

# ASDS Updates

The 16th Annual American Society for Dermatologic Surgery shined in Colorado for the first live annual meeting post pandemic.

BY WENDY LEWIS

>> There were a lot of handshakes, smiles, and hugs taking place at the Gaylord in the Rockies for the American Society for Dermatologic Surgery (ASDS) reunion after 2 years of going virtual. It was wonderful to meet up with friends and colleagues after such a long hiatus.

The intensive program allowed for a lot of networking and collaboration. Newly elected President Vincent Bertucci, MD, FRCPC of Ontario explains, “It’s the perfect time for reflection and a rebirth to a brighter tomorrow. Now more than ever, we must ensure ASDS and ASDSA stay relevant and continue to grow, adapt, and evolve with the times. My role as 2022-23 ASDS/ASDSA President will be to build upon our past successes and facilitate and encourage thinking that challenges the norm. It’s time for us to examine everything we do, and how we do it, to ensure we are delivering the BEST value for our members and to secure and enhance the future of our great specialty.”

It was a robust program with wide-ranging topics largely due to the plethora of new drugs, topical agents, energy-based devices, neurotoxins, and dermal fillers, along with many new techniques to learn about. There was something of interest for everyone in this program that spanned 5 days.

“ASDS featured a packed program with exciting insights into promising new treatments in the pipeline,” says Doris Day, MD, New York City dermatologist. “One of the highlights was hearing more about new neuromodulators coming to the US market, giving us a possible seven products in total available by mid-next year. The newest one approved by the FDA is Daxxify, and data show it may last up to several months longer than those currently available, which can be an advantage for some patients. Another toxin with potential longer lasting benefits, the second from Galderma, relabotulinumtoxinA, may be available soon. It features the advantage of being pre-mixed, so no reconstitution would be necessary.”

Data from the Phase 3 Clinical Trial for a neurotoxin on the horizon from Hugel Aesthetics, letibotulinumtoxinA, was presented by Sue Ellen Cox, MD. According to Michael Gold, MD from Nashville, “This toxin performed well in the clinical trials, was very safe, and showed quality of life measurement improvements, which will be very important for patients interested in receiving a neurotoxin.”



Dr. Murad Alam was the 2022 recipient of the prestigious Sam Stegman Award at the Gala Dinner & Dance. *Photo courtesy of ASDS.*

Among the new topics of interest there were discussions about diversity, equity, and inclusion throughout the meeting, including an entire new session. “All Faces Welcome: Gender Diversity and Injectable Techniques to Optimize Facial Aesthetics.” Led by Jeremy Brauer, MD and Jennifer McGregor, MD, this program focused on the importance of employing a patient-centered approach to facial aesthetics treatments.

“Although our meeting may have been virtual for the past 2 years, advancements in the dermatologic surgery space have been taking place as much as ever. I was impressed by the innovations in minimally invasive treatments in facial aesthetics as well as body contouring,” says Vivian Bucay, MD, a dermatologist from San Antonio, TX. “As a dermatologist who for the last 2 decades has focused on cosmeceuticals for skin wellness as a stand-alone and/or to enhance treatment outcomes, I was pleased to see more sessions on skincare featured on the agenda.”



Tina Alster, MD, recipient of the “Vic Narurkar, MD Innovations in Aesthetic Dermatology Lectureship,” and Seth Matarasso, MD (above left), Dr. Alster presenting her “From ‘No Posers’ to ‘Pay it Forward’: A Path to Innovation” talk at the ASDS 2022 Annual Meeting (above right). *Photos courtesy of ASDS.*

For Deirdre Hooper, MD of New Orleans, the meeting co-chair and ASDS Treasurer, one of her favorite sessions (and mine as well) was the Plenary, “Innovative treatments from Around the World.” Gabriela Casabona, MD from Spain showed great videos of her technique for treating the posterior temple. Peter Peng, MD from Taiwan gave a very clear and organized algorithm for determining when and how to treat tear troughs, Jose Raul Montes, MD from Mexico took us through the most impactful cosmetic treatments for men, and Jaishree Sharad, MD from Mumbai showed some truly innovative techniques coming out of India.

The program that caught my interest personally took place on Thursday before the official meeting commenced, “So you have an idea, now what?” Led by Lynn Drake, MD, Frederick Beddingfield, III, MD, PhD, and Katherine Gibbon, MD, PhD, MBA, this session featured entrepreneurs, dermatologists, and researchers who shared their experiences and wisdom on the trials and tribulations of bringing a product or idea to market and building a brand.

One of the highlights of this program for me was the candid talk from San Francisco dermatologist and co-founder of Proactive Solution, Kathy Fields, MD. She shared her experience with partner Katie Rodan, MD, both Stanford-trained dermatologists, who built the global acne brand, Proactive. In typical Dr. Fields’ style, she did not sugarcoat their road to success, but rather shared the good with the bad and offered up her key learnings to prospective entrepreneurs. In 2008, they took their brand back from Estee Lauder and relaunched it under the moniker R+F Independent Consultants, a multilevel marketing concept that was subsequently picked up by a private equity firm.

Another special event was Seth Matarasso, MD introducing the first recipient of the “Vic Narurkar, MD Innovations in Aesthetic Dermatology Lectureship” to Tina Alster, MD, whose career spans 3 decades of innovation and impressive accomplishments. Her presentation was titled, “From ‘No Posers’ to ‘Pay it Forward’: A Path to Innovation.” As Dr. Alster shared, “Vic coined the hashtag #noposers to highlight the importance of professional authenticity and honesty. In other words, the need for more humility and less ego.” She presented a very timely speech with an eye toward keeping with the spirit of the award in his name, and concluded with these words of wisdom: “Unlike a laser, don’t narrow your focus—it prevents you from seeing other opportunities.”

The highlight of the event was the cowboy-themed Gala Dinner & Dance which honored the 2022 recipient of the prestigious Sam Stegman Award, Murad Alam, MD.

To close out the program on Monday, Michelle Henry, MD and Kristel Polder, MD shared the podium for a new session, “Pack Your Suitcase with Tips, Tidbits and Takeaways” to share some of the most relevant and helpful practice pearls, tips from the panels and presenters on energy-based devices, hair restoration, injectables, skincare, and more. ■

### SAVE THE DATE:

ASDS 2023 will be back in Chicago at the Hyatt Regency on Wacker Drive on November 2-5.

### NOTE:

For anyone who couldn’t make it to this year’s event, the recorded sessions will be available on ASDS Learn.