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COSMETIC SURGEONS FOCUS ON LATINO COMMUNITY

Special Sessions and Presentations to Serve Important Population Segment

Chicago, IL – January 9 – The American Academy of Cosmetic Surgery (AACS) will demonstrate procedures and discuss the needs of the growing Latino community at its Annual Meeting this year, CEO and Executive Director Jennie Ward-Robinson, PhD announced today. The meeting, whose topic is “The Future of Cosmetic Surgery: Advances in Quality Patient Care and Safety,” will be held January 14-19 in Hollywood, Florida, and is sponsored by AACS, the premiere professional society advancing the field of cosmetic surgery while ensuring patient safety.

When asked about the focus, Ward-Robinson said, “Educating both patients and practitioners within the Latin community is a part of the mission of AACS. At our Annual Meeting, we’ll have the opportunity to share ideas and learn from one another.”

At the Annual Meeting experts from around the world will lead nearly three dozen separate presentations in Spanish covering the entire range of cosmetic surgery topics, from breast augmentation to hair restoration to the use of stem cells. In addition, AACS is pleased to announce a partnership with the Instituto de Estudios Superiores en Medicina (IESM), a private medical education institution providing specialized Cosmetic Surgery education and training based on a stringent and comprehensive Masters Degree Program in Mexico City, Mexico, which is supporting the special focus and shares our commitment to relevant education and training in Cosmetic Surgery globally.

Concluded Ward-Robinson, “The men and women in the cosmetic surgery community are dedicated to producing the best outcomes for their patients. They recognize that part of their task is to learn all they can about their patients in order to determine how best to serve them. We thank IESM and its members for their support in broadening our scope of educating our members to achieve these goals.”

Established in 1985, the American Academy of Cosmetic Surgery and its more than 2,000 members are committed to the development of the field of Cosmetic Surgery as a continuously advancing multispecialty discipline that delivers the safest patient outcomes through evidence-based information that informs best practices and technologies in service delivery globally. For more information please visit www.cosmeticsurgery.org.

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