

# 10th Anniversary Meeting of the Society of Dermatology SkinCare Specialists

March 19 – 21, 2012

Courtyard Marriott in San Diego, CA

## MEETING AT A GLANCE....

<b>Monday, March 19th</b>	Scientific Program	8:15 am – 5:30 pm
<b>Tuesday, March 20th</b>	Scientific Program Exhibit:	8:30 am – 4:00 pm 9:00 am – 4:00 pm
<b>Wednesday, March 21st</b>	<b>Post Conference Classes (Additional Registration Fee Required)</b> <b>Class 1:</b> NCEA Certification Prep Class <b>Class 2:</b> Oncology Esthetics® The Role of the SkinCare Specialist	9:00 am – 3:00 pm 9:00 am – 3:00 pm

## REGISTRATION (Register online at [www.sdss.tv](http://www.sdss.tv))

	Early Bird Registration Prior to January 19th (Monday and Tuesday)	Received after January 19th
SDSS Member ( <i>Dues must be current to receive this rate</i> )	\$300	\$395
Additional SDSS Member ( <i>Must be from the same office</i> )	\$180	NA
Non-Member	\$375	\$495

### Post Conference Classes (Additional Registration Fee Required)

<b>Class 1:</b> NCEA Certification Prep Class*	Non Member \$ 99	<b>Class 2:</b> Oncology Esthetics®	Non Member \$225
*Prerequisite Training Manual for Prep Class	\$109	The Role of the SkinCare Specialist	Member \$150

**Registration Cancellation Policy** – A written notice of cancellation must be received to the SDSS Executive Office, 484 Spring Avenue, Ridgewood, NJ 07450, no later than February 15, 2012. We will issue your refund less a \$100 administrative fee, after the annual meeting.

**Disclaimers** – The 10th Anniversary Meeting schedule is subject to change. Participation in the scientific sessions or any other educational activities, does not qualify you to perform the tasks presented. You must check your scope of practice with your own state regulatory board.

## MEMBERSHIP INFORMATION

The Society of Dermatology SkinCare Specialists is a voluntary, organization, which aims to develop and foster the highest standards of skin care in the dermatology setting. **To learn more about membership benefits visit [www.sdss.tv](http://www.sdss.tv)**

### SkinCare Specialist Member \$150

A SkinCare Specialist Member shall be a person who is a licensed cosmetologist or licensed esthetician or other skincare specialist working with a board certified, board eligible dermatologist.

### Associate Member \$150

An Associate Member shall be an individual, supportive of the purpose of the SDSS and who is involved or interested in the skincare of the dermatology patient, but does not work with a board certified, board eligible dermatologist.

## HOTEL INFORMATION (Download hotel form [www.sdss.tv](http://www.sdss.tv))

**Hotel Room Reservations must be booked through the SDSS Executive office.  
Cut-off Date February 15th. Fax your reservation form to: (201) 670-4265**



**Rates:** Standard Room \$159 (plus applicable state and local taxes)  
Hotel Rooms MUST be booked by February 15th, 2012 through the SDSS Executive office

## ACCREDITATION FOR CONTINUING EDUCATION



The NCEA Commission on Accreditation (COA) has approved this educational activity for 12 CEs. The attendee will receive 1 CE for every 45 minutes of approved learning activity. To receive proper credits the attendee must do the following:

- MUST sign in/sign out on the Continuing Education Sign-In Sheet
- MUST complete the evaluation form; including your signature and the number of hours you attended the conference. For more information visit [www.nceacertified.tv](http://www.nceacertified.tv)

## Monday, March 19th

Scientific Program 8:30 am – 5:30 pm

**8:15 am** SUSANNE S. WARFIELD, SDSS Executive Director  
**Opening Remarks**

**8:30 – 9:20 am** LESLIE ROSTE, RN  
**Are you Compliant?**

This presentation will provide a review for the SkinCare Specialist on the immune system and the potential pathogens that can be found in a dermatology practice. We will evaluate your practice's infection control procedures and areas of OSHA compliance: Bloodborne Pathogens and Hazard Communication standards. Review of regulatory state board mandates will also be explored to ensure compliance.

**9:20 – 10:10 am** TINA MARIE ZILLMAN  
**Concierge Esthetics**

Having flawless skin and aging gracefully is the desire of most all patients that visit a skin care practice. These results cannot be achieved with cookie-cutter protocols and a one-fits-all procedures. Additionally, the skin changes with age, product use, prescription uses and nutrition. As an "Esthetic Concierge," we can build a relation with our patients and deliver the best results possible. After all, aging gracefully in today's society is hard work!

**10:10 – 10:30 am** **BREAK**

**10:30 – 11:20 am** NETWORKING SESSION

**What does an Esthetician Need to Know to Work in a Dermatology Practice?**

This interactive session will ask the attendees to perform a self-assessment of their current daily job tasks in their dermatology practice. Using a questionnaire the attendees will network in groups work to build a consensus of job skills and if it the task is better learned onsite such as learning a new technology or procedure or would be considered a basic skill. By evaluating existing skill sets, the SDSS will be able to determine educational goals to meet future challenges and provide a benchmark for dermatology skincare specialists.

**11:20 – 12:10 pm** SUSAN PRESTON, president of Professional Program Insurance Brokerage & Padraic Deighan, M.B.A., J.D. Ph.D.

**Liability Perils and Legal Implications**

This presentation will explore the liability issues that have been in the forefront this past year and what you need to know to protect yourself. The legal implications of working within a dermatology practice or medspa will be reviewed.

**12:10 – 1:30 pm** **LUNCH**

**1:30 – 2:20 pm** MORAG CURRIN  
**Oncology Esthetics – Do No Harm**

This presentation will define cancer and how it can metastasize throughout the body. Treatments that alleviate side effects such as cleansing, massaging on the face, neck and décolleté, require knowledge of the lymphatic system. Currin will teach you how to show compassion, build cancer awareness, and how to adjust your protocols that take into consideration medications and supplements that cancer survivors must use for life.

**2:20 – 3:10 pm** MARY MILLS KENNEDY  
**Creating Patients/Clients for Life**

This informative session will help skincare professionals discover new and creative ways to retain clients for a lifetime. In today's competitive marketplace, with the use of coupons, gift cards, freebies, buy-one-get-one-free offers, and much more – it becomes even more important to offer our patients/clients a clinical environment in which their skin care needs are met continuously, with new and exciting treatments that will distinguish your practice from the competition. In this class we will discuss how to create an integrated skincare model that keep your patients/clients returning, time and time again.

**3:10 – 4:00 pm** CLAUDIO PINTO  
**How to Market a Successful Patient Event**

This presentation will take you step-by-step through the planning, marketing and implementation of a successful patient event. We will discuss various marketing strategies to promote the event as well as the pros and cons of catering the event. You will learn how to utilize vendors to support the event with product giveaways and provide presentations that will benefit and intrigue your patients to come. Advance preparation is key to organize and ensure good attendance of patients – old and new.

**4:00 – 4:50 pm** MARY MILLS KENNEDY, CLAUDIO PINTO AND TINA MARIE ZILLMAN  
**Building Your Practice Panel Discussion**

**4:50 – 5:30 pm** **SDSS Business Meeting (SDSS Members Only)**

## Tuesday, March 20th

**8:30 – 9:45 am** JOHN KULESZA  
Sponsored by Young Pharmaceuticals  
**Taming TCA: Low Dose Trichloroacetic Acids In Skin Care**

This course will overview TCA as a keratolytic agent, its history and challenges associated with treatments. This presentation will include patient selection, compounding techniques and formulation guidelines.

**10:00 – 11:15 am** JENNIFER WILD, DO, Sponsored by PCA Skin  
**Cosmeceutical and Prescription Products: Combining Safely and Effectively**  
Prescription medications have long been the standard of care for many skin conditions. It is becoming evident that achieving and maintaining healthy skin requires a holistic treatment plan for each patient. Customized daily care regimens that address each patient's unique skin challenges can provide more dramatic outcomes than can be attained with prescriptions alone. A skin health education process with each patient also will assist them in maintaining their results long-term.

**11:30 – 12:45 am** MONIKA G. KIRIPOLSKY, MD, FAAD,  
Sponsored by Biopelle  
**What's New In Cosmeceuticals**  
Presented by This presentation will include an overview of Cosmeceuticals with an in-depth focus on retinoids, DNA repair, growth factors and inflammation control, including a presentation of the latest clinical and pre-clinical data.

(continued)

## Tuesday, March 20th (cont.)

1:00 – COURTNEY SOTACK

2:15 pm Sponsored by Dermastart

### **Cell Deficiency and the Benefit of the Mushroom**

Free radical exposure not only leads to the depletion of the skin's structural integrity, but contributes to the cellular breakdown that leads to the visible signs of aging. Free Radical exposure often results in sensitive, raw, red, inflamed skin that prevents the professional aesthetician from performing the corrective treatments needed to improve the skins appearance. The healing ability of the mushroom has been documented for ages, but through a specialized harvesting and preserving process, the bodies of mushrooms are now proving to be detoxifying and restorative to the skin on a cellular level. Traditions of healing are now redefined and mushrooms are making an impact on the aesthetic industry.

2:30 – HEATHER GOODCHILD

3:45 pm Sponsored by SkinMedica

### **Maximizing Business Opportunities**

This interactive session designed to focus on strategies that help create more visibility and value the esthetician brings to the dermatology practice. Attendees should come prepared to share their top challenge with working in a dermatology practice. The session is designed to openly discuss some of the common challenges aestheticians face in working in a dermatology practice and how they can overcome those challenges by being more in tune with the value they bring to the practice and how to successfully communicate that value.

## Wednesday, March 21st

**NOTE: ATTENDEES OF POST-CONFERENCE CLASS DO NOT HAVE TO ATTEND MONDAY AND TUESDAY CONFERENCE.**

### **Class 1: NCEA Certification Prep Class**

\*Includes FREE Records Verification – \$175 VALUE

**Non Member Fee: \$99**

**(This class is FREE to SDSS Members,**

**\*Training Manual Fee: \$109**

This class is an interactive study group that prepares the NCEA Certified Candidate to “brush-up” on their skills and prepares them to sit for the National Certification Exam.

#### **CLASS PREREQUISITES**

Attendees must have completed the NCEA Certification Training Manual Knowledge Reviews. Go to [www.NCEACertified.tv](http://www.NCEACertified.tv) for more information.

### **Class 2: Oncology Esthetics® The Role of the SkinCare Specialist**

**Non Member Fee: \$225**

**SDSS Member Fee: \$150**

This intensive 6 (six) hour workshop is designed to support SkinCare specialists on topics that serve as key issues while processing the experience and challenges of working with cancer clients. This workshop focuses on developing a deeper understanding of adjustments to be made when working with anyone undergoing cancer treatment and while in recovery. Key topics include reviewing what cancer is, metastasis, side effects from treatment and the importance of the lymphatic system. Identifying the SkinCare specialist's role in supporting the cancer client and what life is after cancer is pertinent to our success and outcome for the cancer client.

### **Society of Dermatology SkinCare Specialists would like to thank the following Corporate members for their support:**

Action Bag Company	Environ/Derma Concepts	Osmosis Skincare
Advanced Rejuvenating Concepts	Fallene Ltd	PCA Skin
Allergan Medical	Iredale Mineral Cosmetics	Pierre Fabre Dermo Cosmetique USA
Biopelle, Inc.	Jan Marini Skin Research, Inc.	Photo Medix
Chemir Analytical Services	Laser Institute Of America	SkinCeuticals, Inc.
Cos Medical Technologies, Inc.	Mesoesthetic USA	SkinMedica, Inc.
Covalence Laboratories	Neocutis, Inc.	Stiefel Laboratories, Inc.
Derm Ha/Skin Health Solutions	Nouveau Contour	Vivant Professional Skincare
Dermastart, Inc.	Obagi Medical Products	Young Pharmaceuticals



# 10th Anniversary Meeting of the Society of Dermatology SkinCare Specialists

March 19 – 21, 2012

Courtyard Marriott in San Diego, CA

## Meeting Registration Form

Use one form per registrant

Name: \_\_\_\_\_

Practice / Physician Name: \_\_\_\_\_

Do you want SDSS to contact you \_\_\_\_\_ at home \_\_\_\_\_ or office address? Please complete below:

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ (+4) \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: Day (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

How did you hear about this meeting? \_\_\_\_\_ Card Mailer \_\_\_\_\_ Industry Partner \_\_\_\_\_ Website \_\_\_\_\_ Other

### Registration Fees:

**Registration Cancellation Policy** – A written notice of cancellation must be received to the SDSS Executive Office, 484 Spring Avenue, Ridgewood, NJ 07450, no later than February 15th, 2010. We will issue your refund less a \$100 administrative fee, after the annual meeting.

#### Three Days of Education

**Scientific Program:** Monday, March 19th, 8:15 am – 5:30 pm

**Scientific Program and Exhibits:** Tuesday March 20th, 8:30 am – 4:00 pm

**Post Conference Classes:** Wednesday March 21st, 9:00 am – 3:00 pm

### Annual Meeting Registration:

	Early Bird Registration Prior to Jan 19, 2012	Received after Jan. 19th, 2012 or On-Site	
SDSS Member <i>Dues must be current to receive this rate</i> .....	\$300.....	\$395	\$ _____
<b>Additional SDSS Member – 20% Discount</b> <i>Must be from the same office.</i> .....	\$180.....	NA	\$ _____
Non-Members.....	\$375.....	\$495	\$ _____

### Post Conference Classes:

1. NCEA Certification Prep Class* .....	Members	FREE	\$ _____
.....	Non-Members	\$99	\$ _____
*Prerequisite Training Manual for Certification Prep Class .....		\$109	\$ _____
2. Oncology Esthetics® The role of the Skincare Specialist .....	Members	\$150	\$ _____
.....	Non-Members	\$225	\$ _____

**TOTAL** \$ \_\_\_\_\_

**Payment Method:** Check # \_\_\_\_\_ Make Check Payable in US Funds to: **SDSS**

Amex/Visa/MC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

**Mail or Fax your Meeting & Hotel registration to Society of Dermatology SkinCare Specialists**

(201) 670-4100 • Fax (201) 670-4265 • sdssorg@aol.com • 484 Spring Avenue, Ridgewood, NJ 07450-4624

Visit online for updated information as it becomes available at [www.sdss.tv](http://www.sdss.tv)



**HOTEL REGISTRATION FORM**  
**10th Annual Meeting**  
**March 19-21, 2012**  
**Courtyard by Marriott Mission Valley**  
**San Diego, CA**

**Fax Hotel Registration to SDSS @ 201-670-4265**

**DUE BY February 15th**

**No reservations can be made directly with hotel**

**Print clearly and use one form per hotel registrant:**

Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ (+4) \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: Day ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

**SDSS Room Rate: \$159.00 - Single & Double Rate** (plus applicable state and local taxes)

Taxes are subject to change without notice. Special room rate is available three days prior and three days after meeting dates, based upon availability. Check-in time after 4:00 p.m. Check-out is 12:00 noon

*The hotel will make every effort to accommodate early arrivals as rooms become available.*

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Room Type: \_\_\_\_\_ Single \_\_\_\_\_ Double \_\_\_\_\_ Triple \_\_\_\_\_ Quad  
\_\_\_\_\_ Smoking\* \_\_\_\_\_ NonSmoking\* \*Bed Types and smoking preferences are based on availability and are not guaranteed.

\_\_\_\_\_ Number of Guests Special Requests \_\_\_\_\_

Send Confirmation Number to: \_\_\_\_\_ My FAX \_\_\_\_\_ My EMAIL

**Payment Method - PLEASE PRINT CLEARLY:** (American Express, Visa, MasterCard accepted)

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ /

Name on Card: \_\_\_\_\_

Signature \_\_\_\_\_

Bed types and smoking preference are based on availability and are not guaranteed.  
All reservations must be confirmed by a first night's deposits or credit card guarantee.

**Cancellation Policy:**  
Individuals have until 24 hours PRIOR to the arrival date to cancel reservation without penalty. If the Individual DOES NOT cancel unwanted reservation within 24 hours to the arrival date, the Hotel will assess a penalty fee representing one night's room and tax at the minimum single rate noted on contract.