



**MEDIA ALERT:**

**11 March 2008**

## **Cosmetic medicine set to take centre stage at the ACCS Conference 2008**

**WHAT:** A record number of cosmetic physicians and surgeons are set to attend the ninth annual Conference of the Australasian College of Cosmetic Surgery (ACCS) between 13-16 March – making it the largest convention of its kind in Australia.

As increasing numbers of Australians are considering cosmetic surgery, the discipline continues to evolve rapidly. The College is bringing together a wealth of high profile international experts to explore innovative new techniques, demonstrating its commitment to raising the standards of cosmetic medicine.

During the conference, the College aims to set global best practice standards in patient safety and, through attendance of medical industry professionals from across the world, raise the bar of cosmetic medicine in Australia.

**WHO:** An abundance of renowned international and Australian cosmetic and plastic surgeons (details below) will be in attendance to advise on new innovations which could benefit cosmetic medicine patients in Australia. Practitioners from around the world will also be attending to learn first hand about innovations and best practice in Australia, a world-leading market in cosmetic surgery.

### **Interview opportunities**

#### **1) Dr Brett Snyder – USA**

US plastic and reconstructive surgeon, Dr Brett J Snyder, from Florida, is a worldwide expert in craniofacial surgery. His contributions to plastic surgery have been recognised with honours such as a Certificate of Special US Congressional Recognition and Commendation by the California Legislature.

#### **Dr Snyder is available to comment on:**

- Patient safety, in particular reducing the risk of life threatening deep-venous thrombosis in abdominoplasty patients (blood clots in tummy tuck patients)
- Breast augmentation, technique/implant selection and the impact in the US market of the US Food and Drug Administration's silicone-gel approval

#### **2) Dr Robert Yoho – USA**

Dr Yoho has been practicing cosmetic surgery full-time since 1993. Originally trained in Emergency Medicine, he passed the boards by American Board of Cosmetic Surgery and the American Board of Laser Surgery, and is a fellow of the American Academy of Cosmetic Surgery as well as the American Society of Cosmetic Breast Surgery.

#### **Dr Yoho is available to comment on two emerging trends in the USA:**

- Facial filling with facial implants: cheek, chin, and jaw line. Dr Yoho has achieved youthful results with this technique which is less invasive than a face lift
- The off-label use of ophthalmic silicone as a facial filler in the USA. Administered via a series of micro injections, ophthalmic silicone is highly effective when used to reduce wrinkles and acne scarring and is low-risk, low-cost and long-lasting.

**-more-**

### **3) Dr Daniel Fleming, President of the Australasian College of Cosmetic Surgery**

Dr Fleming has been practicing exclusively in the field of cosmetic surgery for 13 years and has taught cosmetic surgery to plastic surgeons, cosmetic surgeons, general surgeons, dermatologists and other doctors in the USA, United Kingdom, Europe, China and Australia. He has lectured at numerous meetings and conferences in Australia and internationally.

Dr Fleming is recognised as one of the most experienced doctors in Australia for breast implant surgery having performed more than 2500 of these procedures. He has developed an algorithm to assist surgeons to improve their patients' satisfaction and safety by avoiding operative planning mistakes made during breast implant consultations.

#### **Dr Fleming is available to comment on:**

- **“Super-Furry Brazilian” implants** (polyurethane foam covered silicone gel implants). Recently approved for use in Australia by the TGA, “Super-Furry Brazilian” implants can dramatically reduce the incidence of the commonest complication of breast implant surgery, capsular contraction, in which the implants harden and shape distortion. Dr Fleming is Australia’s foremost expert in this breast implant procedure.
- Patient safety and cosmetic surgery including how patients and the industry are impacted by emerging trends in cosmetic surgery
- Training and certification of cosmetic surgeons in Australia and the importance of recognising cosmetic surgery as surgical specialty

### **4) Dr John Flynn, CEO of the Australasian College of Cosmetic Surgery**

Dr Flynn has been practicing cosmetic surgery for 20 years and is a key trainer for the college. He has taught cosmetic surgeons, physicians, plastic surgeons, ophthalmologists, and dermatologists in Australia and overseas.

#### **Dr Flynn is available for comment on:**

- The importance of the conference and its role in raising the standard of cosmetic surgery and patient care
- Skin rejuvenation for sun damage: how modifications to the wavelength and delivery of laser therapy has revolutionised the treatment of sun damaged skin.
- The use of dermal fillers: Australian cosmetic surgeons are leading the way with the development of an innovative new technique to accentuate and re-shape facial features. To cater for increased international demand for this treatment, Australian cosmetic surgeons have delivered workshops in both Europe and Asia.

For a full list of speakers please visit: [www.accs.org.au](http://www.accs.org.au)

#### **For further information or interviews, contact Daemon 2iC:**

Hannah Smith

02 9270 5900

[hannah.smith@daemon2ic.com](mailto:hannah.smith@daemon2ic.com)

**The Australasian College of Cosmetic Surgery** is a multi-disciplinary body of general surgeons, plastic surgeons, dermatologists, ear nose and throat surgeons, ophthalmologists and other doctors who specialise in cosmetic surgery. The ACCS protects patients by raising standards to ensure the safe provision of cosmetic surgical and medical procedures to Australians. The ACCS is the only body in Australia which trains, examines and annually recertifies doctors in this specialised area.