

INTERNATIONAL CONGRESS IN AESTHETIC, ANTI-AGING MEDICINE & MEDICAL SPA MIDDLE EAST

Early
Rate Registration
until October 15, 2008

Anti-Aging Medicine, Aesthetic Dermatology and Surgery

A landmark event dedicated to all aspects of this fast growing field

Learn

- How to diversify your consultation and staying ahead of the competition
- Practical tips and advice from leading anti-aging specialists

Experience

- First hand practical demonstrations on different products, treatments and techniques that are easy to apply in your practice

Improve

- The services you offer your patients and the range of services you offer
- Your Bottom line

Gain

- First class knowledge



- More than 90 international speakers
- More than 30 practical workshops
- 4 programs in parallel
- 80+ exhibitors showcasing the latest anti-aging products and services



29, 30 November & 1 December 2008 . Al Bustan Rotana Hotel, Dubai, UAE

DUBAI

Al Bustan Rotana Hotel Dubai

Organised by:



www.euromedicom.com

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IIR Middle East, the organisers of Arab Health and EuroMediCom the organiser of the largest Anti-Aging and Aesthetic Medicine congress are delighted to announce the

ICAAM & MEDISPA - MIDDLE EAST

INTERNATIONAL CONGRESS IN AESTHETIC, ANTI-AGING MEDICINE & MEDICAL SPA MIDDLE EAST

Anti-Aging Medicine, Aesthetic Dermatology and Surgery

A landmark event dedicated to all aspects of this fast growing field.

With the scientific supervision of the WOSAAM - World Society of Anti-Aging Medicine

WOSAAM Scientific Board



President: Thierry Hertoghe, MD, Belgium



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Anti -Aging Medicine Scientific Committee



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Aesthetic Dermatology & Surgery Scientific Committee

Aesthetic Medicine & Dermatology

Prof. Farouk A.H. Al-Watban, Laser Research	KSA
Pierre André, MD, Dermatologist	France
Sohail Mansoor, MD Dermatologist	UK
Issam R. Hamadah, MD Dermatologist	King. of Saudi Arabia

Aesthetic Surgery

Patrick Trevidic, Plastic Surgeon	France
Béatrice Lafarge-Claoué, Plastic Surgeon	France
Eric Plot, Plastic Surgeon	France
Abdul-Reda Lari, Plastic Surgeon	Kuwait



Aesthetic Dermatology and Surgery Speakers

Kamil Al Rustom, Dermatologist	UAE	Mohamed Ghaz, Plastic Surgeon	Egypt	Robin Mookherjee, Plastic Surgeon	France
Farouk A.H. Al-Watban, Laser Scientist	KSA	Issam R Hamadah, MD, Dermatologist	KSA	Channy Muhn, Dermatologist	Canada
Abeer Alkebaisi, Plastic Surgeon	Barhein	Firas A. Hamdan, MD Otolaryngology	Lebanon	Hervé Padey, Plastic Surgeon	France
Pierre André, MD, Dermatologist	France	Eckart Haneke, Prof. of Dermatology	Germany	Antoine Paraskevas, Plastic Surgeon	France
Maria Angelo-Khattar, Aesthetic Practitioner	UAE	Steven Hopping, MD, Plastic Surgeon	USA	Jérôme Paris, Cervico-Facial Surgeon	France
Fouad Ansari, MD, Plastic Surgeon	France	Fabio Ingallina, MD, Plastic Surgeon	Italy	Nedim Pipic, Plastic Surgeon	Austria
Nicolas Bachot, MD, Dermatologist	France	Hamid Karimi, Plastic Surgeon	Iran	Eric Plot, Plastic Surgeon	France
Ashraf Badawi, MD, Dermatologist	Egypt	Leon Kircik, Dermatologist	USA	Karin Semprini, Aesthetic Medicine	South Africa
Laurent Benadiba, Plastic Surgeon	France	Oliver Kreyden, Dermatologist	Switzerland	May Haddad Tabet, Dermatologist	Lebanon
Alain Bonnefon, Plastic Surgeon,	France	Béatrice Lafarge-Claoué, Plastic Surgeon	France	Luiz Sergio Toledo, Plastic Surgeon	Brazil / Dubai
Marie-Thérèse Bousquet, Aesthetic Medicine	France	Franck Landat, Plastic Surgeon	Luxembourg	Patrick Trévidic, Plastic Surgeon	France
Frédéric Braccini, MD, Cervico-Facial Surgeon	France	Abdul-Reda Lari, Plastic Surgeon	Kuwait	Joan Vandeputte, Plastic Surgeon	Belgium
Yves Crassas, Plastic Surgeon	France	Gustavo Leibaschoff, Cosmetic Surgeon	Argentina	Marc Vano, Aesthetic Medicine	France
Domingos De Paola, Plastic Surgeon	Brazil	Medhat Abdul Malek, Dermatologist	Jordan	Jean-Luc Vigneron, Dermatologist	France
Yhelda Felicio, Plastic Surgeon	Brazil	Sohail Mansoor, Dermatologist	UK	Didier Vochelle, Dermatologist	Belgium
Christoph Ganss, Surgeon, CEO Ticeba	Germany	Leonardo Marini, Dermatologist	Italy	Jerome Weinman, Dental Surgeon	France

Anti-Aging Medicine Speakers

Abdulrazak Abyad, Prof., Geriatriest	Lebanon	Georges Mouton, MD, Nutritionist,	Belgium
Farouk A.H. Al-Watban Prof., Biological & Medical Research	Saudi Arabia	Eric Oquinarena, Dental Surgeon	France
Vladimir Anisimov, Prof., Geriatriest	Russia	Gianluca Pazzaglia, MD, Oncologist	Italy
Helena Baranova, Prof., European Expert in Genomics	France	Ascanio Polimeni, Endocrinologist,	Italy
Patrick Jr Bitter, MD, Dermatologist	USA	Suresh Rattan, MD, Biogerontologist, Hormetic Medicine,	Denmark
Alberto Cerrada, MD, Geriatriest,	Spain	Erik-Alexander Richter, Industry	The Netherlands
Anoop Chaturvedi, Anti-aging Practitioner	USA	Yann Rougier, MD, Nutritionist	France
Claude Dalle, MD, Anti-aging Practitioner	France	Thierry Souccar, Nutritionist	France
Roger Deutsch, CEO Cell Science Systems	USA	Luiza Spuru, Prof., Gerontologist & Gerontopsychiatrist	Romania
Sohail Mansoor, MD, Dermatologist	UK	Bernard Weber, Prof., Genotyping Research	Luxembourg

Medical Spa Speakers

Raoul Andrews - Sudre, President of ASPEN SPA MANAGEMENT	USA	Mario Krause, Anti-Aging Practitioner, Medical Spa owner	Germany
Helena Baranova, Prof., European Expert in Genomics	France	Eric Light, President of the International Medical Spa Association	USA
Majda Berrada, President of Maguy Work	Morocco	Jodie Stone, MD, Aesthetic Practitioner, Medispa Consultant	UK
Leslie Glover, Vice President of ASPEN SPA MANAGEMENT	USA		

SCHEDULE AT-A-GLANCE - PACAAM DUBAI 2008

Saturday November 29th

	AESTHETIC & ANTI AGING ROOM BALLROOM	AESTHETIC, ANTI-AGING & MEDISPA ROOM HARAYER ROOM	AESTHETIC & WORKSHOP ROOM	WORKSHOP ROOM ROOM BAHRI
7:30 am	REGISTRATIONS & BADGING			
9:00 am 10:30 am	ANTI-AGING MEDICINE HORMONES	AESTHETIC SURGERY RHINOPLASTY	AESTHETIC WORKSHOP	AESTHETIC WORKSHOP
10:30am -11:00 am	Coffee break			
11:00 am 12:30 pm	AESTHETIC & DERMATOLOGY COSMETIC	Trends, technics, branding, what are the consumers looking for in a Medispa ?	AME INTERNATIONAL AESTHETIC WORKSHOP	AESTHETIC WORKSHOP
12:30 pm -2:00 pm	Lunch break			
2:00 pm 4:00 pm	AESTHETIC & DERMATOLOGY BOTULINUM TOXIN	Management of a successfull Medispa	ABC Nutrition ANTI-AGING WORKSHOP	AESTHETIC WORKSHOP
4:00 pm -4:30 pm	Coffee break			
4:30 pm 6:00 pm	AESTHETIC SURGERY THE AGING FACE	ANTI-AGING MEDICINE STEM CELLS & GROWTH FACTORS	AA MEDICAL SYSTEMS MESO & CARBOXYTHERAPY	AESTHETIC WORKSHOP

Sunday November 30th

7:30 am	REGISTRATIONS & BADGING			
9:00 am 10:30 am	ANTI-AGING MEDICINE PRACTICAL GLOBAL AGING MANAGEMENT	AESTHETIC & DERMATOLOGY VASCULAR	AESTHETIC WORKSHOP	AESTHETIC WORKSHOP
10:30am -11:00 am	Coffee break			
11:00 am 1:00 pm	AESTHETIC & DERMATOLOGY CONTROVERSIES	Creating the perfect Medical SPA	Growth Factors REGEN-LAB WORKSHOP	AESTHETIC WORKSHOP
1:00 pm -2:00 pm	Lunch break			
2:00 pm 4:00 pm	AESTHETIC & DERMATOLOGY LASERS	ANTI-AGING MEDICINE PREVENTION & HEALTHY MEDICINE	TEOXANE FILLERS WORKSHOP	AESTHETIC WORKSHOP
4:00 pm -4:30 pm	Coffee break			
4:30 pm 6:00 pm	AESTHETIC SURGERY BREAST REJUVENATION	Genomics - The Art of wellbeing Luxury new generation Medical SPA Programs	ABC Hormones ANTI-AGING WORKSHOP	AESTHETIC WORKSHOP

Monday December 1st

7:30 am	REGISTRATIONS & BADGING			
9:00 am 10:30 am	ANTI-AGING MEDICINE GENOTYPING	AESTHETIC DERMATOLOGY & SURGERY CONTRIBUTING LECTURES	Marketing medical SPA services to the female demographic	AESTHETIC WORKSHOP
10:30 am -11:00 am	Coffee break			
11:00 am 1:00 pm	AESTHETIC & DERMATOLOGY FILLERS	ANTI-AGING MEDICINE NUTRITION (Practical Session)	AESTHETIC WORKSHOP	AESTHETIC WORKSHOP
1:00 pm-2:00 pm	Lunch break			
2:00 pm 4:00 pm	AESTHETIC SURGERY BODY RESHAPING	Beyond SPA at Harvey Nichols	AESTHETIC WORKSHOP	AESTHETIC WORKSHOP

Elite Sponsor



Venue

Al Bustan Rotana Hotel
Casablanca Road, Al Garhoud
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SATURDAY NOVEMBER 29th

HARAYER ROOM

9:00 am - 10:30 am

RHINOPLASTY SESSION

Chair: Frédéric BRACCINI - Fabio INGALLINA

- Rhinoplasty philosophy and procedures
Fabio Ingallina, Italy
- Endoscopic aesthetic rhinoplasty : Why and how?
Jerôme Paris, France
- Rhinoplasty by injection. Is it for real?
Frédéric Braccini, France
- Nose -Hidden thread surgery technique
Mohamed Ghoz, Egypt
- Secondary nasal obstruction: Treatment with butterfly graft
Karimi Hamid, Iran

SUNDAY NOVEMBER 30th

HARAYER ROOM

9:00 am - 10:30 am

VASCULAR SESSION

Chair: Leonardo MARINI - Issam R HAMADAH

- The red face: Laser and/or IPL treatments
Didier Vochele, Belgium
- The peri-ocular vessels: What can we do?
Ashraf Badawi, Egypt
- Leg veins: Ambulatory phlebectomy
Eckart Haneke, Germany
- Leg veins: Laser/IPL
Leonardo Marini, Italy
- Global hand rejuvenation
Sohail Mansoor, UK

MONDAY DECEMBER 1st

HARAYER ROOM

9:00 am - 10:30 am

CONTIBUTING LECTURES SESSION

Chair: Alain BONNEFON - Franck LANDAT

- 3 years of experience with monopolar radiofrequency
Marie-Thérèse Bousquet, France
- Forehead and brow rejuvenation: An alternative approach
Nedim Pipic, Austria
- Micro current therapy to treat unwanted facial weakness after BTX injections
Karin Semprini, Sth Africa
- Round mini lift, a simplified MACS lift for smoking and elderly patients
Domingos De Paola, Brazil
- The role of human growth factors in improving the signs and symptoms of photodamage
Leon Kircik, USA
- Liposculpture of the mid and lower face
Franck Landat, Luxembourg
- Aesthetic upper blepharoplasty: From simple skin excision to levator surgery and volume restoration
Joan Vandeputte, Belgium

10:30 am - 11:00 am COFFEE BREAK - MEET THE EXHIBITORS

BALL ROOM

11:00 am - 12:30 pm

COSMETIC SESSION

Chair: Nicolas BACHOT - Sohail MANSOOR

- Clinical signs of aging skin
Nicolas Bachot, France
- Prevention of photo-aging by topical products
Sohail Mansoor, UK
- How to treat pigmentary disorders?
May Haddad Tabet, Lebanon
- Management of difficult hyperpigmentation
Issam R Hamadah, KSA
- Interest of Mesolift and Mesoglow
Hervé Padey, France
- Onychocosomeceuticals
Eckart Haneke, Germany

BALL ROOM

11:00 am - 1:00 pm

CONTROVERSIES SESSION

Chair: Pierre ANDRÉ - May Haddad TABET

- Are cosmetics really effective?
Nicolas Bachot, France
- Oral Anti-aging treatments : Miracle or reality?
May Haddad Tabet, Lebanon
- New developpments in laser lipolysis
Eric Plot, France
- Carboxytherapy: Is it realistic to propose it?
Gustavo Leibaschoff, Argentina
- Phosphatidylcholine: always up to date?
Antoine Paraskevas - François Petit, France
- Threads: benefits versus risks
Patrick Trévidic, France
- Botox in men: Is it different?
Oliver Kreyden, Switzerland

BALL ROOM

11:00 am - 1:00 pm

FILLERS SESSION

Chair: Pierre ANDRÉ - Patrick TRÉVIDIC

- What's new in biodegradable fillers?
Didier Vochele, Belgium
- Lip enhancement: How to achieve a natural look?
Marc Vano, France
- How to create volumes? (vidéo)
Patrick Trévidic, France
- Volume restoration: Strategic filler injections for dramatic results
Channy Muhn, Canada
- Treating the small defects of the nose
Pierre André, France
- How do I treat men?
Hervé Padey, France
- Fillers complications; clinical and histological aspects
Eckart Haneke, Germany
- Autologous cell grafting for face rejuvenation
Christoph Ganss, Germany

1:00 pm - 2:00 pm LUNCH BREAK - MEET THE EXHIBITORS

2:00 pm - 4:00 pm

BOTULINUM TOXIN SESSION

Chair: Didier VOCELLE - Olivier KREYDEN

- Botulinum toxin: History of a poison, which became an ally
Oliver Kreyden, Switzerland
- Botulinum toxins A: Is there any difference among world's products?
Pierre Andre, France
- Better Botulinum Toxin outcomes: Anatomy and technique
Channy Muhn, Canada
- The lower face: My technique
Didier Vochele, Belgium
- Rejuvenation of the eyes: Botox or frontal face-lift?
Robin Mookherjee, France
- Hyperhidrosis: a revolutionary treatment
Oliver Kreyden, Switzerland

2:00 pm - 4:00 pm

LASER & LIGHT THERAPY SESSION

Chair: Ashraf BADAWI - Pierre ANDRÉ

- The importance of office organization in preventing complications
Leonardo Marini, Italy
- Skin remodelling with Nd/Yag laser in dark skin
Ashraf Badawi, Egypt
- Fractional non ablative technologies
Farouk Al-Watban, KSA
- LED and skin diseases
Jean-Luc Vigneron, France
- Laser assisted hair reduction, what is new?
Ashraf Badawi, Egypt
- Tattoos latest ways of removing them
Medhat Abdul Malek, Jordan
- IPL in Dermatology: Hair removal, skin aging, varicosities, scars and more
Kamil Al Rustom, UAE

2:00 pm - 4:00 pm

BODY RESHAPING SESSION

Chair: Eric PLOT - Abdul-Reda LARI

- Safe steps for liposculpture
Gustavo Leibaschoff, Argentina
- Abdominoplasty: How to improve our results and to decrease our complications?
Eric Plot, France
- Safe body contouring in the obese patient
Abdul-Reda Lari, Koweit
- Full vs. limited Abdominoplasty: Which approach for which patient?
Luiz Sergio Toledo, UAE
- Adipocytolysis: Non invasive body contouring by ultrasounds resonance
Yves Crassas, France
- Buttock contouring and augmentation
Abdul-Reda Lari, Koweit
- Lipolysis injections with phosphatidylcholine-4 years of experience
Maria Angelo-Khattar, UAE

4:00 pm - 4:30 pm COFFEE BREAK - MEET THE EXHIBITORS

4:30 pm - 6:30 pm

THE AGING FACE SESSION

Chair: Béatrice LAFARGE-CLAOUÉ - Antoine PARASKEVAS

- Anterior facelift
Béatrice Lafarge-Claoué, France
- Facelift: A light, successful and long lasting intervention
Alain Bonnefon, France
- Minimal incision facial rejuvenation. Less is best!
Steven Hopping, USA
- The peri-ocular area: My technique
Antoine Paraskevas, France
- Facial rejuvenation using fat transfer alone or in combination with other procedures
Firas A. Hamdan, Lebanon
- Facial rejuvenation; monotherapy or multiple procedures?
Ashraf Badawi, Egypt
- Rejuvenate in 7 days
Laurent Benadiba, France
- Dental surgeon's role in facial rejuvenation
Jerome Weinman, France

4:30 pm - 6:00 pm

BREAST REJUVENATION AND SURGERY

Chair: Patrick TRÉVIDIC - Luiz Sergio TOLEDO

- Breast remodeling with hyaluronic acid (Macrolane®)
Patrick Trévidic, France
- Effective non invasive treatment of fibrous tissue capsule
Franck Landat, Luxembourg
- Asymetric breast implants: Which indications?
Robin Mookherjee, France
- Anatomical vs round breast implants: Which choice ?
Patrick Trévidic, France
- Axillary reduction mammoplasty
Yhelda Felício, Brazil
- Breast and neck rejuvenation
Fouad Ansari, France



SATURDAY NOVEMBER 29th

BALLROOM

9:00 am - 10:30 am

HORMONES

Chair: Vladimir ANISIMOV - Claude DALLE

- Hormetic: A powerful new approach of hormone therapies in Anti-Aging Medicine
Suresh Rattan, Denmark
- Hormones of sexual behavior, what really works, how to use it? Claude Dalle, France
- Melatonin as a geroprotector and anti-carcinogen
Vladimir Anisimov, Russia
- How to combine the hormones for best results and well being? Gianluca Pazzaglia, Italy
- The hormonal skin system its implication in aesthetic procedures Patrick Jr Bitter, USA
- Growth Hormone: Jouvence hormone or risk hormone? The controversy Vladimir Anisimov, Russia

SUNDAY NOVEMBER 30th

BALLROOM

9:00 am - 10:30 am

PRACTICAL GLOBAL AGING MANAGEMENT
SAFE & EFFICIENT

Chair: Ascanio POLIMENI - Claude DALLE

- The basic hormonal check-up to start with, economic & efficient Claude Dalle, France
- Basic guidelines of diagnosis and treatment of DHEA, ChetoDHEA, Pregnenolone and Melatonin deficiency Ascanio Polimeni, Italy
- What to avoid in anti-aging medicine? Claude Dalle, France
- Bioidentical hormones in global aging management. A practical and safe approach Anoop Chaturvedi, USA
- Food intolerance & anti-aging medicine Thierry Souccar, France
- The memory; hormones involvement, what treatments to propose Ascanio Polimeni, Italy
- Practical tips using anti-aging medicine to improve your aesthetic practice Patrick Jr Bitter, USA

MONDAY DECEMBER 1st

BALLROOM

9:00 am - 10:30 am

GENOTYPING

Chair: Bernard WEBER - Helena BARANOVA

- Basics check up, what can be done? Bernard Weber, Luxembourg
- Chronic fatigue syndrome, new opportunities through the genomic approach Helena Baranova, France
- The interest and application of genetic typing in Hormone Replacement Therapy for women? Claude Dalle, France
- Genotyping in osteoporosis, how to prevent & treat? Helena Baranova, France - Bernard Weber, Luxembourg
- Genomics for dental health. Clinical examples Eric Oquinarena, France
- Stem cells & genetics, the possible use of genetic tests in stem cells therapy? Bernard Weber, Luxembourg
- Genetic & nutrition Helena Baranova, France

10:30 am - 11:00 am COFFEE BREAK - MEET THE EXHIBITORS

HARAYER ROOM

11:00 am - 1:00 pm

PREVENTION & HEALTHY MEDICINE

Chair: Thierry SOUCCAR - Abdulrazak ABYAD

- The explanation of unexplainably high vitamin B12 blood levels Georges Mouton, Belgium
- The hard brain thinking machine and the soft brain memorial tissues, when neurosciences help neurotransmitters Yann Rougier, Monaco
- Can food change lifespan? Thierry Souccar, France
- From the low calorie anti-aging diet to the neuro-rejuvenation skin data program Yann Rougier, Monaco
- Hormones, skin and nutrition Sohail Mansoor, UK
- How to prevent brain aging? Luiza Spuru, Romania
- Nutrition for immune enhancement in anti-aging Roger Deutsch, USA

HARAYER ROOM

11:00 am - 1:00 pm

NUTRITION

Chair: Georges MOUTON - Yann ROUGIER

- Leaky gut syndrome: Unsuspected gut Georges Mouton, Belgium
- Water as an Anti-Aging element Alberto Cerrada, Spain
- The best 2008 nutrition for rejuvenation Erik-Alexander Richter, The Netherlands
- Prebiotics: Of great interest Georges Mouton, Belgium
- The aging gut: Impact on IBS (Irritable Bowel Syndrome) Georges Mouton, Belgium
- Natural ways to lower cholesterol Erik-Alexander Richter, The Netherlands

1:00 pm - 2:00 pm LUNCH BREAK - MEET THE EXHIBITORS

ANTI-AGING WORKSHOPS

Various workshops will be proposed by experts for practical Anti-Aging medicine presenting:

- The lab tests to do
- The ABC of nutrition
- The ABC of Hormone Replacement Therapy
- Growth factors in Anti-Aging, How-to-do?



4:00 pm - 4:30 pm COFFEE BREAK - MEET THE EXHIBITORS

HARAYER ROOM

4:30 pm - 6:00 pm

STEM CELLS & GROWTH FACTORS

Chair: Suresh RATTAN - Patrick Jr. BITTER

- Can we do anti-aging prevention therapy using stem cells today? Suresh Rattan, Denmark
- Skin & stem cells, therapy and anti-aging, what can be really done today? Patrick Jr Bitter, USA
- Neurological diseases: The hope of stem cells Abdulrazak Abyad, Lebanon
- Anti-Aging, Aesthetic Medicine and growth factors, which studies and how to use them? Claude Dalle, France

AESTHETIC WORKSHOPS

"live demonstration" workshops, with patients, will be proposed by the leading companies to present their techniques & products in their field:

- Dermal Fillers
- Botulinum Toxin
- Lasers and lights demonstrations
- Ultrasound technologies
- Mesotherapy and Carboxytherapy...



The interest of these workshops:

For the physician introducing new techniques in its practice: Designed to orient practitioners to the basic approach of aesthetic procedures. Those who never had any experience or have gained minimal experience will get a great benefit from these live workshops.

For the physician with experience: These workshops are also designed to orient practitioners who have already mastered the techniques and skills of basic aesthetics and wanted to advance and learn the latest innovation of minimally invasive aesthetic procedures.

The workshops will cover aspects including patient selection, pre-operative evaluation, a detailed review of various aesthetic techniques, post-operative care, and complications prevention and management.

SATURDAY NOVEMBER 29th

SUNDAY NOVEMBER 30th

MONDAY DECEMBER 1st

9:00 am - 10:30 am VISIT THE EXHIBITION

10:00 am - 10:30 am COFFEE BREAK

HARAYER ROOM

11:00 am - 12:30 pm

TRENDS, TECHNICS, BRANDING, WHAT ARE THE CONSUMERS LOOKING FOR IN A MEDISPA ?
Eric LIGHT



Medispa Start-up - Keys To Success?
It's easy to start a medical spa. The challenge is making it successful.
Eric Light, president of the International Medical Spa Association will share with you keys to making a medical spa successful, including global trends, consumer insights, branding, and programming ideas.



HARAYER ROOM

11:00 am - 12:30 pm

CREATING THE PERFECT MEDICAL SPA
Dr Mario KRAUSE



- The hardware
Architecture, Signature treatments, Engineering, Management, Operation, Type of Spas.....
- The software
Medical Knowledge which is essential for the perfect Spa, the idea of personalized health, which diagnostics and therapies,....
- The products
Innovative products for medical spa, platform for companies in discussion with physicians and scientists,
- The think tank
Discussion between investors, builders, developers, physicians, scientists in a think tank situation

1:00 pm - 2:00 pm LUNCH BREAK - MEET THE EXHIBITORS

HARAYER ROOM

2:00 pm - 4:00 pm

MANAGEMENT OF A SUCCESSFUL MEDISPA
Raoul ANDREWS-SUDRE



From concept Design to Architectural layouts, Decoration and finally Management including Marketing, a Medi Spa requires a totally different approach to ensure SUCCESS.
This lecture will cover the voyage from creation to Management with recommendations and warnings of dangerous approaches due to inexperience or even worse due to emulation of existing spas which in many cases spells a good way to catastrophe! A one hour lecture full of examples, statistics and target numbers for both professional and economic success.

HARAYER ROOM

4:30 pm - 6:00 pm

GENOMICS THE ART OF WELLBEING. LUXURY NEW GENERATION MEDICAL SPA PROGRAMS
Prof. Helena BARANOVA



Tremendous progress in genetics and finalization of International Human Genome project (HGP) in 2003 brought us the knowledge of the gene structure and function, what symbolizes the beginning of genomic era and application of genetics in our everyday life. According to international strategy "genetics for health", the previously used "one-fit-all" approach can be replaced now by highly personalized specific early prevention programs based on genetic profiles, what makes the preventive care really individual and holistic.
This presentation highlights the main principles of development, correct applications and outcomes of nutrigenomics, dermagenetics and nutricosmetics for medical SPAs, as the most suitable centers for early prevention. Furthermore, the unique practical experience in this field is summarized and luxury new generation programs with genomics usage and genetically specific recommendations are presented.

4:00 pm -4:30 pm COFFEE BREAK & MEET THE EXHIBITORS



AL KHAYAL ROOM

9:00 am - 10:30 am

MARKETING MEDICAL SPA SERVICES TO THE FEMALE DEMOGRAPHIC
Leslie GLOVER



ARABIC WOMAN'S POINT OF VIEW
Majda BERRADA



Mission Statement - The image and atmosphere portrayed through marketing and advertisement is imperative to reach a cord within the demographic of spa going woman. The image must not be too clinical or reminiscent of medical facilities; but comfortable and clean, warm and inviting.

Design - There is no standard of design for a medical spa. Each and every medical spa needs to incorporate the concept, location, culture and environment into its design. It is vital to take into consideration specifics such as religious ideologies which may demand the separation of female and male treatment areas and services. Females visiting a medical spa generally want to go unnoticed, so designing a discrete entrance/reception and allowing for a private exit is extremely important to consider.

Management Philosophy - The management must be holistically conceptualized so to encompass all areas of services. Management systems implemented need to take into consideration the service of the client first and foremost.

HARAYER ROOM

2:00 pm - 4:00 pm

BEYOND SPA AT HARVEY NICHOLS
Jodie STONE



Jodie Stone is a board certified physicians assistant with 12 years experience and is licensed in Maryland, D.C., and Virginia. Ms. Stone played an integral role in the launch of Beyond Spa Medispa in Harvey Nichols Knightsbridge London. She trains physicians and other allied healthcare professionals on Fillers injection techniques and Botulinum Toxin cosmetic. Jodie is also a certified Profile Laser Operator. Ms. Stone brings to the medispa industry an extensive medical background and hands on experience in both treatment of patients and medical spa launch and operations.

ICAAM & MEDISPA 2008, Dubai Nov 29 to Dec 1

Registration form - Fiche d'inscription

Family Name	First Name
Specialty	
Address	
Zip code	City
Country	
Phone	Fax
E-mail Please type in capital letters	

REGISTRATION FEES / Droits d'inscription

Include access to all sessions, workshops and commercial exhibit, coffee breaks, lunches and cocktails offered on site, a certificate of attendance, the conference book, a congress bag and all documentation.

	Early Bird Registration before October 15 th 2008	after October 15 th 2008 and on-site
<input type="checkbox"/> Delegate 3 days (Includes MEDISPA Program)	<input type="checkbox"/> 480 €	<input type="checkbox"/> 550 €
<input type="checkbox"/> Member of Scientific Society* (Certificate of Scientific Society Member requested) 3 days (Includes MEDISPA Program)	Regular rate will be applicable without sending of membership certificate	
	<input type="checkbox"/> 420 €	<input type="checkbox"/> 490 €
<input type="checkbox"/> Student, Nurse, Physiotherapist, Assistant (certificate requested) 3 days (Includes MEDISPA Program)	Regular rate will be applicable without the sending of certificate of proof	
	<input type="checkbox"/> 350 €	<input type="checkbox"/> 430 €
<input type="checkbox"/> Access to exhibit only + Aesthetic Workshops 3 days	<input type="checkbox"/> 200 €	<input type="checkbox"/> 250 €
<input type="checkbox"/> Medical Spa Program + Aesthetic Workshops (only)	<input type="checkbox"/> 250 €	<input type="checkbox"/> 300 €

* Members of any scientific society or association can get the benefit of this rate with communication at the time of the registration of a valid membership document

1 YEAR FREE MEMBERSHIP WOSAAM (World Society of Anti-Aging Medicine) **INCLUDED** with this registration (for MDs only).
If you **DO NOT WANT** to become a WOSAAM member, please tick here The corresponding advantages as WOSAAM member will start after this registration.

PAYMENT / Paiement des droits d'inscription

Please find enclosed the total payment of / Veuillez trouver, ci-joint, mon règlement total de :

Bank check in € to Euromedicom / Chèque en € à l'ordre d'Euromedicom

Bank transfer in € to Euromedicom / Virement bancaire en € en faveur d'Euromedicom

In case of payment by bank transfer, **please add 15 €** to the total fees (bank charges) / En cas de paiement par virement bancaire, merci d'**ajouter 15 €** au montant total (frais bancaires)

Total: €

Paying bank: HSBC - HERVET ASNIERES Address: 74 avenue de la Marne - F-92600 Asnières Account holder: Euromedicom sarl	Bank code: 30368 Branch code: 00084 Account number: 008416G0001 Key digits: 61	IBAN : FR 92 3036 8000 8400 8416 G000 161 BIC - SWIFT : BHVTFRPP
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OBLIGATORY: You must INDICATE THE REGISTRANT NAME + ICAAM Dubai on your transfer documents.
VERY IMPORTANT: Payment by bank transfer must be done at least 10 days before the congress. Passed this limit we will not be able to process and consider your transfer and you will have to make your **PAYMENT ON SITE**.

Credit card / Carte de crédit : Visa Eurocard/Mastercard American Express Diners Club

Card number / N° de carte : _____

Card holder's name / Nom du porteur : _____

Expiry date / Date d'expiration _____ 3 digits code / Cryptogramme : _____

Signature :

CANCELLATION POLICY / ANNULATION

• Before 4 November 2008: refund -10% / Remboursement -10 % • Between 4 Nov. 2008 and 21 November 2008: refund -30% / Remboursement -30 %
• After 21 November 2008: no refund / pas de remboursement - Cancellation will be processed after written demand and one month after the Congress

HOTEL & ACCOMODATION

Contact IIR Hospitality Desk - Tel: +971 4 40 72 693 - Fax: +971 4 4072517 - Email: hospitality@iirme.com or see at www.euromedicom.com

VISAS NO VISA REQUIRED - FREE DELIVERY AT ARRIVAL (no formalities) for: Gulf Countries, UK, France, Italy, Germany, the Netherlands, Belgium, Luxembourg, Switzerland, Austria, Sweden, Norway, Denmark, Portugal, Ireland, Greece, Finland, Spain, Monaco, Vatican, Iceland, Andorra, San Marino, Liechtenstein, United States, Canada, Australia, New Zealand, Japan, Brunei, Singapore, Malaysia, South Korea and holders of Hong Kong SAR passports (this list may vary).

OTHER COUNTRIES CITIZEN may check with their local UAE embassy or the airline that you are using to the UAE - or visit: www.dubai.ae or www.dnrd.ae
You can also contact IIR Hospitality Desk - Tel: +971 4 40 72 693 - Fax: +971 4 4072517 - Email: hospitality@iirme.com

Please send an official letter of invitation (Visa formalities) / Merci d'envoyer une lettre officielle d'invitation pour obtention d'un Visa

Please fill 1 FORM PER PERSON and send to / Compléter 1 BULLETIN PAR PERSONNE et le renvoyer à :
EuroMediCom - 29 boulevard de la République - 92250 La Garenne-Colombes - France

Tel : +33 (0)1 56 837 800 - Fax : +33 (0)1 56 837 805 - Email : ICAAM@euromedicom.com

Registration on line with secured credit card payment: www.euromedicom.com