

BREASTRESHAPING



INTERNATIONALLY RENOWNED FACULTY

T Biggs (USA)

S Cohen (USA)

D Hammond (USA)

JL Martín del Yerro (Spain)

M Pelle (Italy)

A Rancati (Argentina)

D von Heimburg (Germany)

K Stan (Romania)

A Verpaele (Belgium)

FREE INSTRUCTIONAL COURSES

Hot topics
Panel discussions
Keynote address
Regrets and do overs
Short videos
How I do it
Do's and Don'ts
Experts' advice

ADVANCED AESTHETIC SURGERY OF THE BREAST

This year's Course Topics

BREAST AUGMENTATION

AUGMENTATION MASTOPEXY

FAT GRAFTING OF THE BREAST AND FACE

Madrid, February 20-22, 2014

Chair: JL MARTIN DEL YERRO, MD

Co-chair: T BIGGS, MD; MR VEGAS, MD, PhD

Course Venue: EUROFORUM Escorial. MADRID, SPAIN

For more information visit our website:

www.madridcourse2014.com

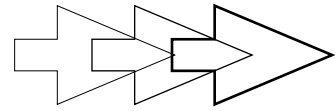
www.martindelyerro.com

Introducing the

**Big Ideas Deserve
A Big Pencil**

The 1st Plastic Surgery FIASCO Award

February 20-22, 2014

WE **KEEP** MOVING

We have designed a
course to help you
improve your practice

Endorsed by

**SECPRE**

Spanish Society of
Plastic, Reconstructive
and Aesthetic Surgery

A new era in the Madrid Course where surgeons share ideas

JL Martín del Yerro and Manuel R Vegas

For the last 17 editions of the MadridCourse, we have shared our experience in aesthetic surgery with plastic surgeons from around the world. In this 18th edition we have decided to move one step beyond and let **advanced plastic surgeons meet the experts** in a **two and a half days course**. To begin this new era, this year's topics will be: **breast augmentation/augmentation mastopexy** and **fat grafting to the breast and face**. We have invited some of the most recognized experts worldwide to share with them experience and advice in a way that most of us are looking for. Panel discussions, keynote addresses, regrets and do overs, how I do it, do's and don't's... we want **a different course for a new time in the Madrid Course**.

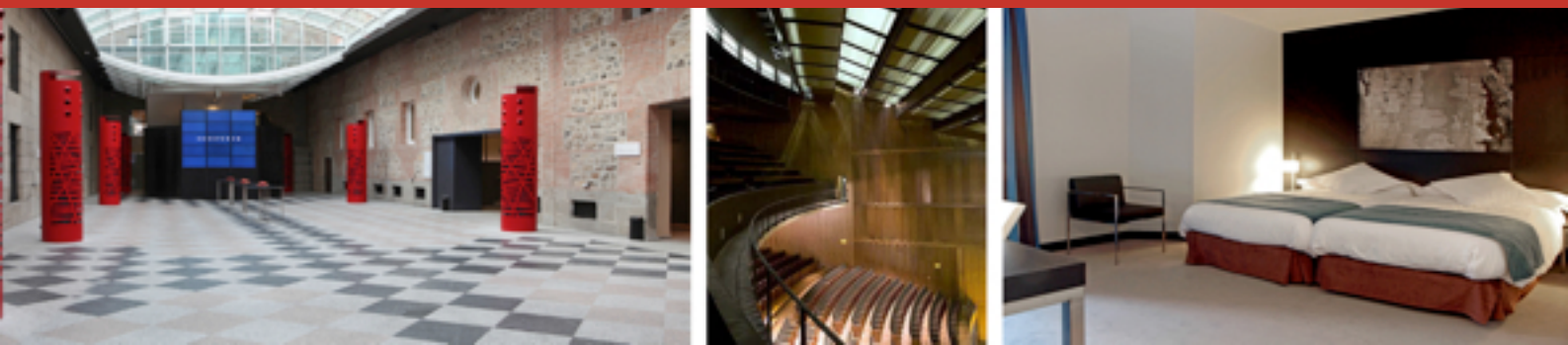
Experience this world-class meeting and see why it continues to set the bar for plastic surgery education.

- ☒ World Class Faculty
- ☒ Unparalleled education by noted experts
- ☒ FREE instructional courses

for more information visit our website:
www.madridcourse2014.com
(soon to be available)

This course is intended for plastic surgeons only

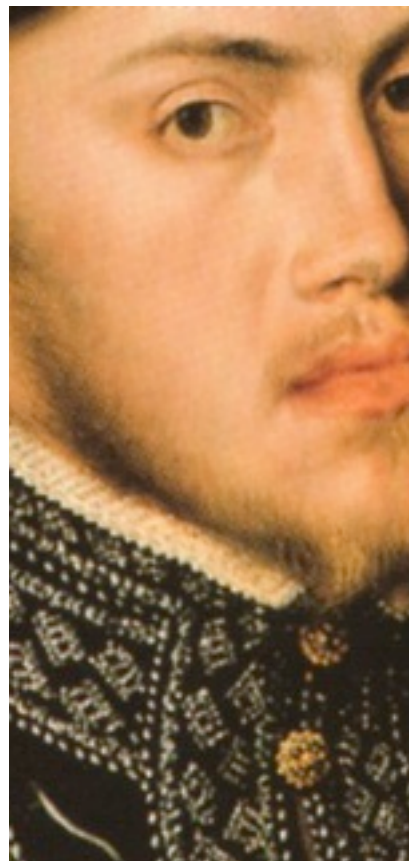
Course venue: EUROFORUM Escorial, MADRID, SPAIN



Course highlights

Tuberos Breast
 Compliance, Resilience And Creep Deformation
 Choosing The Right Implant
 Double Bubble Deformity
 Capsular Contracture
 Rippling
 Implant Aging
 Constricted Lower Poles
 Dynamic Deformities
 Understanding The Dual Plane
 Adjusting The Inframammary Fold
 ADM And Scaffolds
 MRI Imaging Of The Augmented Breast
 Polyurethane Implants In Depth
 A Consistent Augmentation Mastopexy
 Breast Cancer In The Prosthetic/fat Grafted Breast
 Fat Grafting Of The Periorbital Region
 Fat Grafting. Misconceptions And Bad Indications
 Fat Grafting. Extraction And Processing Techniques

... And So Much More



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DISCLOSURE POLICY

The Organizing Committee (OC) requires all instructors, planners, reviewers, managers and other individuals in a position to control or influence the content of an activity to disclose all relevant financial relationships or affiliations. All identified conflicts of interest must be resolved and the educational content thoroughly vetted by the OC for fair balance, scientific objectivity, and appropriateness of patient care recommendations. The OC also requires faculty/authors to disclose when off-label/unapproved uses of product are discussed in a CME activity or included in related materials.



ROYAL SITE OF EL ESCORIAL

Located 40 kilometres from Madrid, in the middle of the Madrid's mountains, is the Royal Site of El Escorial. This herreriano style construction is holding the designation of World Heritage monument and it is a 'must' in your visit in Madrid. This palace was the residence of King Felipe II and it was designed according to the plans of the architects Juan de Herrera and Juan Bautista de Toledo. The last stone was put in the place in 1584. In this Royal Site we find also a Basilica, the Royal Pantheon and the Monastery. Inside the Basilica there are two cenotaphs: that of its founder, Phillip II, and that of Charles I of Spain, with their respective families. Inside the Royal Site you will see the Royal Library and some paintings by Italian masters such as Zuccaro, Tibaldi, Cambiaso and Luca Giordano. There are also sculptures by Bernini and Cellioni and some paintings by The Bosch, The Greco and Velázquez.

Big Ideas Deserve A Big Pencil

The 1st Plastic Surgery FIASCO Award

We want to promote and reward the best ideas that have ended up as a Fiasco in the field of Plastic, Reconstructive and Aesthetic Surgery. Candidates can be surgical innovations, good but repeatedly rejected papers, operative experiences or research projects. Although the Fiascos could have been developed by individuals, groups, institutions or even companies, the awards always refer to the project itself and should be presented by its intellectual owner. The spirit of the Award is that medical innovation and progress is not always a straight path. Despite intellectual efforts and hopes, it often happens that instead of achieving a successful outcome, we just end up with a real Fiasco in our hands. But both success and failure are a part of the same process of moving forward, head and tail of the same coin. The first, we celebrate, from the latter, we learn. But both, in essence, are for the benefit of our patients.

OBJECTIVES

- To promote a positive attitude towards failure as an essential stage to success
- To keep alive criticism within the plastic surgery community
- To share what we have learned from our mistakes
- To have fun

WHAT IT IS NOT

- A form of public mockery
- A platform for reputation damage
- A vicious criticism of errors or failures
- A shortcut to the Editorial Board of PRS

HOW WE'LL DO IT (basically)

Each candidate will present his/her Fiasco in a 3-minute oral presentation, the last image of which should be directed to "what I learned with the fiasco". The invited faculty and course organizers will decide, with the best of their knowledge, which of the candidates deserves the award. The winner will receive the award during the Gala Dinner after begging the audience's pardon for having been rewarded with the biggest Fiasco of the meeting. That simple (more info to come in final program)

MADRIDCOURSE2014

where surgeons share ideas. 18th edition

**Don't miss the date
February 20-22, 2014**