



IAAFA ANNUAL CONFERENCE & CHARITY BALL 2009

Tomorrow's
Science creating
today's **beauty**

Friday 4th & Saturday 5th September 2009
The Royal Society of Medicine
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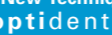


Places to the workshop sessions are strictly limited and allocated on a first come first served basis.


MAIN LECTURE THEATRE

- 08.30 - 09.00 **Registration, Refreshments**
- 09.00 - 09.15 **Presidents, Welcome**
- 09.15 - 10.15 **Recession Proofing Your Practice, Strategies for Success**
Bobbi Anthony
- 10.15 - 11.00 **Contemporary Techniques in Blepharoplasty**
Raj Ragoowansi
- 11.00 - 11.30 **Refreshments And Exhibition**
- 11.30 - 12.15 **Achieving Immediate Aesthetic Solutions with Same Day Restoration of Dental Implants**
Michael Norton
- 12.15 - 13.00 **The Inman Aligner. A Revolution for Cosmetic Dentistry**
Tif Quershi
- 13.00 - 14.00 **Lunch and Exhibition**
- 14.00 - 14.30 **The Self Regulation Agenda for Cosmetic Injectables**
Sally Taber
- 14.30 - 15.15 **The Management of Complications for Implant Dentistry**
Eddie Scher
- 15.15 - 15.45 **Refreshments and Exhibition**
- 15.45 - 16.30 **10 Bleaching Controversies and How to Deal with Them**
Linda Greenwall
- 16.30 - 17.15 **Complications with Botox® and Dermal Fillers**
Geoff Fairris
- 17.15 - 17.45 **Q&A Session**
- 17.45 - 18.45 **Drinks Reception Hosted By Q-MED in Atrium**

WORKSHOPS in LOWER ATRIUM

- 09.30 - 11.00 **Dermal Filler Workshop Using The Teosyal® Range of Products** 
Sponsored by Lifestyle Aesthetics
- 11.00 - 11.30 **Refreshments and Exhibition**
- 11.30 - 13.00 **Chemical Peels** 
Sandra Sheals - Lifestyle Aesthetics
- 13.00 - 14.00 **Lunch and Exhibition**
- 14.00 - 15.15 **Explore the Links Between Cosmetic Tattooing and Aesthetics**
Dawn Forshaw
- 15.15 - 15.45 **Refreshments and Exhibition**
- 15.45 - 17.15 **Fluorescent Visualisation - A New Technique for Oral Cancer Screening**
Scott Benjamin. Sponsored by 
- 17.15 - 17.45 **Drinks Reception Hosted By Q-MED in Atrium**

WORKSHOPS in WIMPOLE ROOM

- 09.30 - 11.00 **Does Word of Mouth Still Work in Building an Aesthetic Practice?**
Uchenna Okoye
- 11.00 - 11.30 **Refreshments and Exhibition**
- 11.30 - 13.00 **The Consulting Forum**
Bobbi Anthony
- 13.00 - 14.00 **Lunch and Exhibition**
- 14.00 - 15.15 **Botulinum Toxin Workshop**  
Sponsored by Wigmore Medical and Allergan
- 15.15 - 15.45 **Refreshments and Exhibition**
- 15.45 - 17.15 **Critical Success Factors for Generating Income from Your Website**
Ron Myers
- 17.15 - 17.45 **Drinks Reception Hosted By Q-MED in Atrium**



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- 09.15 - 09.30 **Presidents Welcome**
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Russell Emmerson
- 10.15 - 11.00 **The Anatomic Planes of the Face, Eyelids, Nose and Neck: An Illustrated Guide to Achieving Comprehensive and Harmonious Results From Craniofacial Aesthetic Techniques**
Jonathan Britto
- 11.00 - 11.30 **Refreshments And Exhibition**
- 11.30 - 12.15 **Help More of Your Patients Say YES and Increase Your Uptake of Treatment Plans**
Ashley Latter
- 12.15 - 13.00 **Cosmetic Protocol for Full Mouth Reconstruction**
Ken Harris
- 13.00 - 14.00 **Lunch and Exhibition**
- 14.00 - 14.45 **Facial Aesthetic Considerations in Modern Implantology**
Nigel Saynor
- 14.45 - 15.30 **Lip Implants - The Permanent Solution to Lip Enhancement & Eye Rejuvenation - The Minimally Invasive Alternative to Eye Surgery**
Lucy Glancey
- 15.30 - 16.00 **Refreshments and Exhibition**
- 16.00 - 16.45 **The Importance of Volume and Balance in Facial Surgery: Advances in Rejuvenation of the Midface and Neck**
Rajiv Grover
- 16.45 - 17.30 **FACIAL AESTHETICS - Improving Case Acceptance and Obtaining and Sustaining Superior Results**
Bob Khanna
- 17.30 - 17.45 **Q & A Session**
- 17.45 - 18.00 **Closing Address - Bob Khanna IAAFA President**

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- 09.30 - 11.00 **Branding & Marketing - The Secrets of Your Success**
Adam Hampson
- 11.00 - 11.30 **Refreshments and Exhibition**
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Sponsored by 
- 13.00 - 14.00 **Lunch and Exhibition**
- 14.30 - 15.30 **Smile Design Hands-On Workshop** 
Ken Harris Sponsored by Frontier Dental Lab
- 15.30 - 16.00 **Refreshments and Exhibition**
- 16.00 - 17.30 **Implant Dentistry for Beginners** 
Jacqueline Fergus and George Glover Sponsored by

WORKSHOPS in WIMPOLE ROOM

- 09.30 - 11.00 **NLP: A Modern Day Essential to Private Practice**
Vijay Gohil and Sarita Sharma
- 11.00 - 11.30 **Refreshments and Exhibition**
- 11.30 - 13.00 **Clearstep Workshop**
Andrew McCance
- 13.00 - 14.00 **Lunch and Exhibition**
- 14.00 - 15.30 **Laser Workshop** 
Cheralyn Lumley Sponsored by
- 15.30 - 16.00 **Refreshments and Exhibition**
- 16.00 - 17.30 **Discover a Process to Overcome Patients Objections & Achieve the Prices Your Services Deserve**
Ashley Latter

Lecture and Workshop Synopsis

Recession Proofing Your Practice, Strategies for Success Bobbi Anthony

It's a media frenzy ...the news nearly impossible to avoid...we're in a Recession!
News about the current economic downturn has created fear and uncertainty for many. Our response to fear and the decisions we make during times of perceived crisis can stimulate or stifle a Practice. What are the choices? Is it all bad news? Are there any opportunities? The degree to which our Practices are affected by this Recession will be in direct proportion to our understanding of profitability and the importance of systems, optimized marketing, and customer service. This isn't the time for sitting on the sidelines; it's the time to get busy.

Contemporary Techniques in Blepharoplasty Raj Ragoowansi

Blepharoplasty surgery – ‘upper and lower eyelid tuck’ – makes a substantial contribution to the midfacial aesthetic. When combined with adjunctive techniques such as the use of injectables, cutaneous resurfacing, or surgical browlift, temple lift and midface lift the possibilities are greatly extended, yet with minimal surface scar and natural postoperative results. When considering options for palpebral rejuvenation, the aim is always a harmonious natural result, with good facial balance and minimal downtime. Good patient selection and bespoke planning strategies can deliver consistent and satisfying results in a wide range of male and female patient groups. In this presentation we discuss the various treatment strategies and their uses, together with an analysis of pre- treatment aims, post – treatment results, and a discussion of the use of surgical, non - surgical and combination techniques.

Achieving Immediate Aesthetic Solutions with Same Day Restoration of Dental Implants Michael Norton

As clinicians and patients continue to push the boundaries for rehabilitation with dental implants, we have seen a significant trend towards working outside of the safety zone with dental implants. Reduced healing times, immediate placement, and most significantly immediate restoration have found favour in an attempt to save time, to reduce tissue loss and importantly to provide an instant fixed aesthetic solution.

This presentation will consider how such cases can be executed in a safe and clinically predictable manner utilising the latest concepts in virtual planning to achieve instant functional and aesthetic gratification.

The Inman Aligner. A Revolution for Cosmetic Dentistry Tif Quershi

Originally invented in the US by Donal Inman CDT, the Inman Aligner was used in limited situations mainly by orthodontists. 4 Years ago, when Tif Qureshi started using the Aligner far more aggressively to straighten teeth that his patients were wanting to veneer, it was clear that this technique had the potential to have a massive effect on the traditional techniques of veneer-based cosmetic dentistry. The appliance is remarkable for its speed, ease of use and relatively low cost compared to the other orthodontic techniques. Tif will cover

- intro and philosophy
- history of spring aligners
- the Inman aligner
- case selection and treatment limitations.
- ten full cases to show and discuss
- simple to complex cases.
- pre-alignment cases before veneers.
- appliance design
- space calculations
- reproximation and expansion
- retention techniques
- ethical considerations

The Self Regulation Agenda for Cosmetic Injectables Sally Taber

The Independent Healthcare Advisory Services (IHAS) represents the interests of the independent healthcare sector and provides practical information and guidance regarding regulation and policy. Previously the IHAS wrote the respected document Good Medical Practice for Cosmetic Surgery – recommended reading for all practising doctors by the GMC. So when the Government proposed a self-regulation model for cosmetic treatments the IHAS was the perfect organisation to take the lead.

With the support of the Better Regulation Executive we engaged the key figures across the industry – from regulatory bodies to beauty industry representatives to consumer groups.

Our key objectives are:

- To protect patients by the establishment of an accepted set of good practice standards for non surgical cosmetic treatments
- High level training principles have been produced to ensure safe competent practitioners

The professional standards have been created for the use of Botulinum Toxin and Dermal Fillers for cosmetic treatments, for organisations wishing to register with the scheme and for training courses. The standards refer to Cosmetic Injectables being given by appropriate trained Doctors, Dentists and Registered Adult Nurses. By the beginning of 2009 it is proposed that there will be a registration scheme for a quality mark which will be enforced by an independent inspectorate and a risk based inspections regime that takes account of evidence of good or bad practice before inspections, as well as random sampling. Financed by registration fees users will trust the quality mark and look for it wherever they go for cosmetic treatments.

The challenges that have faced Dentists will be explained during the presentation.

The Management of Complications in Implant Dentistry Eddie Scher

It is rare for a presenter to talk about failures in implant dentistry. Prof. Carl Misch will suggest to you that it will cost you the profit of your next three cases to sort out a failed case. My late Father who was a Professor of Surgery would have told you that you must “learn by other peoples mistakes” especially in surgery.

This presentation will share with you many of the complications and problems that have been seen at my practice. Some of the problems are my own whereas others have been referred for problem solving. The presentation will be divided into treatment planning, surgical and prosthetic problems and will show some novel ways of getting out of trouble.

10 Bleaching Controversies and How to Deal with Them Linda Greenwall

Tooth bleaching is now the most requested service from patients amongst all dental procedures. This is according to the latest survey by the American Dental Association. Dentists need to be able to deliver excellent bleaching treatments and programmes for patients which are predictable and successful every time. As bleaching forms part of the first part of any aesthetic treatment plan, it is essential that this is undertaken in an efficient and appropriate manner and that careful treatment planning is undertaken. Not all patients respond at the same rate to whitening and dentists need to be able to predict who will require simple bleaching treatment and who will require advanced and prolonged bleaching treatments. The lecture will discuss problems associated with tooth bleaching and how to manage them and what to do when bleaching does not go according to plan. It will also discuss how to deal with patients who have multiple stains of different origins and complex staining issues. Sensitivity during tooth whitening can be experienced by up to 70% of patients. It is essential to manage these sensitivity issues very carefully so that patients do not prematurely terminate the whitening treatments before they are completed. This can lead to other problems if this happens. The management of sensitivity will be explained.

Complications with Botox® and Dermal Fillers Geoff Fairris

If purchased from a reputable manufacturer, all complications and side-effects of injecting botulinum toxin are temporary and result from incorrect placement of the toxin within the tissues being injected or injecting sufficient units of toxin to overwhelm the combined resistant of the local musculature and tissues. Because dermal fillers have not been as carefully researched as botulinum toxin, the incidence of complications is largely unknown. Temporary side-effects include all those seen from injecting any substance into the skin in the vicinity of blood vessels and include temporary swelling, bleeding and bruising. Allergic reactions are the worst complication and can take the form of a local rash lasting several weeks or lumps that can be red and raised or subdermal and last for months or years. Complications tend to persist for as long as filler remains at the injection site and so are more persistent and troublesome with the longer lasting fillers that consist of microspheres of poly-lactic acid or methacrylate than with the hyaluronic acid based fillers.

Dermal Filler Workshop Using The Teosyal® Range of Products Sponsored by Lifestyle Aesthetics

This will be an opportunity to see some live demos with the use of the dermal filler range of products available through Lifestyle Aesthetics

Chemical Peels Sandra Sheals – Lifestyle Aesthetics

Chemical Peels can provide an effective solution to the treatment of photo-damaged skin and reducing the appearance of lines, wrinkles and acne scarring. The workshop illustrates how chemical peels can work in synergy and often enhance the results of other non-surgical procedures such as Dermal Fillers and Botulinum Toxins.

A brief overview of the history and classification of chemical peels is given and how best to integrate chemical peels into a non-surgical aesthetic clinic. The importance and criteria for patient selection and assessment is discussed with guidance on how to market chemical peels alongside other clinic treatments. There will be an opportunity to view an LA Peel demonstration which will be carried out by Marie Dolan.

Explore the Links Between Cosmetic Tattooing and Aesthetics Dawn Forshaw

Let us tell you HOW to offer your patients a “total aesthetic service”.

WHY refer your clients to a specialist for lip vermilion enhancement or balancing and colouring of their eyebrows when with training you can offer the complete service yourself. Eyebrow, Eyeliner and Lip tattooing procedures are extremely financially lucrative.

Medical Tattooing is becoming the must have procedure in the medial field as it is seen by many as the “finishing touch” to surgery. Treatments include scars and scalp camouflage, burns, areola, skin grafts and skin grafts.

Learn tips and tricks from the industry experts on how to set up a practice and ideas on increasing your practice revenue.

Fluorescent Visualisation – A New Technique for Oral Cancer Screening Sponsored by Optident

The incidence of mouth cancer cases in the UK has been seen to increase in recent years, and although it is well known that smoking and alcohol abuse can be contributory cause, it is younger women that are now being shown to be at significant risk.

Dental professionals are perhaps best placed to observe the signs of oral cancers, and it is only recently that a new device has been introduced that can greatly contribute to the early detection of these diseases.

The VELscope is a “hand – held” device, developed, and now being used widely in North America and very similar in design to a curing light that enables a quick and easy examination of the intra-oral soft tissues. Its main objective is to show clearly any indication of suspicious soft tissue areas that may then require further investigation. Optident will have the services of a clinician at the workshop who will present and demonstrate the VELscope, and will be able to relate their own actual experiences in using the device in general practice. The VELscope presents an opportunity for clinicians to offer their patients a very simple and straightforward screening service that can be part of their regular patient examination procedures, and that may in certain instances lead to early detection of a disease that could possibly be life-threatening.

Does Word of Mouth Still Work in Building an Aesthetic Practice?

Uchenna Okoye

How do you drive business in an industry where no one wants to say they've been 'DONE'?

How do you develop your Niche?

Do you have a brand? Is it really relevant to your practice?

Is there a difference between PR and Marketing...and does it matter?

How do YOU become the go to place in your area?

Whatever branch of Aesthetics you are in, whether a dentist, surgeon or doctor there is something for you!

In this fast paced lecture come and hear how Dr Okoye developed one of the premier practices in the UK.

You are guaranteed to be inspired and motivated to achieve the same success yourself!

The Consulting Forum

Bobbi Anthony

This workshop will give participants an opportunity to ask the questions most pertinent to their immediate practice needs. Designed in a relaxed, informal forum style, participants will have the chance to ask their questions as well as learning from each other's. Questions regarding systems, management/leadership, communication, closure, team building, customer service...it's all open to discussion.

Come join us.

Botulinum Toxin Workshop

This lecture will focus on the three different types of toxin available on the market Botox®, Dysport® and Xeomin®

Critical Success Factors for Generating Income from Your Website

Ron Myers

Patients/consumers now have an ever increasing number of aesthetic clinics to choose from in their locality. If your clinic isn't visible via "organic search listings" or "pay per click" advertising it's likely that you could now be losing potential customers to competitors who have utilised effective web marketing strategies.

In addition, if your website doesn't look professional, is difficult to navigate and doesn't effectively communicate why potential customers should choose you over a local competitor – you may not be getting your fair share of new clients searching for treatments that you provide.

This presentation highlights critical factors that you need to be aware of to ensure that your budget spent on internet marketing strategies provides an effective return on investment for your business

Diagnosis and Management of Skin Lesions on the Face

Russell Emmerson

The presentation will cover the diagnosis and management of skin problems that are seen in everyday practice.

There will be a focus on surgical and laser techniques for improving the aesthetic appearance of patients including:

- Shave excision of intradermal naevi
- Hyfreaction of naevi
- Removal of seborrhoeic keratoses
- Removal of sun age-spots (solar lentiginos)
- Photorejuvenation
- Non-surgical treatment of skin cancers
- Photodynamic therapy for basal cell carcinoma
- A practical approach will be provided to the audience to increase awareness of skin problems and advice on management.

The Anatomic Planes of the Face, Eyelids, Nose and Neck: An Illustrated Guide to Achieving Comprehensive and Harmonious Results From Craniofacial Aesthetic Techniques

Jonathan Britto

Facial appearance reflects the marriage of hard tissue - the facial skeleton - with the overlying soft tissue envelope. Good quality results from both non - surgical and surgical aesthetic procedures depend upon the marriage the appropriate technique with the appropriate patient. Our patients seek facial aesthetic interventions to look younger, to change a specific facial feature, or simply to feel better about themselves. In this presentation we explore how facial anatomy can be exploited for safe, effective surgical and non – surgical aesthetic gain for the correction of specific features or a comprehensive total facial rejuvenation. The layers of the face, nose and eyelids are explained, together with an overview of how each layer can be modified by surgical or non – surgical techniques to naturally rejuvenate and refresh the face. Various techniques are compared and contrasted with clinical examples from both aesthetic and reconstructive practice to illustrate the ability of the anatomically aware practitioner to consistently achieve bespoke, natural and satisfying results.

Helping More of Your Patients Say YES & Increase Your Uptake of Treatment Plans

Ashley Latter

We recently asked many of our clients what were the top challenges facing them over the next 12 months. – The answer was to acquire and retain patients and to sell more service! Dentists are now talking about Selling and Competing!

Ashley will take you through a seven step process that he covers on his Two Day Programme in a motivational presentation that will enable you to improve your up take of treatment plans. Ashley will give an overview of proven techniques that have worked for over 4000 dentists and their staff members who have undertaken Ashley's two day course in the last 10 years.

Cosmetic Protocol for Full Mouth Reconstruction

Ken Harris

Increasing numbers of my patients now attend wanting just 2 or 4 upper incisors restoring. They complain that they are wearing them down and they are "disappearing" from the smile. I used to present treatment for full mouth reconstruction using a technical talk which left them cold, and they often got confused and declined treatment. However, since I have been using the approach of Dr John Kois which shows cosmetic results for the patients, my acceptance level has risen dramatically. I haven't yet delivered this talk, but feel it would be very relevant to cosmetic dentists. After all ... nothing happens until the patient says YES! It will also outline a way to deliver the treatment in stages over a few years so the patients do not have to find all the money at once. They can pay for each stage as they complete it ... making it more manageable financial

Facial Aesthetic Considerations in Modern Implantology

Nigel Saynor

The role of the teeth in determining soft tissue contours of the lower facial third cannot be under estimated. Tooth position within the prosthetic envelope can have a significant impact on lip support.

It can also unduly affect the patient's phonetic capabilities. Modern restorative and surgical techniques can optimise the lip support and soft tissue contours, thus enabling the use of adjunctive therapies such as the use of dermal fillers.

Optimum tooth position can be achieved, restoratively or with surgical intervention though hard and soft tissue grafting.

Lip Implants – The Permanent Solution to Lip Enhancement

Lucy Glancey

Historically lip implants have been relatively unsuccessful due to the nature of material used and their inflexibility and incompatibility with the tissue. Recent developments in the technology of lip implants have seen much more favourable results allowing greater range of movement and natural projection of the lip without restricting facial movement or affecting speech.

There is definitely a target market of patients that having had lip enhancements using dermal fillers would want to have a more permanent solution. This lecture will discuss and compare the latest implants on the market and the pros and cons of each as well as demonstrating procedure techniques and results.

Eye Rejuvenation – The Minimally Invasive Alternative to Eye Surgery

Practitioners are very familiar with using Botulinum Toxin around the eyes to create a rejuvenation and lifting effect. However Botulinum Toxin has its limitations and patients complain of the area under the eye which toxins cannot target. Practitioners often refer these patients for surgical blepharoplasty which may not be their preferred choice. By combining several treatment techniques to treat hollow eyes, eye bags, heavy lids and rhythids a non-surgical rejuvenation of the eye area can be achieved.

This lecture will look at the techniques used and describe the protocols for treatment and results.

The Importance of Volume and Balance in Facial Surgery: Advances in Rejuvenation of the Midface and Neck

Rajiv Grover

Volume loss has been found to be the precursor of gravitational change and precedes it by 7 years on average (Grover et al 2006). A better understanding of facial morphology has lead to the volumetric facelift which accentuates the soft tissue elevation of the midface to recreate the prominence of the cheek seen in youth. One method to achieve this is to add volume either using Restylane SubQ or by fat transfer utilising the technique described by Sydney Coleman. These can be of value either with a facelift or as non-surgical means of rejuvenation. Rejuvenation of the neck is usually achieved by skin excision, fat removal and tightening of the muscle layer (platysmaplasty). However, little attention has been paid to the facial anatomy of the neck which is poorly documented. An approach to the neck combining specific attention to the fascia is presented as a novel approach to necklifting.

FACIAL AESTHETICS – Improving Case Acceptance and Obtaining and Sustaining Superior Results

Bob Khanna

This lecture is not to be missed for practitioners and team members who are considering introducing Facial Aesthetics in their current practices. This lecture will also be invaluable to existing practitioners who offer such services to their patients already, but have hit a 'brick wall' or would simply like to up their game.

The lecture will include many clinical cases and will be bursting with fresh ideas and hot tips giving all delegates the confidence to develop truly successful aesthetic practices.

The following key points are just some of the key points that will be discussed:

- How to incorporate BTX and Fillers successfully in your existing practices
- When to use BTX and when to use Fillers correctly and predictably
- The consultation process - creating the right image and delivering comprehensive information and guidance to patients.
- Marketing concepts for facial aesthetics for maximum gain
- Maximising profitability
- Utilising your staff productively for maximising patient acceptance

Branding & Marketing – The Secrets of Your Success

Adam Hampson

In the increasingly competitive world of private dentistry, creating a winning brand and marketing it effectively are critical to your success. Now the secrets of how you can do it will be revealed. In 90 exciting minutes, you'll discover how to seize the attention of your target market. You'll see how to turn your stationary, brochures and leaflets – even your business cards – into powerful marketing tools that work and sell. You'll learn the essentials for welcome packs and websites. You'll find out what makes the right logo become the right brand, and the right interior design become the right practice environment. Adam Hampson is Managing Director of Hampson & Partners, one of the UK's leading dental and medical design consultancies. Adam will draw from his experience in creating some of the UK's most distinctive and successful dental brands to challenge common misconceptions and reveal the simple steps to the successful marketing of your practice.

Dermal Filler Workshop using the Q-Med Range of Products Sponsored by Q-Med

This will be an opportunity to see some live demos with the use of the dermal filler range of products available through Q-Med

Smile Design Hands-On Workshop Ken Harris

Patient and Laboratory communication is vitally important when treatment planning for either reconstructive or cosmetic dentistry. Typically we rely upon laboratory aesthetic 'wax' mock ups but occasionally it is useful to know how to achieve this either directly in the mouth or indirectly on models. Some cases have subtle occlusal problems that might require refinement or testing that cannot be accurately predicted even with an articulated wax up. Most clinicians do not have the materials or tools for chairside waxing but we do have alternatives readily at hand. Understanding the use and handling of flowable composites may provide a solution for rapid chairside design or modification of a mockup for lab and client communication. They may also be used for direct application intra orally for long term aesthetic and functional trial prior to final ceramic restoratives.

In this workshop Dr Ken Harris will present his techniques with flowable composite for direct smile design and show clinical examples of their applications. Delegates will be able to practice producing their own immediate composite 'mock ups' on models.

Implant Dentistry for Beginners Jacqueline Fergus and Dr George Glover

Participants will gain an understanding of the modern principles of implant dentistry. The concepts of planning, placement and restoration will be taught using interactive audiovisuals and hands on exercises.

NLP: A Modern Day Essential to Private Practice Vijay Gohil and Sarita Sharma

NLP will help create a leader in you and better ways to attract and interact with clients than you've ever imagined. Learn the secrets of human decision making and verbal skills to capture and convert every patient into a signed, sealed and delivered treatment plan.

Clearstep™ Workshop Andrew McCance

Dr Andrew McCance, Chairman and Founder of Clearstep, presents a practical orthodontic workshop for dental practitioners. This workshop will teach practitioners orthodontic skills for use in pre-cosmetic and restorative dentistry, including Clearstep's clear positioners for alignment prior to fitting veneers or implants, along with the art of sectional fixed to upright molars and extrude incisors. This workshop will also include Clearstep's new appliance for anterior proclination and derotation, enabling rapid alignment. This new appliance caters perfectly for the cosmetic market, because of its ability to align nearly invisibly. The appliance is made from clear acrylic, so as well as aligning efficiently, it remains discreet.

Laser Workshop Cheralyn Lumley

The demand for aesthetic treatments continues to grow and with celebrity life-style becoming more accessible there is an increasing requirement for practitioners to offer more than just a range of injectables. In this lecture Dr Cheralyn Lumley will be discussing how the introduction of Laser and IPL systems into her dental clinic created a new range of treatments to offer with a dramatic growth in her aesthetic patient base. In our workshop we will demonstrate how the introduction of IPL systems into a clinic can achieve real business growth and even higher levels of patient satisfaction. Many forward thinking dentists have already created a successful add on to the business of dentistry by introducing wrinkle reduction injections, fillers and volumisers. These treatments go hand in glove with cosmetic dentistry and can be very satisfying for both patient and practitioner. With the introduction of our world class IPL system the range of treatments offered to your patients could be increased for a relatively low capital cost. Skin rejuvenation, hair removal, vascular lesions, wrinkle softening and acne reduction are all part of what iPulse can offer to a clinic, backed by excellent training and product support. The world's most advanced IPL technology allows us to demonstrate proven clinical results. Our products have been awarded the internationally recognised standard of American FDA approval for hair-removal, acne reduction and treatment of vascular and pigmented lesions; a testament to their safety and effectiveness.

Discover a Process to Overcome Patients Objections & Achieve the Prices Your Services Deserve Ashley Latter

After coaching over 4000 Dentists, Orthodontists and their team members, one of the biggest challenges they tell us is achieving the prices their services deserve. Often dentists crumble if a patient queries their prices. This workshop will address these issues and delegates will develop new skills and attitudes in this motivational 90 minute presentation.

You will learn how to

- Talk money with self confidence
- Understand why you get objections
- Develop a process to deal effectively with objections and create win-win
- Understand the power of evidence
- Help more of your patient say YES

This will not be a lecture, but a real life Ashley Latter experience and one lucky person will receive intensive one to one coaching.



Ms Bobbi Anthony

Bobbi Anthony has great insight and understanding of the complexities of running a successful aesthetic practice. Bobbi has been a Practice Management Consultant for over 15 years working with some of the most successful Cosmetic Practices in the US and the UK. She is a National and International Speaker, and has been a regular presenter for the past 6 years with Dr Larry Rosenthal's Aesthetic Advantage Continuum in New York, Palm Beach, Indianapolis and London. She also writes a column on the "Esthetic Team" for the Journal of Cosmetic Dentistry. She can be reached by phone at 001 949 297 3828 bobbi@bobbianthony.com Web site www.bobbianthony.com



Mr Raj Ragoowansi

Raj Ragoowansi graduated in Medicine and Surgery from St Thomas' Hospital Medical School, London with the final year elective spent at Harvard Medical School, Boston, USA. He was awarded the Smith & Nephew Surgical Prize for a dissertation on "Evolution of Sutures in Surgery". In addition to providing a reconstructive surgery service in hands (trauma, nerve compression, rheumatoid arthritis) and breast (post mastectomy reconstruction, congenital asymmetry), specialist areas of interest include body contouring for patients after extreme weight loss, chest wall reconstruction following coronary artery bypass surgery and management of problem scars. A "see and treat" clinic for skin lesions is provided within a multi-disciplinary set-up.



Dr. Michael Norton

Dr Michael Norton is a graduate of the University of Wales School of Dental Medicine. He runs a dedicated implant practice in Harley Street, London. He is a specialist in Oral Surgery and is Visiting Professor at Marquette Dental School in Milwaukee, USA. He was recently awarded the prestigious Fellowship of the Royal College of Surgeons, Edinburgh for his contribution to the field of implant dentistry. Dr Norton lectures internationally, and is widely published in the literature including one of the earliest Quintessence textbooks on the subject published in 1995. He is joint owner and editor of the journal Dental Implant Summaries.



Dr Tif Qureshi

Tif Qureshi qualified from Kings College London in 1992. He is the Marketing Director of the British Academy of Cosmetic Dentistry. He is a partner at Dental Elegance in Sidcup, Kent where he practices cosmetic and restorative dentistry. He is an active and sustaining member of the American Academy of Cosmetic Dentistry. He has lectured nationally and internationally teaching the Inman Aligner philosophy to forward thinking practitioners.



Ms Sally Taber

Sally Taber is the Director of Independent Healthcare Advisory Services Ltd, (IHAS), which maintains the only impartial network serving the operational needs of the independent healthcare industry in the four UK countries. Sally qualified as a Registered General Nurse at the Royal Free Hospital in London and is also a qualified midwife from Queen Charlotte's Hospital, again in London. After a period working abroad, she specialised in urological and renal nursing, holding senior posts at St Mary's Hospital Paddington, Addenbrooke's Hospital in Cambridge and St Mary's Hospital in Portsmouth. She pioneered the role of Transplant Co-ordinator in the renal field, becoming the Secretary of the European Dialysis and Transplant Nurses Association. She is now the Chair of the British Kidney Patients Association.



Dr Eddie Scher

Dr Scher graduated from University College Hospital, London, UK in 1973. He is registered on the GDC Specialist List in Oral Surgery and Prosthodontics. He is a Visiting Clinical Professor at the Prosthodontic and Implant Department, Temple University, Philadelphia, USA. He is also a Member of Faculty at Lyon University, France, and an Honorary Senior Lecturer in Dental Implantology, School of Health Care Professions, University of Salford, UK. Dr Scher is a Fellow and Diplomat of the ICOI, and a Director on its Board. He is the Director of the Osseointegrated Year Course (now in its 19th year), and is the chairman of the editorial board of Implant Dentistry Today. He is published extensively in refereed journals.



Dr Linda Helene Greenwall

Linda Greenwall has combined an innovative and award winning private practice in London, UK, with research in the field of tooth bleaching. She is a Fellowship Examiner for the Royal College of Surgeons of England and a specialist in Restorative Dentistry and Prosthodontics. She has a multi disciplinary private practice in Hampstead. She is also the Editor of the journal Aesthetic Dentistry Today. Linda Greenwall's book entitled 'Bleaching Techniques in Restorative Dentistry', (Martin Dunitz, 2001) won the award for Best New Dental Book 2001. Recently she has launched the British Dental Bleaching Society (BDBS). She is an Associate Course Director for the Advanced Certificate in Aesthetic Dentistry for the Royal College of Surgeons Faculty of General Dental Practices.



Dr Geoff Fairris

Consultant in Surgical Dermatology, Lasers and Aesthetic Dermatology. He is a member of the British Associations of Dermatology, International Society Dermatological Surgery and American Society for Lasers in Medicine and Surgery. 1989 - to date Dr Fairris has run a busy practice outside the NHS and has treated over 16,000 people.

**Sandra Sheals**

Sandra Sheals is a Director of Lifestyle Aesthetics and has worked in the aesthetic industry for over 16 years. Sandra has extensive knowledge in this sector and has worked for some of the biggest names in the industry prior to setting up her own business. As well as running a successful company, Sandra is also a highly skilled injector and has trained and advised many of the key opinion leaders in this field.

**Ms Dawn Forshaw.**

Dawn Forshaw is the Managing Director of Finishing Touches. Britain's leading cosmetic and medial micropigmentation company. She is the Vice President of the AIA – The Association of Intra-dermal Aesthetics, an association aimed at raising industry standards throughout Europe. Dawn is the first choice speaker for the micropigmentation industry and has presented lectures, workshops and training at BAAPS, BAPS, ORBS and BASO and The Royal College of Surgeons. Finishing Touches firmly believe there is a link between facial aesthetics, medical tattooing and dentistry and are working to create awareness in the industry.

**Dr Ken Harris**

Dr Ken Harris maintains 2 fully private practices in Sunderland and in Newcastle upon Tyne. He focuses on Cosmetic dentistry and complex reconstruction cases with special emphasis upon thorough treatment planning based on sound Occlusal principles. For many years he has both lectured and provided hands-on courses for the University of Newcastle upon Tyne, teaching cosmetic dentistry to colleagues throughout the UK Northern region. He is a UK Mentor/Instructor for the California Center for Advanced Dental Studies (CCADS) and has for many years been a senior UK clinical instructor for the Rosenthal Institute's Aesthetic Advantage in London.

**Dr Lucy Glancey**

Dr Lucy Glancey is the Medical Director of Glancey Medical Associates and has over 15 years experience as a Cosmetic Doctor. She is a Member of the Royal College of Surgeons of England, British Association of Cosmetic Doctors, American Academy of Cosmetic Surgery and a Member of the Advisory Panel to the International Academy of Advanced Facial Aesthetics. She is also on the Medical advisory committee to Network Lipolysis.. Dr Glancey contributes regularly to press interviews and television including appearances on Channel 4's "10 Years Younger".

**Dr Scott Benjamin**

Dr Scott Benjamin qualified in SUNY Buffalo. He is a member of the American Academy of Oral and Maxillofacial Pathology and a member of the American Academy of Oral Medicine.

Dr Benjamin was also a member of the WHO (World Health Organisation) working group on classification, diagnosis and prognosis of potentially malignant oral mucosal lesions and has a wealth of experience in this field.

**Dr Uchenna Okoye**

Uchenna qualified at Guys Dental School London in 1993 With three busy London practices in Harley Street, Godege Street, (W1) and Gloucester Road (SW7) dental spa practices. She has trained with the best in cosmetic dentistry in America, obtaining a Master's in Aesthetic Dentistry from New York University (Rosenthal Institute). Dr Uchenna Okoye, is one of the UK's leading cosmetic dentists and was voted as one of Vogue's hottest new dentists in town (2006). Uchenna has appeared on national TV and has also done a number of radio campaigns for leading UK dentistry brands. She is the official dentist in the new series of Channel 4's makeover series 10 Years Younger.

**Mr Rajiv Grover BSc MB BS MD FRCS(Plast)**

Rajiv Grover works as a Consultant Plastic Surgeon at the North West London Cancer service as well as running a Private Practice in Harley Street and London's King Edward VII Hospital. Rajiv has published over 60 book chapters and journal articles in the UK and USA most notably in the field of improving safety after cosmetic surgery. During his career he has also been awarded several national and international awards. He has been a council member of the British Association of Aesthetic Plastic Surgeons (BAAPS) since 2004 and was elected as the Secretary of the Association in 2008 for three years until 2010.

**Dr Bob Khanna**

Dr Bob Khanna, founder and President of IAAFA is a Cosmetic and Reconstructive Dental Surgeon. He runs clinics in Ascot, Harley Street and Manchester, and carries out a full spectrum of treatments from Aesthetic Dentistry, Surgical Implantology and bone regeneration procedures. He was the first dentist in the UK to venture into facial aesthetic procedures utilising botox® and dermal fillers over 11 years ago. He pioneered the concept of hands on training courses for other medical and dental professional colleagues forming the highly acclaimed Dr Bob Khanna Training Institute.

**Mr Ron Myers**

Ron Myers has over 13 years experience in the pharmaceutical industry in a variety of sales and marketing, sales management and business development roles working for Smith Kline Beecham, Novartis, and Allergan Pharmaceuticals. Ron was involved in the launch of Botox® and M.D. Forté® glycolic peels into the UK market place in 1994. He set up a specialist consultancy service – Aesthetic Business Services Limited – in 2002 with business partner Martyn Roe. Since then they have been busy working on a variety of high profile projects in the Aesthetic Industry. In addition Ron & Martyn developed www.consultingroom.com – launched in 2003, and now the largest specialist aesthetic information website in the UK, and winner of "Best Aesthetic Patient Information Website" at the 2008 Aesthetic Medicine Awards.

**Dr Russell Emerson**

Dr Emerson is a Consultant Dermatologist specialising in aesthetic medicine. He is Honorary Consultant Dermatologist for Brighton & Sussex University Hospital NHS Trust and was the former Chair of the Sussex Skin Cancer Network. He is trained and experienced in all forms of non-surgical procedures including dermal fillers, botulinum therapy, micro-sclerotherapy and laser therapy, as well as minor surgery and cancer surgery. Dr Emerson established the highly successful Hove Skin Clinic in 2006, which is a purpose-designed private clinic and training centre for aesthetic medicine.

**Adam Hampson**

From high profile branding, to major advertising campaigns, to interactive multimedia design, Adam Hampson has worked with some of the UK's biggest names. These include ING Direct, McCann-Erickson, Orange, The Co-op, Mercantile Mutual and the Ministry of Defence. Adam has also handled product launches for Speedo and retail surveys for Marks & Spencer and Next. In 2005, Adam founded his own design practice, Pinch, which specialised in creative design for the healthcare sector. In 2008, Adam expanded his design practice to Interior design and specific architecture and rebranded as Hampson & Partners (H&P). H&P is already one of the UK's leading dental and medical design consultancies.

**Dr Jacqueline Fergus and Dr George Glover**

Jacqui and George graduated in 1993 from Edinburgh and Glasgow Universities respectively. They formed a partnership in 1995 and own the largest general and implant practice in Aberdeen. They have 8 years implant experience and in 2006 were awarded the MSc in Implant dentistry from Warwick University. They are currently visiting academics at Warwick University teaching the MSc implant dentistry.

**Mr Jonathan Britto**

Jonathan Britto graduated with first class Honours from his Bachelor of Science degree and went on to graduate in medicine from the University of London in 1990 with the award of the ARC Prize in Rheumatology. He has further specialist training in aesthetic surgery, craniofacial surgery and the rehabilitation of facial. Mr Britto is currently in private practice as Director of the 'MillimetrePerfect' team of the London Chambers of Plastic and Cosmetic Surgery (www.millimetreperfect.co.uk). In addition to his general aesthetic surgery practice, he has a specialist practice in complex facial aesthetic surgery and secondary, revisional facial aesthetic work. Mr Britto maintains an active health service practice as Consultant plastic and craniofacial surgeon to Great Ormond Street Hospital for Children in London, and the St Andrew's Centre for Plastic Surgery and Burns in Chelmsford.

**Mr Ashley latter**

In 1999 Ashley delivered his first Ethical Sales & Communication Programme and since then over 4125 dentists and their teams have participated on this unique programme. The programme is not a lecture, but Ashley coaches his participants to develop new skills, a more positive attitude and new behaviours that make a real difference. Most people report instance success, normally within the first day back of being in the practice. He very rarely advertises and his courses are always FULL. His business is built around repeat business and the high number of referrals he receives from happy clients. Ashley has been the main platform speaker at the W.A.C, BDA, B.A.C.D. & ADI Conference over the last three years and last year wrote his book called 'Helping Patients say YES'.

**Dr Vijay Gohil**

Vijay graduated from Manchester University in 1999. He is a partner in Street Farm Dental Practice, the first in Essex to be awarded both IIP and Good Practice award. He has a special interest in Cosmetic and Orthopaedic/Orthodontic treatment and is a Master Practitioner in Neuro-Linguistic Programming, Temporal Dynamics and Hypnotherapy, specialising in the treatment of nervous and phobic patients. He also instructs and teaches NLP to other dentists and professionals.

**Dr Sarita Sharma**

Sarita graduated from King's College Dental School in 1998 and has since had a special interest in cosmetic dentistry and facial aesthetics. She holds a position on the IAAFA council and is also a member of the BACD. Her journey has followed her passion in the realms of human psychology and she is also a Master Practitioner in Neuro-Linguistic Programming, Temporal Dynamics and hypnotherapy, actively mentoring and educating individuals and teams.



Dr Andrew McCance

Dr McCance, is a very experienced and highly qualified specialist who has treated over 20,000 cases in the last ten years. He initially trained in Glasgow in dentistry. Then carried out a Master of Science degree, a Diploma in Orthodontics and a Membership of Orthodontics. He then went on to 'higher specialist training' doing his training at Great Ormond Street Hospital, London and at University College Hospital, London. At the same time he undertook a Doctorate in Philosophy degree, looking at the facial changes in children undertaking orthodontics, plus surgery. Dr McCance is Founder, Developer and Clinical Director of ClearStep see-through positioner, an Orthodontic clinical procedure.



Dr. Cheralyn Lumley

Cheralyn Lumley qualified at Guys Hospital in 1976 and has a busy private practice in Sevenoaks. Cheralyn launched Lumley Aesthetics as a separate facial aesthetics division of her practice specialising in skin treatments. Laser and IPL treatments, medical chemical peels, microdermabrasion, transdermal iontophoresis and injectable dermal fillers and wrinkle treatments have now become part of a normal day for Cheralyn. Lumley Aesthetics have exhibited at beauty and well-being shows and in 2005 Cheralyn appeared on Sky TV demonstrating Botox® treatments and microdermabrasion. She has taken part in numerous manufacturer injector validation programmes, practical advanced injectable techniques & master classes, has been an invited speaker at several conferences and is a trainer for skincare manufacturers.



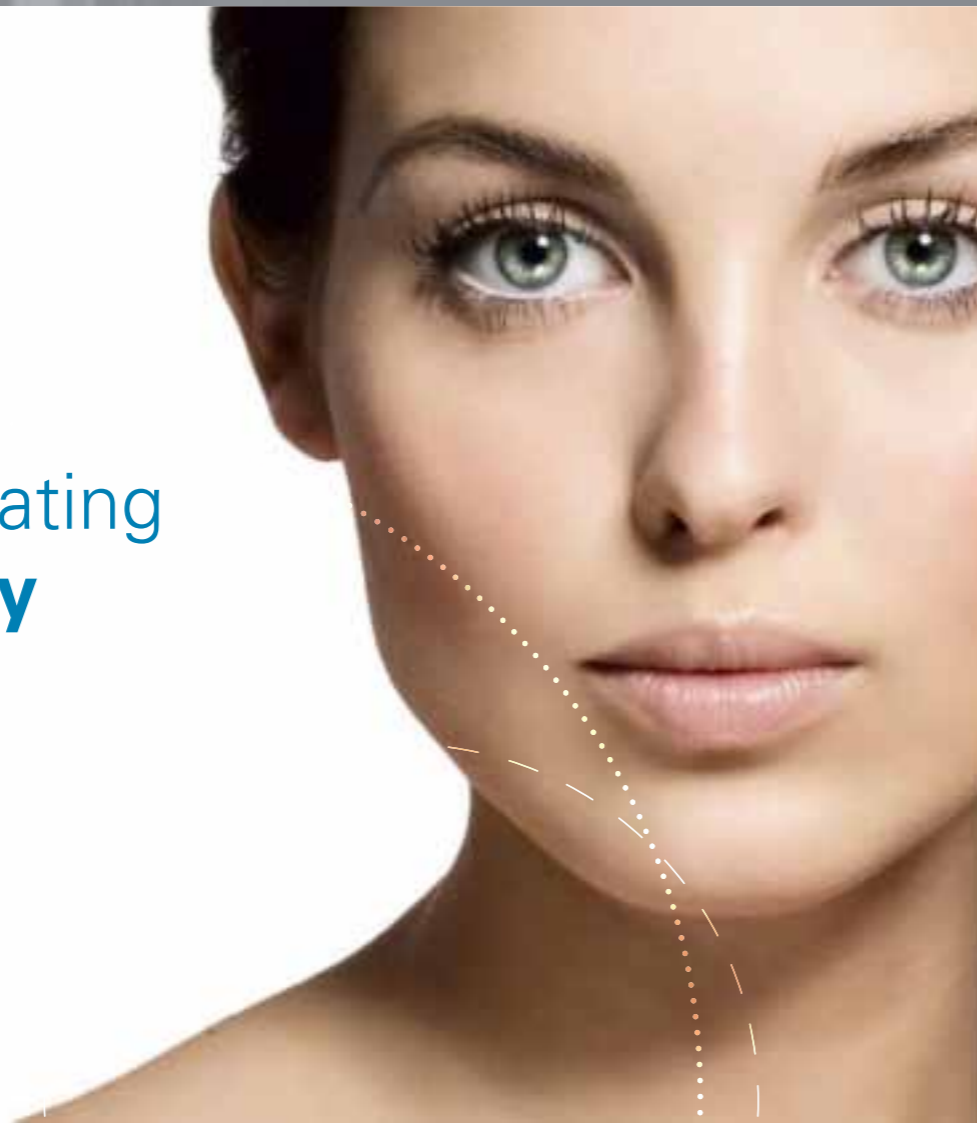
Dr Nigel A Saynor

Nigel Saynor qualified in 1980 with distinction from Manchester University Dental Hospital. He is currently the clinical director of a specialist dental centre in South Manchester, taking referrals for Implant Dentistry, Endodontics, and Periodontics. He graduated in his MSc in Implantology in 2008 from the University of Manchester. He is an Honorary Clinical Tutor at the University of Manchester Dental School on the Masters programme in Dental Implantology. He is currently Immediate Past President of the British Academy of Aesthetic Dentistry, an active member of the American Academy of Osseointegration, member of the Association of Dental Implantology, and Branch Chairman of the South Manchester British Dental Association.

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"I am delighted that IAAFA has chosen Make-A-Wish to benefit from their 2009 conference ball. Their support will help us to grant even more magical wishes to children and young people living with life-threatening illnesses. Make-A-Wish receives no government or lottery support and is completely reliant on voluntary support to fund our work. We are constantly seeking funds to enable our wishgranting to continue and expand.

I am sincerely grateful to IAAFA for their support – thank you"

Neil Jones, Chief Executive, Make-A-Wish foundation

A confirmation letter and receipt will be sent to you once we have received your booking form and your payment. Due to unforeseen circumstances the programme may change and IAAFA reserve the right to cancel the event or alter the venue and/or speakers.

Cancellations

All cancellations must be notified in writing and received by August 4th 2009. Cancellations received on or before this date will receive a refund less 25% administration charges. No refunds will be given after this date.

Special Arrangements

If you have any special requirements such as wheelchair access or special dietary requirements, please let us know well in advance.

Hotel Arrangements

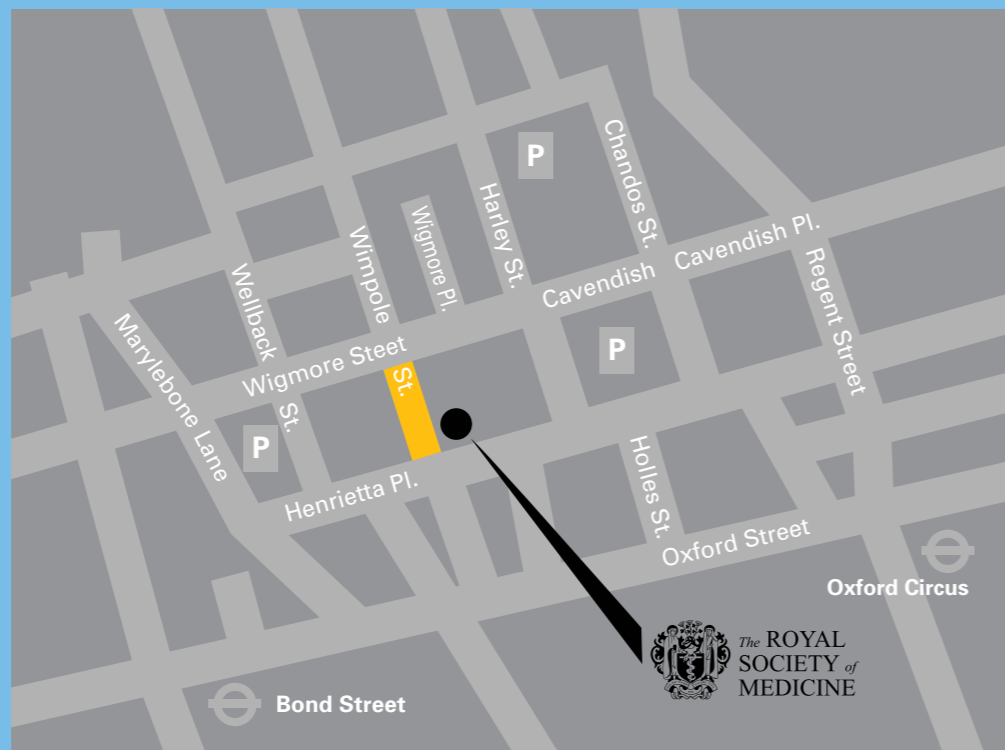
Details of nearby hotels will be sent with your booking confirmation letter and receipt.

Directions to the venue for the: IAAFA ANNUAL CONFERENCE



The Royal Society of Medicine
1, Wimpole Street
London W1G 0AE

By **Tube** the nearest Underground station to the venue is Bond Street (Jubilee Line).



Directions to the venue for the: FIRE & ICE CHARITY BALL



Portman Radisson SAS
Portman Square
London W1H 7BG

By **Tube** the nearest Underground stations: Marble Arch & Bond St.



This form must be received by Friday 14th August 2009

All registrations following that date must be made on-site and an administration fee of £50 per booking will be charged

Personal Details

Dr Mr Ms Mrs (please tick) GDC/GMC No

Family Name First Name

Address Postcode

Tel Email

Delegate Rates

Please note that the conference fee includes entry to all sessions, conference documentation, coffee/refreshment breaks and lunch. All rates are inclusive of VAT

Conference Booking

	Price	Quantity
IAAFA Member – Early Bird Booking – Before 5 th June 2009	£395	-
Non-Member – Early Bird Booking – Before 5 th June 2009	£495	-
Team Members/RGNs/VTs - Early Bird Booking – Before 5 th June 2009	£325	-
IAAFA Member – Late Booking – After 5 th June 2009	£495	-
Non-Member – Late Booking After 5 th June 2009	£595	-
Team Members/RGNs/VTs – Late Booking After 5 th June 2009	£425	-
IAAFA Ball Tickets: Saturday 5 th September at the Portman Radisson SAS, Portman Square, London. (price includes drinks reception and 4 course meal) <small>* Please inform us of any specific dietary requirements.</small>	£110	-
IAAFA Charity Ball Table for 10	£950	-
TOTAL	£	<input type="text"/>

Method of Payment

1. Visa/MasterCard/Delta/Switch

I hereby authorise IAAFA to debit my credit/debit card with the total listed above. I also consent to them debiting or crediting my credit/debit card account with the amount of any subsequent change(s) to the item(s) booked.

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Security Code Expiry Date Valid From Issue No (debit card only)

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“It is clear that in this climate of increased awareness and demand for treatments by patients that a truly symbiotic and multi-disciplinary approach is required as a pre-requisite to optimising treatment results.”

Dr Bob Khanna - President of IAAFA

