



ASDS HIGHLIGHTS



Experts from around the world discussed the latest aesthetic treatments as well as what's coming at the recent ASDS Annual Meeting.

BY WENDY LEWIS

The American Society for Dermatologic Surgery (ASDS) 2022 Annual Meeting, held in Denver CO, offered a lot of networking and collaboration. Newly elected President Vincent Bertucci, MD, FRCPC, a dermatologist in Ontario, explains, "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, 5-day program covering new drugs, topical agents, energy-based devices, neurotoxins, dermal fillers, and new techniques.

Doris Day, MD, a New York City-based dermatologist, said she was excited to learn about new neuro-modulators coming to the US, giving us a possible seven available products by mid-next year. "The newest one approved by the FDA is Daxxify, and data shows 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, relabotulinum, 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 an investigative neu-

rotoxin from Hugel Aesthetics, LetibotulinumtoxinA, was presented by Sue Ellen Cox, MD. According to Nashville-based dermatologist Michael Gold, MD, "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."

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

"I was impressed by the innovations in minimally invasive treatments in facial aesthetics as well as body contouring," says Vivian Bucay, MD. "As a dermatologist who for the last two 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."

For Deirdre Hooper, MD, the meeting co-chair and ASDS Treasurer, one of her favorite sessions was the Plenary, "Innovative treatments from Around

the World." Gabriela Casabona, MD, a dermatologist from Spain, showed her technique for treating the posterior temple. Peter Peng MD, a dermatologist from Taiwan, offered an algorithm for determining when and how to treat tear troughs; Jose Raul Montes, MD, an oculoplastic surgeon from San Juan, PR, covered cosmetic treatments for men; and Jaishree Sharad, MD, a dermatologist from Mumbai, showed innovative techniques coming out of India.

The program that caught my interest personally was "So you have an idea, now what?" Led by Lynn Drake, MD, Frederick Beddingfield, III, MD, PhD, and Katherine Given, MD, PhD, MBA, entrepreneurs, dermatologists, and researchers shared wisdom on the trials and tribulations of bringing a product or idea to market and building a brand.

San Francisco dermatologist Kathy Fields, MD shared her experience with partner Katie Rodan, MD building Proactiv. She offered key learnings to prospective entrepreneurs.

Another special event was Seth Matarasso, MD introducing the 2022 recipient of the "Vic Narurkar, MD Innovations in Aesthetic Dermatology Lectureship" to Tina Alster, MD, whose career spans 3 decades of innovation and accomplishments.

The highlight of the event was the Gala honoring the 2022 recipient of the prestigious Sam Stegman Award, Murad Alam, MD, MBA.

To close out the program, Michelle Henry, MD and Kristel Polder, MD shared the podium for a new session, "Pack Your Suitcase with Tips, Tidbits and Takeaways" to share relevant and helpful practice pearls, tips on energy-based devices, hair restoration, injectables, skincare, and more.

Recorded sessions of the meeting will be available on ASDS Learn. ASDS 2023 will be back in Chicago at the Hyatt Regency on Wacker Drive on 11/2-5. ■