

# DERMATOLOGIC SURGEONS AND LASER EXPERTS CONVENE IN BARCELONA FOR THE 8TH 5-CONTINENT-CONGRESS

BY WENDY LEWIS

Barcelona's Centre de Convencions Internacional de Barcelona (CCIB) situated close to the beach in Diagonal Mar near the sea hosted the eighth annual 5CC from August 31 to September 3, 2017, which was the largest meeting to date.

The fast-growing 5-Continent-Congress is comprised of an international roster of thought leading dermatologists, plastic surgeons, and cosmetic doctors. Since its launch in 2009, this popular conference has grown to be recognized as a major European meeting dedicated to innovations and controversies in aesthetic medicine. This year, 5CC hosted 75 exhibitors with 1,200 participants, including more than 200 world-renowned speakers and presenters. Attendees descended upon Barcelona from 72 countries representing five continents for a four-day program comprised of 380 lectures, a dozen teaching symposia, plus a full post-congress Sunday of highly instructive teaching courses covering key topics of interest, including social media marketing, mesotherapy, feminine rejuvenation, fat grafting, and stem cell therapy. A Residents and Fellows Day was also included this year by popular demand.

Among the key topics addressed this year by an outstanding global faculty were new advances in fillers and neurotoxins, emerging energy-based devices, suture lifts and body contouring modalities, novel solutions for pigmentation, aging skin, acne, scars, hair restoration, tattoo removal, and combination therapies. Hot topics also included updates on topical agents, novel delivery systems, chemical peels, microneedling, and other

therapeutic advances. By popular demand, an additional track focused on the growth market for women's health and vaginal rejuvenation, featuring leading experts in their respective fields.

Among the special industry sponsored sessions held, Cutera hosted an international education event, Cutera University Clinical Forum, the day before the congress began with a faculty of leading laser surgeons, including 5CC founder and past President David J. Goldberg, JD, MD. "We are delighted at the size and breadth of 5CC and unprecedented growth to over 1,000 attendees in the course of only a few years. The faculty and industry support continues to expand, and we are happy to welcome





new delegates from all over the world who come to learn, share, and enjoy everything Barcelona has to offer,” says Dr. Goldberg.

According to Congress President, Nashville dermatologic surgeon Michal H. Gold, MD, “5CC is a meeting that has evolved into one of the world’s most important aesthetic courses anywhere. The growth can be attributed to having a great team of professionals from Logi-Vent GmbH running

the show, our seven board members, including Drs. Moshe Lapidoth, Klaus Fritz, Maurice Adatto, Christine Dierickx, Henry Chan, David Goldberg and myself, and an even better faculty. We are committed to continually advancing the agenda to keep the content fresh and innovative and putting forth unique concepts and novel features that have become the hallmarks of the success of 5CC.”

5CC 2017 was granted 23 European CME credits (ECMEC) for medical practitioners by the European Accreditation Council for Continuing Medical Education (EACCME).

**Save the Date: 9th 5-Continent-Congress will be back in Barcelona in 2018 from August 30–September 2.**  
[www.5-cc.com](http://www.5-cc.com)

## SculpSure Approved as Double Chin Treatment

Cynosure’s SculpSure® is now cleared for submental fat reduction. The FDA granted an expanded FDA 510(k) clearance for this area, Hologic, Inc. reports.

This is the device’s sixth cleared body treatment area. SculpSure is also cleared to treat the abdomen, love handles, back, and inner and outer thighs.

Most patients in the 57-person clinical trial that led to the new approval received two brief treatments six weeks apart. “The short treatment time, 100 percent satisfaction rate, and dramatic contour reductions typically seen in the study patients give SculpSure the edge as the treatment of choice for the submental area,” says Lawrence Bass, MD, New York City plastic surgeon and a principal investigator in the SculpSure clinical trials, in a news release.

## eRelevance Reveals the State of Aesthetic Healthcare Marketing 2017

eRelevance Corporation, the leading customer marketing service for small-to medium-size businesses, has released its new study: The State of Aesthetic Healthcare Marketing 2017. The report—based on survey results from more than 100 US aesthetic healthcare practices—includes key insights into aesthetic healthcare practices’ marketing attitudes, goals, tactics and results.

eRelevance, in partnership with *Modern Aesthetics*® magazine, commissioned the survey to better understand how today’s aesthetic healthcare practices are approaching marketing.

“Aesthetic healthcare practices that want to thrive in today’s competitive environment must find a way to reach the most qualified consumers, with the most relevant messages, in the most cost-effective way. Most practices, through the survey, acknowledge the best way to do that is by generating more repeat business from their existing patients,” says eRelevance Chief Marketing Officer Adam Weinroth. “We found that while most of the practices surveyed are aware of the unmatched benefits of effectively marketing to their existing patients, they simply don’t have the resources or expertise to execute the kind of sophisticated marketing campaigns necessary to effectively reach their patients for business growth.”

Download the full report: [go.erelevancecorp.com/TheStateofAestheticHealthcareMarketing.html](http://go.erelevancecorp.com/TheStateofAestheticHealthcareMarketing.html)

## FDA Clears Fotona’s StarWalker MaQX Ultra Performance Q-Switched System

The FDA has cleared Fotona’s StarWalker MaQX Q-Switched laser system for treating tattoos, pigmented and vascular lesions, acne and scar revision, and permanent hair reduction. The Verde 532 mode in a “tattoo laser” is exclusive to the MaQX. Sales in the US will begin immediately. The advancements of the StarWalker MaQX include clinical versatility, high power and performance, ergonomic compact size, 110v or 220v and an intuitive, interactive touch screen with user-friendly application wizards.

Internationally, Fotona launched its StarWalker MaQX laser system at the IMCAS 2017 world congress in Paris. ■