Competing With Botox - What Is On the Horizon?

Emerging Trends Presented at American Society for Aesthetic Plastic Surgery's Annual Meeting

New York, NY (Vocus) May 3, 2009 -- New techniques and devices for surgical and nonsurgical cosmetic enhancement are being introduced at a rapid pace, but do these innovations really deliver what they promise? Are the results of minimally invasive treatments, offering the benefit of little or no downtime, comparable to more extensive procedures? Are these new modalities safe and cost-effective for patients? These are the questions that leading aesthetic plastic surgeons will explore during the Hot Topics seminar at the Annual Meeting of the American Society for Aesthetic Plastic Surgery's (ASAPS), May 3-7 in Las Vegas, NV.

"Presentations at the annual Hot Topics seminar focus on the most promising innovations in aesthetic surgery," says Ohio plastic surgeon Bahman Guyuron, MD, president of the Aesthetic Surgery Education and Research Foundation (ASERF), co-sponsor of Hot Topics with the American Society of Plastic Surgery (ASPS). "Some of these techniques and devices have been in use outside the United States and may be beneficial, but others have little science behind them. So it's important for people to understand that some may not stand the test of time."

Interest in the Hot Topics sessions is so great that this year, for the first time, there will be two Hot Topics Seminars. The new International Hot Topics program will consist of speakers from outside the United States who will discuss procedures and products that are not yet available here. The widely anticipated general Hot Topics seminar will take place later that afternoon. Additionally, on Monday, May 4th there will be a Hot Topics Media Session where reporters can have a more in depth dialogue with presenters from the previous days Hot Topics sessions.

Statistics from the Aesthetic Society show that almost 2.5 million Botox procedures were performed last year. Botox has been the most popular cosmetic procedure since 2000, and the number of procedures performed has increased 3681% since 1997. The cosmetic form of botulinum toxin, often referred to by its product name Botox, is a popular non-surgical injection that temporarily reduces or eliminates frown lines, forehead creases, crow's feet near the eyes and thick bands in the neck. The toxin blocks the nerve impulses, temporarily paralyzing the muscles that cause wrinkles while giving the skin a smoother, more refreshed appearance. Due to the popularity of Botox, one of the most anticipated presentations of the Hot Topics session is the panel "Botulinum Toxins-Now There are Three," which features presentations on the newest advancements in Botulinum Toxin:

• Topical Toxin Developed by Revance Therapeutics: Michael Kane, MD a plastic surgeon in New York will be discussing a topical, non-injectable, form of Botulinum Toxin developed by Revance Therapeutics. Dr. Kane will be presenting data from a recently completed phase 2 clinical trial that examines the results from applying the Revance topical toxin to crow's feet and he will show data and photos from the study.

• PurTox: Brian Kinney, MD, a plastic surgeon from California, is one of twelve doctors participating in a blind study of PurTox, a form of Botulinum Toxin currently in development by Johnson & Johnson. Dr. Kinney will be presenting his personal impressions and patient data, including pre and post procedure pictures and a broad outline of the design of the study. He will show monthly pictures and data of patients from Phase IIIB
(closed out at 12 months) and IIIC (15 months into a 3-year treatment period) of the study.

- Reloxin: Dr. Z. Paul Lorenc, a plastic surgeon with a practice in New York City, will be presenting on the dosing of Reloxin, an injectable form of Botulinum Toxin currently under consideration for approval by the FDA. The presentation is based on a study of 544 patients with moderate to severe glabellar frown lines (vertical creases between the brows).

"As plastic surgeons concerned about patient safety, we want to be sure that the treatments we recommend are backed by good science and sufficient clinical experience," says Alan Gold, MD, ASAPS President and a plastic surgeon in Great Neck, NY. "Many of these innovations in aesthetic surgery may prove to be widely beneficial, but at the beginning they must be used cautiously and, of course, only with the patient's full informed consent."

The American Society for Aesthetic Plastic Surgery (ASAPS), the Aesthetic Surgery Education and Research Foundation (ASERF) and the Public Surgery Education Foundation (PSEF) do not advocate or endorse the procedures or technologies presented at the Hot Topics seminar. This seminar is strictly for the purposes of research and education in cosmetic plastic surgery. The reporting, advertising or clinical use of these procedures and technologies should be conducted cautiously, responsibly and with full disclosure of their unproven nature.

**International Hot Topics**
Sunday, May 3, 8:00am - Noon
Co-Chairs: William P. Adams, Jr., MD of Dallas, TX
João Carlos Sampaio Goës, MD of Sao Paulo, Brazil
Joe M. Gryskiewicz, MD of Burnsville, MN

**Hot Topics**
Sunday, May 3, 12:30-4:30pm
Co-Chairs: William P. Adams, Jr., MD of Dallas, TX
Joe M. Gryskiewicz, MD of Burnsville, MN
V. Leroy Young, MD of St. Louis, MO

**Hot Topics Session for the Media**
Monday, May 4, 3:45

**PRESENTERS are available for interviews.**

**CONTACT THE ASAPS COMMUNICATIONS STAFF.**

**About ASAPS**
The 2400-member American Society for Aesthetic Plastic Surgery (ASAPS), founded in 1967, is the leading organization of ABMS-certified plastic surgeons who specialize in cosmetic plastic surgery. With ASAPS active members certified by the American Board of Plastic Surgery, Canadian active members certified by the Royal College of Physicians and Surgeons of Canada, and International members certified in their countries of origin, ASAPS is at the forefront of innovation in aesthetic plastic surgery.

Web site: [www.surgery.org](http://www.surgery.org)

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