rejuvenation and will speak on his approach to achieving the best results in cosmetic enhancement.

A fierce advocate of the 'less is more' principle, Dr Swift has developed the BeautiPHlcation approach, where the golden ratio, or Phi, is used to establish the most natural and aesthetically pleasing result in facial rejuvenation. This year, he will give talks on achieving facial harmony and working on 'specialty areas', such as the nose and mouth.

'Meetings like Cosmetex are invaluable – the conference offers world-class expertise and discussion across multiple specialties in the aesthetic arena,' Dr Swift explains. 'I always enjoy discussing the canons of beauty, and the comprehensive approach to safely rejuvenate the face non-surgically, and with minimal downtime.'

From treating hyperpigmentation to the latest in breast surgery, Cosmetex 2014 will encompass all the elements of cosmetic medical practice – both non-surgical and surgical. Dr Swift explains the two fields should not be seen as mutually exclusive; instead, they should be combined for optimum and holistic results.

'The combination of non-surgical and surgical rejuvenation is a marriage made in cosmetic surgery heaven,' Dr Swift says.

'We understand now that these two methods are synergistic in the results they produce,' he explains. 'We are able to soften lines, contour features and reinflate volume-loss regions with injectables; optimise skin tone and texture with topical agents and energy devices; and then address lax skin and sagging musculature with surgery. Ageing occurs at all levels, and our response is likewise.'

Each year Cosmetex plays an integral role in shaping and advancing the future of cosmetic surgery. The conference provides an opportunity for the industry's best to explore the most cutting-edge concepts, and future uses, in cosmetic enhancement.

'Some of the biggest topics in cosmetic surgery include optimising patient experiences and outcomes through a comprehensive non-surgical full face approach; returning to natural results in facial feature enhancement; improving outcomes and minimising downtime after breast augmentation surgery; and freezing body fat away with CoolSculpting,' Dr Swift describes. 'The reason for Cosmetex is to develop these ideas further.'

Alongside the extensive surgical presentations and workshops, Cosmetex will host a program designed for practice managers. This will include talks on growing business through social media, tools for online marketing, and managing risk in building a successful practice.

In keeping with Cosmetex tradition, the 2014 meeting has an engaging social program. From the customary cocktail reception, to a spectacular gala dinner, the three-day conference will provide ample opportunity for the world of cosmetic surgery to converge, enabling cosmetic practitioners to further their skills, have discussions with like-minded professionals and learn about the future practice in the cosmetic arena. **csbm**

STOP PRESS!

A pre-conference workshop on Wednesday, 30 April has just been announced! Don't miss your opportunity for hands-on learning and invaluable tips from industry leaders.

SPEAKERS INCLUDE



Dr Raj Acquilla
MBChB, MRCGP, MBCAM
Cosmetic dermatologist Dr Raj Acquilla is an expert in medical aesthetics, facial contouring and volume replacement. He is a recognised Masterclass Trainer using the latest and most innovative facial rejuvenation techniques from around the world.



Dr Steven Dayan
MD, FACS
Facial plastic surgeon Dr Steven Dayan is a renowned speaker and author and remains on the cutting-edge of medical techniques in aesthetics. His latest book, *Subliminally Exposed*, explores the concept of beauty and its connection to desire, mating and communication.



Dr Mark Nestor
MD, PhD
Dermatologist Dr Mark Nestor is considered a world expert in cutaneous laser surgery, photodynamic therapy and the use of fillers and toxins in cosmetic practice. Dr Nestor has penned more than 40 articles and book chapters, and has delivered major presentations across the globe.



Dr Arthur Swift
MD, CM, FRCS
Canadian plastic surgeon Dr Arthur Swift is internationally renowned for his techniques in using injectables in cosmetic enhancement. In 2008, Dr Swift pioneered BeautiPHlcation, a revolutionary approach to achieving natural-looking and aesthetically pleasing results in non-surgical rejuvenation.