

OCT 10-11 '21
MIAMI, FL

D7 Face Enhancement through Technology Based Aesthetics

16 CE – ADA & AGD recognized

Some of the most popular, high-demand aesthetic treatments are performed using a variety of energy-based applications. This 2-day, hands-on program offers a comprehensive understanding of skin anatomy to offer Microdermabrasion, Microneedling, Radiofrequency, Intense Pulsed Light and Lasers. This program will also cover practice development to ensure a seamless integration of these high-demand aesthetic treatments.

Learn to offer the following while also learning relevant anatomy and practice development!

- ✓ Microdermabrasion
- ✓ Microneedling
- ✓ Radiofrequency
- ✓ Intense Pulsed Light
- ✓ Lasers

\$1499 alumni special
\$1299!



DAY 1

8:00 AM - 8:30 AM

Welcome and Introduction to World of Aesthetics

8:30 AM - 9:30 AM

The Evolution of Technology in Medical Aesthetics

- Industry Overview – Meet the \$13.2 Billion annual cash based industry
- Progression of Technology – More Efficacious, More Comfortable, Less Downtime, Better Results
- Deep Dive with Dr. Alford

9:30 AM - 10:30 AM

Skin 101

- The importance of Understanding the Skin
- Skin Anatomy and Functionality
- Understanding the Fitzpatrick Scale
- Identifying Skin Abnormalities
- General Skin Care

10:30 AM 15 MINS. BREAK

10:45 AM - 11:45 AM

Microdermabrasion

- What is Microdermabrasion?
- Evolution of Microdermabrasion Technology
- Microderm as a stand-alone Treatment
- Enhancing the Effectiveness of Chemical Peels, IPL, RF, & Laser Treatments with Microdermabrasion
- Cost & Pricing Overview

11:45 AM – 12:30 PM

Microdermabrasion Technique (Hands-On)

12:30 PM – 1:30 PM LUNCH

1:30 PM – 2:30 PM

Microneedling (Didactic)

What is Microneedling?

- Collagen Induction, Improving Fine Lines and Wrinkles, Acne Scarring, Hair Restoration & Skin Rejuvenation
- Infusion with Microneedling Topicals That Can be Used
- Microneedling Rollers vs Mechanical Pens – FDA Confusion and Clarification

DAY 2

8:00 AM - 8:30 AM

Welcome and Introduction to Light Based Therapies

8:30 AM - 9:30 AM

Intense Pulsed Light (Didactic)

What is IPL and How Does it Work?

- Evolution of IPL Technology
- IPL Treatment Capabilities
 - Permanent Hair Reduction
 - Skin Rejuvenation
 - Vascular Lesion Removal
 - Pigmented Lesion Removal
 - Acne Clearance
- Contraindications
- Cost & Pricing Overview

9:30 AM - 10:30 AM

Intense Pulsed Light Technique (Hands-on)

10:45 AM - 11:45 AM

Lasers in Aesthetics (Didactic)

- What is a Laser and How Does it Work?
- Aesthetic Laser Treatment Capabilities
 - Vascular Lesion Removal
 - Skin Rejuvenation
 - Tattoo Removal
 - Resurfacing
 - Mole Removal
 - Permanent Hair Reduction
- Contraindications
- Cost & Pricing Overview

11:45 AM – 12:45 PM

Laser Technique (Hands-on)

12:45 PM – 1:45 PM LUNCH

1:45 PM – 3:15 PM

Comprehensive Care (Lecture & Case)

- The Consultation Process
- Understanding all Treatment Options that are Available
 - Injectables
 - Threads
 - Peels ... and more
- Formulating a Well-Rounded Treatment Plan
- Live Patient Case

3:15 PM – 5:00 PM

Practice Development & Marketing

- Technology Based Facial Aesthetics & Dentists Made in Heaven
- The Progression of Aesthetics in Dentistry and Potential Implication to Your Bottom Line
- In Depth look at Profit Levels for Dentists & Aesthetic Treatments
- Building Staff & Patient Morale Generating a Buzz
- Making You More Profitable Without Taking Chair Time
- Making the Most of Your Existing Customer Base – Internal Marketing
- Annual Plan for Maintaining Growth and Excitement in Your Aesthetic Offerings

