

ASDS/ASCDAS Meeting Highlights

Ellen S. Marmur, MD

For everyone who attended this year's annual meeting in Chicago—thank you! It was a fantastic meeting and as the new president of the American Society of Cosmetic Dermatology and Aesthetic Surgery (ASCDAS), I'd like to thank our close colleagues at the American Society for Dermatologic Surgery (ASDS) for a truly exciting and enriching joint meeting. The highlights that created the most buzz were the new topical botulinum toxin and the new CoolSculpting by ZELTIQ cryo-based fat reduction device. The topical toxin is formulated for application by a physician in the medical setting for reduction of the lateral portion of the orbicularis oculi contraction and thus reduction in the appearance of crow's feet.

The highlights that created the most buzz were the new topical botulinum toxin and the new CoolSculpting by ZELTIQ cryo-based fat reduction device.

Questions arose regarding how this topical therapy will impact our use of injectables. Will the topical be widely used for hyperhidrosis? For acne? For overall skin quality? Will nonphysicians or physician extenders use it in the nonmedical setting and will there be a higher incidence of adverse effects? Will patients buy this cream on the Internet and self-treat as we know they do with injectable fillers? Will this topical be a wonderful enhancement to our practices, in our ability

Dr. Marmur is the current President of ASCDAS as well as Associate Professor and Chief of Dermatologic and Cosmetic Surgery at Mount Sinai Medical Center, New York, New York.

Correspondence: Ellen S. Marmur, MD (ellen.marmur@mountsinai.org).

to care for our patients, and will it lead to new innovations in the future?

CoolSculpting by ZELTIQ also was a hot topic. It is a noninvasive treatment for fat reduction. The results show an average 20% reduction in abdominal fat and flanks, fondly known as love handles, after a single procedure. The treatment involves applying a crescent-shaped device over the treatment area. The device uses suction to draw the skin and fat into the curvature creating a fold. Imagine grasping the area and pulling it outward; the fatty tissue is in the middle of the fold. Then, the device chills the tissue. Utilizing the physical property of fat, which freezes at a higher temperature than skin, the fat freezes without harming the overlying skin. When the fat thaws, lipolysis occurs and the lipid is resorbed into the body. Serum analysis shows no systemic adverse effects such as fatty liver or atherosclerotic plaque formation. How exciting! However, a very renowned and brave chairman of dermatology at an elite program had this treatment done unilaterally. When he asked me to check which side was treated—on stage in front of 400 dermatologists—I picked the wrong side. Thus, the results are modest. Liposuction still provides the most dramatic results, but CoolSculpting by ZELTIQ will likely have a niche with patients with too little fat for liposuction or for whom liposuction is not optimal.

I had many favorite parts of the meeting. I enjoyed the mainstream discussions of managing side effects of injectables and lasers. Just as in all aspects of medicine, side effects occur in patients in the very capable hands of the best physicians. An open discussion of these incidents is incredibly important on many levels. It educates us on how to avoid possible problems, but also creates an inclusive culture among physicians where we can share information without stigma. It also educates industry and patients about the use of injectables.

The board of ASCDAS is working with great enthusiasm on our agenda for the upcoming year. Thank you for your membership, and we very much look forward to your energy and ideas for a great 2011! ■