

### Curriculum Document

#### Certificate In Aesthetic Medicine (Modules AM701-AM704)

##### **Module AM-701. Basic Principles of Aesthetic Medicine**

###### *1.1. Introduction and Perception of Beauty*

- *1.1.1. History*
- *1.1.2. Proportions and Elements of Facial Analysis*
- *1.1.3. General and Specific Facial References*

###### *1.2. Anatomical Changes: Aging*

- *1.2.1. Ageing, a Dynamic Process*
- *1.2.2. Lesions Associated to Aging. Changes in Facial Structures: Bone and Soft Tissue*
- *1.2.3. Changes to the Ligaments, Muscles and Skin*

###### *1.3. Theories of Aging*

- *1.3.1. Molecular Theory and Oxidative Stress*
- *1.3.2. Theories on Intrinsic Aging*
- *1.3.3. Theories on Extrinsic Aging*
- *1.3.4. Telomere Shortening. Genes associated with longevity and ageing*

###### *1.4. Cosmetic Assessment*

- *1.4.1. Aging Assessment Scales*
- *1.4.2. Clinical Visual Scale*
- *1.4.3. Diagnostic Imaging Methods*
- *1.4.4. Skin Parameters: Moisturisation, Elasticity, Colour, Oil Production, Desquamation*

###### *1.5. Topical Treatments (General)*

- *1.5.1. Global Assessment of Treatment Tools*
- *1.5.2. Managing Loss of Volume. Problems*
- *1.5.2. Managing Loss of Volume. Problems and Solutions*

- 1.5.3. *Managing Flaccidity and Loss of Volume: Surgical and Non-Surgical Problems and Solutions*
- 1.5.4. *Managing Dyschromia and Texture: Problems and Solutions*
- 1.5.5. *Managing Dynamic Wrinkles*
- 1.6 *Ethics in Aesthetic Medicine, dealing with ethical dilemmas in day to day practice*

### **Module AM-702. Peelings/ Dermocosmetics**

- 2.1. *General Aspects*
  - 2.1.1. *History. Definition*
  - 2.1.2. *Skin Structure*
  - 2.1.3. *Types of Peeling and Common Indications and Other Indications*
  - 2.1.4. *Patient Selection: The Importance of the Medical History*
  - 2.1.5. *Correct Diagnosis: Wood's Light and Dermatoscope*
  - 2.1.6. *Informed Consent Form*
- 2.2. *Advance Preparation*
  - 2.2.1. *Skin Preparation: General Skin Care and Home Treatment*
  - 2.2.2. *Antiherpetic Prophylaxis*
  - 2.2.3. *Preanesthetic Assessment Indications*
- 2.3. *Superficial Peeling*
  - 2.3.1. *Types of Very Superficial and Superficial Peels*
  - 2.3.2. *Mechanism of Action*
  - 2.3.3. *Indications for Superficial Peeling*
  - 2.3.4. *Contraindications*
  - 2.3.5. *Procedure*
- 2.4. *Medium Peeling*

- 2.4.1. *Types of Medium Peeling*
- 2.4.2. *Mechanism of Action*
- 2.4.3. *Indications for Medium Peeling*
- 2.4.4. *Contraindications*
- 2.4.5. *Procedure*
- 2.5. *Deep Peeling*
  - 2.5.1. *Introduction to Deep Peeling*
  - 2.5.2. *Deep Peeling Patient Selection*
  - 2.5.3. *Deep Phenol Peeling*
  - 2.5.4. *Outpatient Phenol Peeling*
  - 2.5.5. *Procedure*
- 2.6. *Post-Peeling Care: Adverse Effects and their Treatment*
  - 2.6.1. *General Recommendations and Specific Post Peeling Care*
  - 2.6.2. *Adverse Effects and their Treatment*
- 2.7. *Introduction to Dermocosmetics*
  - 2.7.1. *Skin Types*
  - 2.7.2. *What is a Cosmetic?*
  - 2.7.3. *Ingredients in a Cosmetic Product*
  - 2.7.4. *Cosmetic Forms*
  - 2.7.5. *Mechanisms of Absorption of Cosmetics*
- 2.8. *General Cosmetic Skin Care*
  - 2.8.1. *Hygiene*
  - 2.8.2. *Hydration*
  - 2.8.3. *Depigmenting Agents*
  - 2.8.4. *Photoprotection*
- 2.9. *Specific Cosmetic Care*
  - 2.9.1. *Aging*
  - 2.9.2. *Acne*
  - 2.9.3. *Other Alterations: Rosacea*
- 2.10. *Magistral Formulation in Cosmetics*

### *Module AM-703· Applications of Botulinum Toxin in Dermatology and Aesthetics· Regenerative Medicine for Aesthetic Purposes*

#### *3·1· Types of Botulinum Toxin*

- 3·1·1· What is Botulinum Toxin?*
- 3·1·2· Characteristics and Types of Botulinum Toxin*
- 3·1·3· Mechanism of Action*

#### *3·2· Botulinum Toxins Authorized for Aesthetic Use*

- 3·2·1· Trade Names of Botulinum Toxins Type A*
- 3·2·2· Toxins Authorized for Aesthetic Use*
- 3·2·3· Toxins Authorized for Other Conditions· Botulinum Toxin Type B*
- 3·2·4· Toxin Reconstitution· Conservation*
- 3·2·5· Injection Technique*
- 3·2·6· Post-Treatment Recommendations*

#### *3·3· Indications for Treatment of Expression Wrinkles*

- 3·3·1· Indications for Treatment on Forehead Wrinkles*
- 3·3·2· Indications for Treatment on Glabellar Lines*
- 3·3·3· Indications for Treatment on Periocular Wrinkles*
- 3·3·4· Indications for the Treatment of Eyebrows*
- 3·3·5· Indications for Treatment of the Suborbital Region and Nose*
- 3·3·6· Indications Treatment of Vertical Upper Lip Wrinkles*
- 3·3·7· Indications for Treatment of the Corners of the Mouth*
- 3·3·8· Indications for Treatment of the Chin*
- 3·3·9· Indications for Treatment of the Neck*

#### *3·4· Treatment of the Upper Third: Anatomy of Facial Marks*

##### *3·4·1· Frontal Muscles: Treatment of Horizontal Forehead Wrinkles*

- 3·4·2· Glabellar Muscles· Treatment of Frown Lines and Vertical Forehead Wrinkles*
- 3·4·3· Periorbital Region Muscles: Crow's Feet Treatment*
- 3·4·4· Eyebrow Muscles Eyebrow Lifting Lateral Brow Lift*

- 3.4.5. *Infraorbital and Nasal Muscles Treatment of Lower Eyelid Wrinkles Nasal Wrinkles*
  
- 3.5. *Treatment of the Middle and Lower Third Neck. Anatomy of Facial Marks*
- 3.5.1. *Perioral Muscles Treatment of Vertical Upper Lip Wrinkles*
  - 3.5.2. *Perioral Muscles Marionette Lines Lifting of the Corner of the Mouth*
  - 3.5.3. *Chin Muscles Treatment of Chin Wrinkles*
  - 3.5.4. *Masseter Muscles Treatment of Masseter Hypertrophy Bruxism*
  - 3.5.5. *Neck Muscles Treatment of Platysma*
- 3.6. *Treatment of Hyperhidrosis with Botulinum Toxin*
  - 3.6.1. *Types of Hyperhidrosis: Axillary and Palmar*
  - 3.6.2. *Technique of Botulinum Toxin Infiltration in Hyperhidrosis*
  - 3.6.3. *Truncal Anesthesia in Palmar Hyperhidrosis*
  - 3.6.4. *Results and Duration*
- 3.7. *Complications from Botulinum Toxin Application*
- 3.8. *Introduction to Regenerative Medicine*
  - 3.8.1. *Regenerative Medicine Concept*
  - 3.8.2. *Growth Factors*
- 3.9. *Applications of Regenerative Medicine in Dermatology and Aesthetics. Other Medical Applications*
  - 3.9.1. *Application in Rejuvenation*
  - 3.9.2. *Other Conditions Burns, Scars, Keloids and Stretch Marks*
- 3.10. *Practical Considerations and Injection Techniques*
  - 3.10.1. *Obtaining Growth Factors*
  - 3.10.2. *Skin Infiltration for Rejuvenation*
  - 3.10.3. *Other Aesthetic Applications*

### **Module AM-704. Facial Implants in Aesthetics**

### *4.1 Introduction to Filler Materials*

- *4.1.1. The Concept of Filler Material*
- *4.1.2. Tissue Response to Filler Materials*
- *4.1.3. History of the Use of Fillers and Facial Support Threads*
- *4.1.4. Facial Exploration Aimed at the Use of Filler Materials. Risk*

### *Zones*

### *4.2. Filler Materials*

- *4.2.1. Classification of Filler Materials*
- *4.2.2. Autologous Materials: Autologous Fat, Plasmigel*
- *4.2.3. Resorbable Filler Materials*
- *4.2.4. Hyaluronic Acid*
- *4.2.5. Calcium Hydroxyapatite*
- *4.2.6. Collagen*
- *4.2.7. Polylactic Acid*
- *4.2.8. Carboxymethyl Cellulose*

### *4.3. Non-Resorbable or Permanent Filler Materials*

- *4.3.1. Legal Situation*
- *4.3.2. Polymethylmethacrylate Microspheres*
- *4.3.3. Silicone*
- *4.3.4. Polyalkylimide or Alkylimide Hydrogel*
- *4.3.5. Polyacrylamide Hydrogel*
- *4.3.6. Iatrogenic Allogeneic*
- *4.4. Indications for the Use of Filler Materials*
- *4.4.1. Facial Diagnosis. Objective to Treat*
- *4.4.2. Injection Technique*
- *4.4.3. Approach to Treatment of the Upper Third*
- *4.4.4. Approach to Treatment of the Middle Third*
- *4.4.5. Approach to Treatment of the Lower Third*
- *4.4.6. Skin Revitalization Techniques*
- *4.4.7. Alert Areas*

### 4.5. Rhinomodeling

- 4.5.1. Indications and Contraindications for Rhinomodeling
- 4.5.2. Specific Anatomy. Nasal Proportions
- 4.5.3. Materials Used for Rhinomodeling
- 4.5.4. Rhino-Modeling Technique
- 4.5.5. Secondary Rhinomodeling
- 4.5.6. Complications and Adverse Effects

### 4.6. Lip Implants

- 4.6.1. Anatomy and Proportions of the Lips
- 4.6.2. Materials Used for the Lips
- 4.6.3. Features of Male and Female Lips
- 4.6.4. Lip Contouring
- 4.6.5. Lip Volume Enhancement
- 4.6.6. Rejuvenation of Lips and Peribuccal Area
- 4.6.7. Lip Moisturizing Technique
- 4.6.8. Complications and Adverse Effects

### 4.7. Identifying Filler Materials Using Ultrasound

- 4.7.1. Resorbable Fillers
- 4.7.2. Semi-Permanent Fillers
- 4.7.3. Permanent Fillers
- 4.7.4. Ultrasound in the Management of Complications of Filler Substances

### 4.8. Facial Support Threads

- 4.8.1. Sutures Features and Mechanism of Action
- 4.8.2. Indications
- 4.8.3. Insertion Plan and Insertion Patterns
- 4.8.4. Insertion Procedure
- 4.8.5. Types of PDO Threads
- 4.8.6. Suitable Threads
- 4.8.7. Coned Threads, Double Needle

- 4.8.8. *Treatment Plan*
- 4.8.9. *Addressing Complications and AE*
- 4.8.10. *Combination with Other Tightening Treatments*
- 4.9. *Adverse Effects and Complications of Filler Materials*
  - 4.9.1. *Early General Complications, Prevention, and Treatment*
  - 4.9.2. *Late General Complications, Prevention, and Treatment*
  - 4.9.3. *Complications Associated with Hyaluronic Acid Injections*
  - 4.9.4. *Complications Associated with Calcium Hydroxyapatite Injections*
  - 4.9.5. *Complications Associated with Deep Sutures and PDO Threads*
  - 4.9.6. *Complications Associated with the Use of Permanent Materials*
  - 4.9.7. *Hyaluronidase*
- 4.10. *Suture and Implant Approach to the Male Patient*
  - 4.10.1. *Aging Process in Male Patients*
  - 4.10.2. *General Considerations for Filler Treatment in Male Patients*
  - 4.10.3. *Volume Restoration in the Middle Third*
  - 4.10.4. *Volume Restoration in the Lower Third*
  - 4.10.5. *Facial Masculinization*

### *Advance Certificate in Aesthetic Medicine (Modules AM705-AM708)*

#### *Module AM-705. Laser and Light Sources in Aesthetic Medicine*

##### *5.1. History of the Use of Light Sources. Current Indications*

- 5.1.1. *History of the Use of Light Sources*
- 5.1.2. *What is Light? What is Wavelength? What is a Chromophore?*
- 5.1.3. *Fabric Optics*
- 5.1.4. *Interaction of Light and Tissue: Biological Effects*



- 5.1.5. *Therapeutic Effects: Theories of Action*
- 5.1.6. *Light Emission Systems: Laser, Intense Pulsed Light and LEDs from only*
- 5.2. *Treatment of Vascular Lesions*
  - 5.2.1. *Main Indications: Most Commonly Used Laser Types and Light Sources*
  - 5.2.2. *Contraindications*
  - 5.2.3. *Side Effects*
- 5.3. *Treatment of Pigmented Lesions and Tattoos*
  - 5.3.1. *Differential Diagnosis of Pigmented Lesions: Importance of the Use of Wood's Light and Dermatoscope*
  - 5.3.2. *Laser and Light Source Treatment of Pigmented Lesions*
  - 5.3.3. *Laser Treatment of Tattoos*
  - 5.3.4. *Contraindications*
  - 5.3.5. *Side Effects*
- 5.4. *Laser Photoepilation and Light Sources*
  - 5.4.1. *Patient Selection and Types of Treatment*
  - 5.4.2. *Treatment of Particular Cases*
  - 5.4.3. *Contraindications*
  - 5.4.4. *Side Effects*
- 5.5. *Treatment of Acne, Scars, and Stretch Marks with Lasers and Light Sources*
  - 5.5.1. *Acne: Laser Treatment and Light Sources, Contraindications and Side Effects*
  - 5.5.2. *Scars: Qualification, Treatment Types, Contraindications and Side Effects*
  - 5.5.3. *Stretch Marks: Types of Treatment, Contraindications and Side Effects*
- 5.6. *Rejuvenation*
  - 5.6.1. *Ablative*

- 5.6.2. *Non-Ablative*
- 5.6.3. *Fractional Treatment*
- 5.6.4. *Combination of Treatments*
- 5.6.5. *Contraindications*
- 5.6.6. *Side Effects*
- 5.7. *Localized Fat Treatment*
  - 5.7.1. *Laser Lipolysis*
  - 5.7.2. *LLLT*
- 5.8. *Photobiomodulation*
  - 5.8.1. *What is Photobiomodulation?*
  - 5.8.2. *Indications*
  - 5.8.3. *Contraindications*
  - 5.8.4. *Side Effects*
- 5.9. *Photodynamic Therapy*
  - 5.9.1. *Definition*
  - 5.9.2. *Indications*
  - 5.9.3. *Contraindications*
  - 5.9.4. *Side Effects*
- 5.10. *Safety of Use of Light Sources*
  - 5.10.1. *Eye Protection*
  - 5.10.2. *Occupational Hazards*

### ***Module AM-706. Office based treatments in aesthetics, including energy-based device***

#### ***6. Diagnostic Imaging: Introduction to Ultrasound Skin Imaging***

- 6.1. *Basic Principles of Ultrasound*
- 6.2. *Structure Recognition*
- 6.3. *Artefacts*

- 6.4. *Dermis and Epidermis*
- 6.5. *Subcutaneous Tissue: Vessels and Other Structures*
- 6.6. *Facial Anatomical Structures*
- 6.6.1. *Ultrasound of the Periocular Area*
- 6.6.2. *Ultrasound of the Nasal Region*
- 6.6.3. *Ultrasound of the Lips*
- 6.6.4. *Scalp Ultrasound*
- 6.5. *Skin Aging: Identification of Solar Elastosis*
- 6.6 *Microneedling with and without RF*
- 6.7 *Radiofrequency Cavitation*
- 6.8 *Thermage*
- 6.9 *Cryolipolysis*
- 6.10 *Laser Lipolysis*
- 6.11 *Exosomes*

### **Module AM-707. Trichology and Hair**

#### *7.1. Anatomy and Physiology of the Scalp Skin and Hair Follicle*

##### *7.1.1. Anatomical Structure and Function of the Skin Entity*

- 7.1.2. *Anatomy of the Hair Follicle*
- 7.1.3. *Hair Growth Cycle*
- 7.1.4. *Physiology of the Pilosebaceous Follicle*
- 7.1.5. *Factors Influencing Follicle Growth*
- 7.1.6. *Physical Properties of Hair*
- 7.1.7. *Variations by Age, Gender and Race*

#### *7.2. Medical History Diagnostic Techniques and Capillary Analysis*

- 7.2.1. *Clinical History in Trichology*
- 7.2.2. *Non-Invasive Diagnostic Methods: Physical Examination; Photography; Trichoscopy. Confocal Microscopy and Scanning Electron Microscopy*
- 7.2.3. *Methods of Semi Invasive Diagnosis: Trichogram and Trichoscan*

- 7.2.4. *Invasive Methods: Skin Biopsy*
- 7.2.5. *Complementary Examinations and Analytical Protocols*
- 7.3. *Main Pathologies of the Scalp*
  - 7.3.1. *Seborrheic Dermatitis and Pityriasis Capitis*
  - 7.3.2. *Atopic Dermatitis and Scalp Psoriasis*
  - 7.3.3. *Contact Dermatitis and Sensitive Scalp*
  - 7.3.4. *Benign Skin Tumors*
  - 7.3.5. *Skin Cancer and Precancer*
  - 7.3.6. *Scalp Infections and Infestations*
- 7.4. *Alopecia: Concepts and Classification*
  - 7.4.1. *Concept and Classification of Alopecia*
  - 7.4.2. *Acute and Chronic Telogen Effluvium*
  - 7.4.3. *Anagenic Effluvium*
  - 7.4.4. *Alopecia Areata*
  - 7.5. *Male and Female Androgenetic Alopecia*
    - 7.5.1. *Concept and Classification of Androgenetic Alopecia*
    - 7.5.2. *Hormonal Metabolism in Androgenetic Alopecia*
    - 7.5.3. *Female Alopecia (FAGA)*
    - 7.5.4. *Therapeutic Protocols*
- 7.6. *Hypertrichosis and Hirsutism*
  - 7.6.1. *Differences Between Hypertrichosis and Hirsutism*
  - 7.6.2. *Approach to Hirsutism*
    - SAHA Syndrome
- 7.7. *Medical Treatment of Alopecia*
  - Active Therapeutic Principles Used in Trichology
    - 7.7.1. *Minoxidil*
    - 7.7.2. *5 $\alpha$ -reductase Inhibitors and Other Antiandrogens*
    - 7.7.3. *Prostaglandin Analogs*
    - 7.7.4. *Corticosteroids and Other Anti-Inflammatory Drugs*
    - 7.7.5. *Immunosuppressive Drugs*
    - 7.7.6. *Keratolytic and Antimicrobial Agents*

### *7.8. Capillary Mesotherapy and its Utility in Aesthetic Medicine Consultations*

*7.8.1. Manual and Assisted Hair Mesotherapy Techniques: Microneedling Techniques: Use of Roller and Capillary Multifunction Devices*

*• 7.8.2. Allopathic Hair Mesotherapy: Indications, Drugs, and Medical Devices*

*• 7.8.3. Homeopathic Capillary Mesotherapy, Update*

*• 7.8.4. Complications and Adverse Effects of Hair Mesotherapy*

### *7.9. Cosmetic Treatments in Trichology*

*• 7.9.1. Hair Care and Hair Cosmetic Products*

*• 7.9.1.1. Cosmetic Shampoos and Therapeutic Shampoos*

*• 7.9.1.2. Conditioners and Finishing/Styling Products*

*• 7.9.2. Coloring and Bleaching Dyes*

*• 7.9.3. Curling or Permanent Waving of Hair; Straightening of Hair*

*• 7.9.4. Hair Nutricosmetics*

*• 7.9.5. Micropigmentation and Microblading*

*• 7.9.6. Hair Integration Systems and Keratin Microfibers*

*• 7.9.7. Hair Removal Methods*

## ***Module AM-708. Psychological Aspects of Aesthetics & Practice Management***

*8.1. Introduction to Business Communication: Importance in the Health Sector*

*• 8.1.1. A New Communication Paradigm*

*• 8.1.2. The New Consumer*

*• 8.1.3. Marketing 3.0*

*• 8.1.4. The Evolution of the Health Sector*

*8.2. Communication Plan Design*

*• 8.2.1. The Importance of History*

*• 8.2.2. PESTEL Analysis*

*• 8.2.3. SWOT Analysis*

- 8.2.4. *From the Strategic Plan to the Tactical Plan*
- 8.2.5. *The Definition of Target*
- 8.2.6. *Action Plan*
- 8.3. *Online Reputation and Crisis Management. The Importance of Being Prepared*
  - 8.3.1 *What is a Crisis and How Can I Detect It?*
  - 8.3.2. *Difference Between Brand Crisis and Brand Reputation*
  - 8.3.3. *How to Build Brand Reputation on Social Media*
  - 8.3.4. *Brand Reputation Management*
  - 8.3.5. *Crisis Prevention*
  - 8.3.6. *Crisis Management*
- 8.4. *INBOUND MARKETING and the Importance of a Content-Marketing Strategy*
  - 8.4.1. *What is Inbound Marketing?*
  - 8.4.2. *Difference with Traditional Marketing*
  - 8.4.3. *Attract. Convert. Close. Delight*
- 8.5. *Organic Positioning (SEO) and Paid Positioning (SEM)*
  - 8.5.1. *What is SEO?*
  - 8.5.2. *SEO Objectives*
  - 8.5.3. *SEO Process*
  - 8.5.4. *Popularity and Link Building*
  - 8.5.5. *SEO vs. SEM*
  - 8.5.6. *The Google Network* 9.5.6.1. *Search Network* 9.5.6.2. *Display Network*
- 8.6. *Social Media and Community Management*
  - 8.6.1. *Social Media and its Evolution in the Recent Years*
  - 8.6.2. *Should a Brand be on Social Media?*
  - 8.6.3. *The User of Social Networks: Profiles and Types*
  - 8.6.4. *Main Social Channels and their Characteristics*
- 8.7. *Digital Strategy Fundamentals*

- 8.7.1. Paid, Owned and Earned Resources
- 8.7.2. The Conversion Cycle
- 8.7.3. The Definition of Objectives
- 8.7.4. A/B Experiments
- 8.8. Main Marketing Strategies
  - 8.8.1. E-mail Marketing
  - 8.8.2. Affiliate Marketing
  - 8.8.3. Loyalty Marketing
  - 8.8.4. Relationship Marketing
- 8.9. Social Media Marketing and Communication
  - 8.9.1. Social Media Communication. What Does it Involve?
    - 8.9.2. Definition of Brand Objectives
    - 8.9.3. The Brand's Mission in Social Networks
    - 8.9.4. Definition of the Target in Social Media: Social Persona
    - 8.9.5. Social Media Campaigns
  - 8.10. Social Media Reporting and Optimization. Monitoring and Measuring Results
    - 8.10.1. Measurement and Reporting
    - 8.10.2. Basic Concepts
    - 8.10.3. Measurement Tools
    - 8.10.4. Native Tools
    - 8.10.5. Third-Party Tools
- 8.11 Psychological Assessment of the Patient in Aesthetic Medicine
  - 8.11.1. Psychological Disorders Related to Body Image
  - 8.11.2. Psychological Approach to the Patient in Aesthetic Medicine
  - 8.11.3. Therapeutic Approach
  - 8.11.4. Role of Psychology services and when to refer
- 8.12 Preventing Infection When Practicing Aesthetic Medicine
  - 8.12.1. Use of Antiseptics in Aesthetic Medicine Consultations
  - 8.12.2. Hand Hygiene

- 8.12.3. *Use of Disinfectants in Aesthetic Medicine Consultations*
- 8.12.4. *Sanitary Waste Management*
- 8.13. *Quality Management in the Practice of Aesthetic Medicine*
  - 8.13.1. *Quality Improvement Cycle*
  - 8.13.2. *What is a Quality Management System?*
  - 8.13.3. *ISO 9001:2015 Quality Management System. How to Accreditate an Aesthetic Medicine Clinic?*
  - 8.13.4. *Requirements for Minimum services delivery standards in an aesthetic practice*

### **Objectives**

#### **General objectives**

- *Acquire the fundamental knowledge of all anti-aging modalities and aesthetic treatments, incorporating the necessary tools to perform this specialty in daily practice*
- *Comprehensively manage the aesthetic patient, being able to make an accurate diagnosis and apply the most appropriate treatment*

#### **Specific objectives**

##### **Module 1. Basic Principles of Aesthetic Medicine**

- *know how to identify the biological changes in aging, the analysis of genes and the functions of diagnostic methods*
- *Learn how to manage the mechanisms of action of topical treatments, peeling, the annotation of cosmetic assessments and various measurement methods*



- *Define and analyze in a global way the structures and functions of each area and open opportunities for new treatments*
- *Study the physics of ultrasound, since it is a dependent medical procedure where the specialist will have to manipulate the ultrasound equipment to determine the ultrasound characteristics of the lesion*
- *Study the classification of the different lesions that can be identified*
- *Analyze changes in monitoring the evolution of diseases, as well as tissue involvement, localization, size, characterization and differentiation between benign and malignant lesions*
- *Identify the possible complications from filler materials*

### ***Module 2· Peelings Dermocosmetics***

- *Learn to use the different types of peeling in the treatment of rejuvenation and certain skin disorders in an effective way, highlighting the knowledge of the most used active ingredients and their mechanisms of action*
- *Appropriate selection of the patient, prior preparation of the skin, as well as correct follow-up and prescription of post-peeling treatment, adapted to the usual evolution after the use of each chemical agent or combination thereof selected*
- *Understand the possible adverse effects of peeling and their treatments*

### ***Module 3· Applications of Botulinum Toxin in Dermatology and Aesthetics· Regenerative Medicine for Aesthetic Purposes***

- *Learn how to use temporary filler materials*
- *Gain insight into the correction of volume defects associated with tissue atrophy secondary to aging*

- *Gain up-to-date knowledge on filler materials to create a comprehensive rejuvenation protocol that works with absolute guarantees of safety by knowing their components and short- and long-term side effects*

### **Module 4: Facial Implants in Aesthetics**

- *In-depth knowledge of facial anatomy*
- *Update on the most current techniques and procedures in facial implantology*
- *Acquire techniques to harmonize facial contours through the use of facial implants*

### **Module 5: Laser and Light Sources in Aesthetic Medicine**

- *Provide students with the appropriate knowledge to use the different types of lasers and light sources in rejuvenation treatment and skin disorders in an effective way, highlighting the knowledge of the basic principles of physics on which their use is based without forgetting to include knowledge concerning the safety guidelines for their use*
- *Provide up-to-date information on the use of lasers for pigmented lesions, rejuvenation, vascular lesions and hair removal, with emphasis on the appropriate selection of the technology that enables us to adapt to the needs of each patient, highlighting a comprehensive overview of treatment strategies, indications, contraindications and possible adverse effects*
- *Get up to date on the types of authorized botulinum toxin, the precise knowledge of the action mechanisms of each one and the detailed instructions for each anatomical area*
- *Know the therapeutic application of the factors that intervene in biological processes*
- *Study tissue regeneration by growth factors*

### **Module 6: Office based treatments in aesthetics, including energy-based device**

### *Module 7· Trichology and Hair*

- *Understand the medical treatments for different types of alopecia, antiandrogen injections, PRP, immunotherapy and surgical treatments for alopecia with their different techniques*
- *Learn how to perform an effective clinical diagnosis with the support of the latest technologies*

### *Module 8 · Psychological Aspects of Aesthetic Medicine & Practice Management*

- *Understand the importance of communication in the health sector*
- *Learn how to design a business communication strategy in the healthcare field and manage the online presence of the organization*
- *Know how to carry out marketing campaigns, SEO and SEM*
- *Acquire the appropriate knowledge to manage the company's social media*
- *Identify the biological changes of aging in order to be able to use the necessary treatments for its prevention*
- *Use of ultrasound in the field of aesthetic-medical treatments*
- *Correctly use the different types of peels in the treatment of rejuvenation and certain skin disorders in an effective manner*
- *Know the possible adverse effects of peeling and their treatment, communicate them to patients and be prepared for any possible setbacks*
- *Apply the different types of lasers and light sources in the treatment of skin rejuvenation and skin disorders in an effective way*
- *Be able to correctly apply the authorized botulinum toxin*
- *Know and understand the process of tissue regeneration by means of growth factors*

- *Apply the most appropriate skin filler materials in every case in order to encourage rejuvenation in patients*
- *Identify the main characteristics of adipose tissue and its variations depending on each patient*
- *Know how to manage communication in an Aesthetic Medicine company, as well as the social networks and all the company's communication channels*
- *Be able to implement marketing campaigns appropriate to the sector that help to improve profitability*
- *Be able to identify skin aging and apply appropriate treatments to prevent and delay it*

### *Semester 1: Certificate*

<i>Code</i>	<i>Module</i>	<i>Credit Hours</i>
<i>DA701</i>	<i>Introduction to medical aesthetics and physiology of skin and common dermatological issues Presenting to aesthetic practice</i>	<i>2</i>
<i>DA702</i>	<i>Facial anatomy and planning safe treatments</i>	<i>2</i>
<i>DA703</i>	<i>Introduction to Botox</i>	<i>2+1</i>
<i>DA704</i>	<i>Introduction to</i>	<i>2+1</i>



# Aesthetic Medicine

Khyber Medical University Peshawar

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	<i>dermal fillers</i>	
<i>Hands on Session 1 (7 Days)</i>		<i>2</i>

## *Semester 2: Advance Certificate*

<i>DA705</i>	<i>Office based treatments in aesthetics, including energy-based device</i>	<i>2+1</i>
<i>DA706</i>	<i>Cosmeceuticals in aesthetics</i>	<i>2</i>
<i>DA707</i>	<i>Introduction to Lasers, lasers and common uses in aesthetics</i>	<i>2+1</i>
<i>DA708</i>	<i>Psychological aspects of aesthetics and practice management</i>	<i>2</i>
<i>Hands on session 2 (7 Days)</i>		<i>2</i>

*Total Duration 12 months*

*Credit Hours- Aesthetic Medicine (12 Months)*

<i>Code</i>	<i>Module</i>	<i>Credit</i>
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# Aesthetic Medicine

Khyber Medical University Peshawar

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		<i>Hours</i>
DA701	<i>Introduction to medical aesthetics and physiology of skin and common dermatological issues Presenting to aesthetic practice</i>	2
DA702	<i>Facial anatomy and planning safe treatments</i>	2
DA703	<i>Introduction to Botox</i>	2+1
DA704	<i>Introduction to dermal fillers</i>	2+1
<i>Hands On session for 1 week</i>		2
DA705	<i>Office based treatments in aesthetics, including energy-based device</i>	2+1
DA706	<i>Cosmeceuticals in aesthetics</i>	2
DA707	<i>Introduction to Lasers, lasers and common uses in aesthetics</i>	2+1
DA708	<i>Psychological</i>	2

	<i>aspects of aesthetics and practice management</i>	
<i>Hands on session for 1 week</i>		<i>2</i>

### **Assessment**

*The aim of assessment is to assess both the clinical competence and professionalism during the course. It includes both formative and summative assessments as detailed below. Attendance and participation in the face to face sessions and online discussions are also considered as part of the formative assessment. The training component of the course is not just for developing clinical competence but can also be used to complete the compulsory WPBA.*

<i>Assessment</i>	<i>Formative</i>	<i>Summative</i>
<i>Knowledge</i>	<i>MCQ's, OSCE</i>	<i>MCQ's, OSCE</i>
<i>Skills</i>	<i>WPBA (portfolio)</i>	<i>OSCE</i>
<i>Behavior</i>	<i>WPBA (E-portfolio, COT)</i>	<i>OSCE</i>

*WPBA (Work place based assessments)*

<i>COT</i>	<i>Total 4</i>
<i>Reflective Logs</i>	<i>Total 16</i>
<i>Audits/ Publications</i>	<i>As agreed with supervisor</i>

*The portfolio consists of*

- 1) A Personal development plan*
- 2) Self-reflection based on learning & discussions with named supervisor*
- 3) A log of cases seen in training practice*
- 4) A log of face to face days and activities attended*
- 5) Evidence of procedures performed*
- 6) Evidence and results of Assessments, both formative and summative*
- 7) Evidence of self-directed learning*





# Aesthetic Medicine

## Khyber Medical University Peshawar

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- 8) *Evidence of personal reading from mentioned resources*
- 9) *Final assessment Assignment and exam (written and OSCE)*
- 10) *Signing off from the diploma program*

*Prepared by: Dr Kashif Ali (Associate Professor, Program Director Khyber Medical University Peshawar)*