

ABOUT FACE: SPECIALTY NEWS FOR AAFPRS MEMBERS

REACH

900

PLASTIC SURGEONS


EVERY WEEK


MEDIA KIT



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B  **About Face: Specialty News** A WEEKLY NEWS AND INFORMATION RESOURCE SENT TO AAFPS MEMBERS FROM MEDISON


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PRODUCT SHOWCASES

Demand for cosmetic and surgical procedures in dermatologic surgery rising rapidly
Science Daily [f](#) [t](#) [g+](#) [p](#)

Researchers from Boston University School of Medicine (BUSM) and the Laser and Skin Cancer Center of Indiana, (Carmel, Indiana), found that there has been a dramatic increase in the number of procedures performed and patient demand for dermatologic health care since 2000. [MORE](#)


C  **What if you could reduce facial wrinkles today... without surgery?** [www.pelleve.com](#)

A tax on nips and tucks angers patients, surgeons
The New York Times [f](#) [t](#) [g+](#) [p](#)

The tax, which would be paid by the customer but collected by doctors, would be levied on any cosmetic surgery that is not necessary to address deformities arising from congenital abnormalities, personal injuries resulting from an accident or trauma, or disfiguring diseases, a definition taken directly from current tax code covering deductible medical expenses. The proposal, called the Bo-Tax, in a play on the name of Botox, the popular wrinkle-eliminating treatment, has outraged plastic surgeons, who say they are being singled out because of an outdated perception that people who have cosmetic procedures are well-to-do. [MORE](#)

Rib cartilage safe for rhinoplasty
MedPage Today [f](#) [t](#) [g+](#) [p](#)

Irradiated homologous costal cartilage is durable, well tolerated, and safe for use in rhinoplasty, long-term follow-up showed. The total complication rate during 24 years of follow-up was 3.25 percent, with the major event being warping, which occurred in 10 cases (1.06 percent), according to Russell W.H. Kridel, MD, of the University of Texas in Houston, and colleagues. Six of those 10 grafts were replaced and showed no warping during follow-up ranging from five months to 15.25 years, the authors wrote in the November/December *Archives of Facial Plastic Surgery*. [MORE](#)


E  **Smartlifting™ with Smartlipo™**
Smartlipo™ is a free application utilizing the Smartlipo laser as a tool in facial rejuvenation procedures such as myelodectomy, forehead lifts, and neck lifts. [MORE](#)

Cultivating a global aesthetic consciousness
The Archives of Facial Plastic Surgery [f](#) [t](#) [g+](#) [p](#)

We are in the midst of exciting times as the United States experiences growing diversity and changing social attitudes toward race, culture, and ethnicity. For the facial plastic surgery community, this can be a watershed moment when we openly celebrate the complexity of humanity with renewed aesthetic consciousness. [MORE](#)

Ailing U.S. economy delivers a blow to 'medical tourism'
USA Today [f](#) [t](#) [g+](#) [p](#)

Fewer U.S. patients are traveling abroad for non-emergency medical procedures, such as hip replacements or cosmetic surgery, because of the recession. From 2007 to 2009, the number of Americans traveling abroad for elective medical procedures is expected to have fallen as much as 13.6 percent, according to a report by the Deloitte Center for Health Solutions, a research center focused on trends in the health care system. [MORE](#)

C1  **Homeopathic Arnica Montana 30X**
Reduce Bruising & Swelling

Pitt researcher to co-direct national consortium on facial birth defects
Medical News Today [f](#) [t](#) [g+](#) [p](#)




Researchers at the University of Pittsburgh and the University of Iowa will lead a \$9 million, five-year initiative to study the cause of facial birth defects. The FaceBase Consortium will create an encyclopedic database of how the faces of children develop and what goes wrong to cause malformations. [MORE](#)

D **PRODUCT SHOWCASES**

Environ Skin Care

Product Showcase: Pelleve® Skin Tightening System

Smartlipo Facial Tissue Treatment
Impressive Results. Minimal Downtime.

The Environ® Advanced Vitamin Skin Therapy (AVST) range assists skin to mobilize its innate ability to repair and maintain itself. The range consists of five increasing strengths of vitamins A and C, and contains Resveratrol, antioxidants, flavonoids and peptides (Matrixyl®), no fragrance or preservatives are added during manufacture.

Pelleve® is the newest innovation in skin tightening, recently FDA-cleared to treat facial wrinkles without surgery. Using radiowaves, the Pelleve® system heats the deep layers of the skin, causing collagen to contract and tighten. After treatment, the skin begins to produce new collagen, improving skin firmness and resulting in a naturally refreshed appearance.

Smartlipo technique gently heat skin from the inside out for exceptional facial tissue tightening. Smartlipo provides a longer lasting alternative to injectors with less recovery.

Why is Smartlipo perfectly suited to target trouble spots on the face and neck? [Click here.](#)

To learn more please click [here](#) [www.pelleve.com](#)

Rejuvenate Your Practice With A Partnership That Never Gets Old

ENVIRON.

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CLS

Creative Solutions for Healthcare and Medical Financing, helping you equip your customers.

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A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

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AD RATES & SPECS

Prices are for participation in 13 emails to the 900 Plastic Surgeons (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2750/\$2500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



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aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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incididunt ut labore et. [More](#)

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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ABOUT FACE: SPECIALTY NEWS FOR AAFPRS MEMBERS, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO LEADERS IN THE FACIAL PLASTIC SURGERY AND RECONSTRUCTIVE SURGERY INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of facial plastic and reconstructive surgeons throughout the world, About Face: Specialty News for AAFPRS Members keeps professionals informed of topics that impact their skill or practice. Subscribers are decision-makers with purchasing power – the top-tier professionals in the facial plastic surgery and reconstructive surgery industry.

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