



Pioneers *in* Dento-Facial Rejuvenation

The 1st, Best & Most Respected



The World's Most Comprehensive Botox, Dermal Filler &
Skin Health Training for Dentists & Dental Teams

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NOW YOU CAN UNDERGO AADFA FACIAL
AESTHETICS & REJUVENATION TRAINING
FROM THE COMFORT OF YOUR OWN HOME
AND CLINIC WITH AADFA'S EXCITING
NEW ONLINE BLENDED LEARNING
PLATFORM & IN-HOUSE
PRACTICAL TRAINING.

**CONTACT AADFA TODAY TO STAY AT
THE FOREFRONT OF MODERN DENTISTRY!**

Don't Get Left Behind!



AADFA

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ABOUT AADFA (AD-FA)

The Innovators in Aesthetic & Facial Rejuvenation Dentistry

The Australasian Academy of Dento-Facial Aesthetics (AADFA) was established in 2009 and is dedicated to advancing the art and science of Aesthetic and Facial Rejuvenation Dentistry for the benefit of both dental practitioners and the public.

AADFA is the only organisation of its kind in Australasia and has gained an impressive record of achievements; from pioneering the concept of "Complete Dento-Facial Health & Rejuvenation"; offering the first ever comprehensive training pathway of Botox, Dermal Filler and Skincare training programs, leading to a global Fellowship, for dentists wishing to add these services to their practices and driving regulatory change in this regard; through to the publication of the first ever Aesthetic Dentistry magazine (Australasian Cosmetic Dentist) and the launch of Australasia's only Aesthetic Dentistry Conference "AesthetiCon".

AADFA represents a growing Member base of more than 6000 dentists, across 10 countries of operation, engaging closely with regulators, insurance providers, and product manufacturers, as well as providing clinical, legal and administrative support to ensure Members maintain the highest standards of ethical conduct, clinical excellence and responsible patient care.

With over 10000 Dental Practitioners across Australia, New Zealand and Asia having successfully incorporated extra-oral facial therapies into their practice to provide comprehensive patient care, there is now a general acceptance that these skin services fall firmly within the remit of the dental profession. Moreover, it has reached the point where, if you're a Dental Practitioner who fails to examine and consider the skin and other prominent facial structures adjacent to the oral cavity, on each and every patient, it would be difficult to claim you truly obtained fully informed consent; for procedures ranging from orthodontics and gummy smile, through to TMD and anterior aesthetic cases; without any consideration or discussion having taken place around the impact of and on, the extra-oral facial features and how structures adjacent to the teeth and gums interplay with what is done intra-orally.

If you don't have the tools in your armamentarium to successfully address skin, facial deterioration and ill-health, just as you would the teeth and gums, then it would be likely that you are falling behind your colleagues and below the standard of modern day Dentistry, as the mouth, teeth and jaws can no longer be treated as if they are isolated from the rest of the face. Considering this, the profession really has reached a point where, as a dental practitioner, you either stick to cleans, root canals and simple restorations, or you understand the entire dento-facial complex and factor all aspects in to your more advanced restorative, orthodontic and aesthetic treatment plans. By simply offering intra-oral dentistry, especially advanced procedures, you run the very real risk of being caught out, failing to provide comprehensive care.

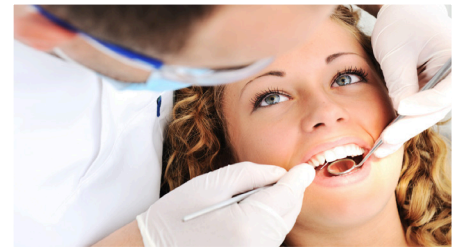
AADFA is the first, best and most respected organisation of its kind in Australasia, supporting practitioners to offer an extended array of services, alongside traditional dentistry, to achieve the best results for patients and to reach their full potential in the practice of modern dentistry. In doing so, AADFA has gained an impressive record of achievements in a short space of time, becoming renowned as the most innovative, proactive and exciting dental organization in existence.

AADFA are true leaders in innovation and progression within the profession of Dentistry and our accomplishments include:

- Pioneering the concept of "Complete Dento-Facial Health & Rejuvenation";
- Developing the first ever comprehensive Botox, Dermal Filler and Skincare training programs for Dentists in Australasia;
- Running a comprehensive training pathway across Europe; the Middle East; Singapore; Hong Kong; New Zealand and Australia
- Teaching "world-first" clinical protocols such as the "Pyramid Technique" for interdental black triangles, the "Concentrated Non-Surgical Face Lift"; and dual LED collagen stimulation / teeth whitening in a single visit;
- Driving regulatory change in Australia, New Zealand and Singapore to open opportunities for dental practitioners to grow;
- Publishing the regions first ever Aesthetic Dentistry magazine - the Australasian Cosmetic Dentist;
- Launching Australasia's only Aesthetic Dentistry Conference- "AesthetiCon"
- Authoring, and teaching annually, the Facial Aesthetics component of the Masters of Aesthetic Dentistry program, King's College London

AADFA's regulatory work continues on a number of fronts and we have become key stakeholders and opinion leaders in both the dental and cosmetic medicine arenas. AADFA's expertise has been recognised and sought after in the media, with the Academy contributing to endless articles and interviews each year, including being broadcast globally on the Doctors TV for our pioneering work using dermal filler injections to improve interdental papilla deficiencies ("black triangles").

We thank our amazing Academy Members and Industry Partners for their dedication and constant support of AADFA's vision. Without their continued loyalty and commitment, AADFA would not be able to achieve all that it does for the profession and for this you have our utmost respect and gratitude.



Above:

Dental Practitioners can no longer treat the teeth and mouth as if they were isolated from the rest of the face.

THE CONCEPT OF COMPLETE DENTO-FACIAL HEALTH & REJUVENATION

Over 12 years ago, AADFA developed the industry leading concept of Complete Dento-Facial Health & Rejuvenation, which sets dental practitioners aside and positions them at the forefront of aesthetic medicine. This concept underpins everything that AADFA teaches and helps dental teams to ensure they have a clear, systemised approach to achieving optimal patient outcomes; avoiding complications, difficult conversations and disgruntled patients; and is centred around the core principle that cosmetic appearance comes second to achieving good health.

In essence, AADFA's teachings focus on improving the health of the intra and extra-oral tissues first, using a conservative, minimal approach, which then leads to a natural and appealing aesthetic improvement, rather than simply delivering basic injections and therapies with a "cosmetic" focus to unhealthy tissues, which results in an unnatural and "overdone" outcome, with high rates of patient dissatisfaction and complication. This approach is best understood and implemented by thinking in terms of the different layers of the face – we need to ensure we improve tissue health across all layers, for the overall aesthetic outcome to be optimal. While the patient's goal may be an aesthetic improvement, we achieve this by making our goal, as Health Professionals, the restoration, optimisation and maintenance of good health.

Because the typical pattern of dento-facial ageing, deterioration and poor aesthetics is the result of the dynamic, multi-factorial and cumulative effects of various assaults, as well as predictable anatomical/histological changes, in a range of different tissues over time, there is no single, "magic bullet" treatment to restore health, vitality and aesthetics to the facial region. Instead, Dental Practitioners must utilise a variety of proven techniques, applied intra- and extra-orally, that are specifically designed to target each individual layer of the face – different treatments, targeting different structures and different aspects of the ageing/deterioration process. Just as it is no longer enough to simply treat the teeth, it's not enough to just offer Botox and Dermal Filler alone, so this necessitates training in a series of therapies rather than just one or two.

To achieve the best dento-facial rejuvenation for patients, treatment plans must follow the same basic outline, utilising the least invasive options and those with the lowest potential for complications first, before moving on. The primary goal is to optimise the ability of the skin to repair itself, prior to implementing further, more complex interventions. The order is specifically designed so that each preceding step reduces the reliance on subsequent more invasive, expensive and less reliable therapies. Dental Teams need to learn each technique to be able to create the most appropriate treatment plan for patients – simply applying basic Botox and Dermal Filler is not the best approach and will result in mediocre outcomes.

Steps in an ideal facial rejuvenation Treatment Plan include :

1. Protection & Maintenance - establish a scientifically based at-home skincare & lifestyle regime
2. Active skin rejuvenation therapies - improve health & quality of the skin itself
3. Botulinum Toxin (BOTOX)- reduce problematic muscle activity
4. Lipolysis – reduce localised fat deposits
5. Facial Thread Lifting – re-balance & re-drape sagging tissues and facial contours
6. Dermal Filler – replace areas of volume loss & strengthen tissue proportions and facial contours

Naturally, in addition to the steps listed above, an ideal treatment plan would also take in to account the underlying dental and skeletal structure. In reality, there is some cross-over between each step in the ideal treatment plan, however, failure to address any one of these steps will mean sub-optimal results for patients.

These techniques are learnt individually along a pathway of structured, continuous learning, and achieve incredible results when combined to form a multi-pronged, comprehensive and holistic dento-facial treatment plan. Dental Practitioners are really the only healthcare providers who can offer such comprehensive dento-facial care, as they are the only ones who can set the foundations intra-orally, before further enhancing the extra-oral tissues.

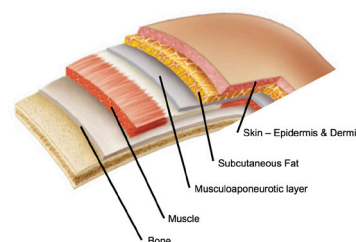


Left :
Only a multi-pronged treatment plan, targeting intra- and extra-oral structures, can achieve spectacular, harmonious results. This case benefitted from a combination of Botox, Dermal Filler, Thread Lifts and micro-needling, alongside teeth whitening and clear aligners.



Above:

The entire dento-facial complex must be understood, considered and discussed with patients to ensure informed consent and comprehensive care – it can no longer be treated in isolated parts.



Above:

The best way to understand and achieve the concept of Complete Dento-Facial Aesthetics & Health, is by thinking in terms of addressing each of the different layers of the face.

THE AADFA BLENDED LEARNING STRUCTURE

Comprehensive Botox, Dermal Filler & Skin Rejuvenation Training for Dentists, by the Industry Pioneers



AADFA training has been formally accredited by the Dental Education Accreditation Committee



Learn from the Global Leaders who pioneered the concept of “Complete Dento-Facial Rejuvenation” & are engaged by King's College London, to author and teach the Facial Aesthetics module for the Masters of Aesthetic Dentistry.



Oral Health & Dentistry Awards
WINNER 2019 & 2020
Leading innovators in Aesthetic & Facial Rejuvenation Dentistry



Global Leaders in
Aesthetic Practice & Education 2021



WINNER
Global Leaders in
Aesthetic Education

Botox, Dermal Filler & Skin Rejuvenation Training

Highly acclaimed & fully accredited training by Dentists, for Dentists – we know what you need to succeed!

Learn from the Global Leaders who pioneered the concept of “Complete Dento-Facial Rejuvenation” & are engaged by King's College London, to author and teach the Facial Aesthetics module for the Masters of Aesthetic Dentistry.

Over 10,000 Dental Practitioners, across 10 countries, successfully trained & mentored!

Any procedure being adopted by health professionals today requires thorough, up-to-date training at an international level, together with an ongoing mentoring and support network, as the foundation to developing clinical competency and a safe, effective & successful practice.

AADFA's training pathway offers an accredited series of practical programs, leading to a recognized international Fellowship. All courses are an innovative blended learning format, combining vital theoretical knowledge with a strong “hands-on” approach, ensuring participants rapidly achieve competency in the use of Botox, Dermal Fillers and other skin rejuvenation therapies.

Developed in line with the latest learning concepts and delivered by global leaders in aesthetic practice and education, AADFA's pathway of learning offers busy dental practitioners unparalleled flexibility and convenience for their Continuing Professional Development.

The AADFA Blended Learning Structure

AADFA's intelligent and innovative training structure affords practitioners the ultimate in flexibility and convenience, allowing you to choose how, when & where you learn best.

Work at your own pace and in a style that best suits your needs, all the while being confident that, no matter how you choose to engage, you'll be receiving an unrivalled standard of dento-facial rejuvenation training.



“Changing the Face of Dentistry”

Features :

AADFA's unique, flexible streamlining options include studying multiple courses online at once and then combining the practical training for each module into the one session!

Select to undergo your practical training at any regularly scheduled group session, or upgrade to a Premium, personalised practical session in your own clinic!

The AADFA Fellowship Pathway

Practitioners can choose to engage in a single course, multiple programs or complete AADFA's full training pathway, leading to a recognised international Fellowship.



Premium, Private Training

AADFA's progressive training structure allows you to choose how, when & where you complete your practical training sessions for all of your chosen courses.

Each program allows you to book on to any of the regularly scheduled group practical sessions - you can do practical training for any program, at any scheduled session.

You are free to study multiple courses online at once and then combine the practical training for each into any one session - saving time & money!

As a Premium Option, practitioners can choose to Upgrade to a more Personalised, Tailored & Private practical session in which an amazing AADFA Trainer will come to you and facilitate practical training for one, or several courses, in the comfort & convenience of your own clinic at a time that suits you best.

AADFA TRAINING PATHWAY

As a legal requirement, practitioners must have undergone appropriate training and attain competence. Dentists need to ensure that they don't simply attend a single short course on how to give injections, but rather that they partner with a pioneering organisation with a proven track record in offering a comprehensive training pathway and established, best practice, clinical protocols.

CORE TRAINING

- Complete Core Training Courses in any order, or both together
- Work at your own pace & choose how, when and where you train
- Complete the Practical Components of each course separately, or on the same day.
- Attend any Regular Group Practical Training day or choose a Premium, Private option



SUPPORT & COMPETENCE

- Be invited to become an AADFA Member after CORE TRAINING
- Receive a FREE Ongoing support, Training & Mentoring to develop your competence
- Enjoy all the additional benefits & confidence in being an AADFA Member
- Discover more about AADFA Membership on [page 9](#)



SPECIALISED TRAINING

- Complete more Advanced Training Courses, in any order, to become a Dento-Facial Expert
- Work at your own pace & choose how, when and where you train
- Study programs separately, or Multiple Courses at once
- Complete the Practical Components of each course separately, or combine together
- Attend any Regular Group Practical Training day or choose a Premium, Private option



RECOGNITION

- Complete the World's Most Comprehensive & Accredited Training Pathway
- Flexibility to combine Courses & to work at your own pace & in your own clinic
- Join the Fellowship Pathway in Advance and **SAVE**
- Receive Honorary International Fellowship





SUPPORT & COMPETENCE

AADFA Membership

Members of AADFA are affectionately known as "AADFAns" (*ad-fans*)

AADFA has established Dentists as the "Gold Standard" and true leaders in the provision of dento-facial health and rejuvenation therapies, like Botox and Dermal Fillers. Representing an active Member base of over 6000 Dentists, across 10 countries of operation, AADFA engages closely with regulators, insurance providers, and product manufacturers, on behalf of Members, as well as providing clinical, legal and administrative support to ensure our Members practice with the highest standards of ethical conduct, clinical excellence and responsible patient care.

AADFA engages in active, direct-to-public marketing to promote our Member base and encourage the public to utilise our online directory to locate a quality practitioner in their area. With AADFA's high levels of training and professionalism, the public can be confident that a Dental practice displaying current Membership to AADFA has undergone comprehensive, industry leading education; acquired the necessary theoretical knowledge and practical skills needed to successfully deliver aesthetic and therapeutic facial therapies across the dento-facial region safely and effectively; and adheres to the highest clinical and ethical standards. AADFA Member marketing has appeared across prime time television, radio and in publications such as Vogue, Cosmopolitan, Men's and Women's Health, as well as QANTAS and Virgin in-flight magazines.

Benefits of becoming an AADFAn include:

- FREE access to a wealth of clinical support, resources & mentoring opportunities, including an online clinical education forum
- FREE ongoing practical sessions, webinars & DISCOUNTED continuing education courses
- FREE administrative & legal support, marketing & practice management resources
- FREE video tutorial series for all modules that you complete. Once you complete a new module, your video library will update to include additional tutorials.
- FREE online "FORENSIC" course
- FREE subscription to the Academy's magazine - Australasian Cosmetic Dentist - providing news, reviews & clinical updates
- "VIP" discounted attendance at Australasia's ONLY Aesthetic Dentistry Conference - AesthetiCon
- BIGGEST discounts on a full range of facial rejuvenation products
- PROUDLY display the AADFA Member Logo as a vital endorsement of skills and training
- INCLUSION in the Member Directory and centralized, direct-to-public marketing
- EXCLUSIVE members only website to manage all your needs

Plus much more ...

We thank our amazing AADFAns for their dedication and constant support of AADFA's vision. Without their continued loyalty and commitment, AADFA would not be able to achieve all that it does for the profession and, for this, Members have our utmost respect and gratitude.



Above:

AADFA Members can view a library of FREE instructional video content on topics ranging from clinical tips and tricks, through to business and marketing.



Pictured Above:

AADFA and AADFA Members featured on Ten News and The Project TV across the country.



Pictured Above:

AADFA Members are promoted through our online directory and direct-to-public TV, Radio and Print advertisements.

HONORARY FELLOWSHIP

Upon completing the world's most comprehensive dento-facial training pathway, receive an Honorary International Fellowship in New York.

Within the Fellowship hall of fame are many prominent and well respected professionals, from various associated professions (dentistry, plastic surgery, dermatology etc), who have a desire to foster new professional opportunities so that, ultimately, patients can be better and more knowledgeably served.



AADFA's Director and Head Trainer is an active Regent of this illustrious institution and all AADFA Trainers are current Fellows. Each year AADFA is asked to nominate those active Members who have displayed exemplary levels of achievement, skill, passion and commitment to their education and the profession, by completing the AADFA Training Pathway.

Fellowship status brings many personal and professional benefits, starting with successful nominees being inducted at the annual meeting in New York each December, timed to coincide with the Greater New York Dental Meeting.

AADFA hosts an exclusive pre-ceremony social gathering each year and the Fellowship is then conferred during a cap and gown ceremony at which time new Fellows are presented with the Certificate of Fellowship and the designated membership pin. This is a great chance to meet and connect with the Regents and other Fellows from all over the world.



AADFA

www.AADFA.net

Why should YOU join
**THE PIONEERS IN
DENTO-FACIAL
AESTHETICS**



Book : www.AADFA.net | Email: admin@AADFA.net | Call: 03 8692 0009

CORE TRAINING



**"FUNDAMENTAL" is
Accredited for 30 hours
of Scientific CPD**



What is "FUNDAMENTAL"?

Utilising AADFA's innovative, practical blended learning format, the FUNDAMENTAL program is anything but basic!

FUNDAMENTAL is a vibrant, exciting & challenging program, providing extensive mentoring and support to ensure you gain a solid foundation in Dento-facial rejuvenation; developing clinical competency and a safe, effective & successful practice.

Combining hours of vital online theoretical learning with robust "hands-on" practical training, FUNDAMENTAL introduces Dentists to the concepts and science underpinning the process of facial rejuvenation, as well as two of the world's most popular and versatile therapies; Botulinum Toxin & Dermal Filler injections - for both facial aesthetic & dental therapeutic purposes.

Developed in line with the latest learning concepts and delivered by global leaders in aesthetic dental practice and education, the accredited FUNDAMENTAL program includes an in-depth discussion regarding the Dento-legal aspects of providing facial rejuvenation services in the dental chair, as well as how to be successful in the business of facial rejuvenation.

Following online learning, theoretical assessment and teleconferencing sessions with the amazing AADFA Trainer Team, participants choose to attend either a scheduled regular group, practical training session or to upgrade to a premium, private practical training session in their own clinic.

What is "FUNDAMENTAL" about?

Botulinum Toxin (BOTOX) and Dermal Filler injections have been the mainstay of facial rejuvenation therapies over the last few decades and they remain crucial steps in any complete dento-facial treatment plan. Learn the physiology and pharmacology of BOTOX, which specifically targets the muscle layer, and dermal fillers, which restore volume and facial contours lost following changes to facial fat, muscle, bony structures and the skin itself.

Fundamental will introduce you to AADFA's philosophy of minimal, conservative, natural, Complete Dento-Facial Health & Rejuvenation. Review relevant facial anatomy and understand the facial ageing/deterioration process and the full spectrum of therapies required to address it. You will learn how to effectively consult and treatment plan patients and deliver full face non-surgical treatments, including those for upper facial lines (forehead, glabella, crow's feet, nasal/"bunny" lines); Gummy Smile, TMD/Bruxism/Facial Pain, soft tissue deficiencies & asymmetries (e.g. nasolabial folds & marionette lines), interdental "black" triangles, lip enhancement & much more. You will gain the confidence to deliver these treatments safely by addressing potential contra-indications, complications & side effects and learning how to avoid and manage these issues.

In addition to building clinical proficiency by treating patients under the close guidance of the AADFA Trainer Team, discover the relevant legal and insurance requirements for Dental practices offering facial therapies, including all necessary treatment records, photography, medical history & consent requirements to ensure you are protected. Enjoy a frank and open discussion on the business of Complete Dento-Facial Rejuvenation - how to best market your services, how to charge, appropriate item numbers, avoiding the pitfalls etc - all from the unique business perspective of dental practitioners who have run successful dento-facial practices for decades.

WHAT YOU WILL LEARN...



Asymmetries



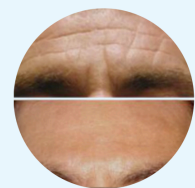
Crow's Feet



Bruxism / TMD / Hypertrophy



Gummy Smile



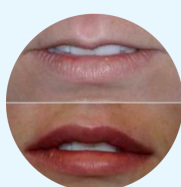
Forehead Lines



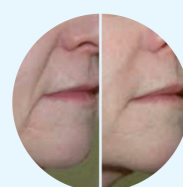
Peri-Oral Lines



Frown Lines



Beautiful Lips



Naso-Labial Lines &
Marionette Lines



Intra-Oral Defects

"Changing the Face of Dentistry"

CORE TRAINING



"FACE" is
Accredited for 30 hours
of Scientific CPD

What is "FACE"?

Utilising AADFA's innovative, practical blended learning format, the in-depth FACE program provides you with the CORE theoretical understanding which underpins any safe, effective & successful practice of Complete Dento-Facial Health & Rejuvenation. Combining hours of vital online theoretical learning with robust "hands-on" practical training, FACE is designed to educate the entire dental team on the broad topics of Dermal Science, Dermal Therapies and Facial rejuvenation processes (beyond Botox and Dermal Fillers), across the dento-facial region. From how to conduct a thorough Patient Consultation and Skin Assessment; through to which at-home skin care products to recommend & why, based on the most current thinking & scientific literature, rather than fads & hype; FACE also equips you with the practical skills to perform some of the most beneficial and sort after active skin rejuvenation therapies. Developed in line with the latest learning concepts and delivered by global leaders in aesthetic dental practice and education, the accredited FACE program includes an in-depth discussion regarding the Dento-legal aspects of providing facial skin rejuvenation services in the dental chair, as well as how to seamlessly blend such services with your existing Dental Practice or to create an entirely unique "Dental Spa" concept. Following online learning, theoretical assessment and teleconferencing sessions with the amazing AADFA Trainer Team, participants choose to attend either a scheduled regular group practical training session or to upgrade to a premium, private practical training session in their own clinic. In order to maximise practical learning & understanding, participants may be able to experience skin treatments for themselves during the program. FACE is an in-depth look at the world of Skin Rejuvenation, where participants learn as much about how to care for their own skin as they do on how to drive their practices further - answering key questions that every modern dental practitioner should know, such as "What is Skin?" ; "How does it deteriorate and change over time?" ; "What are the best ways to maintain skin and limit deterioration" ; and "The best approaches to rejuvenating skin once it has deteriorated". FACE also provides a broad overview of all of AADFA's other Training Programs, while providing extensive mentoring and support to ensure you establish a solid theoretical and scientific base from which to develop your clinical plan for a safe, effective & successful practice.

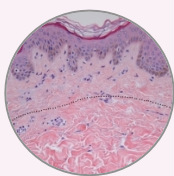


Above:
Facial Aesthetic issues for the patient are ultimately a health problem first and foremost

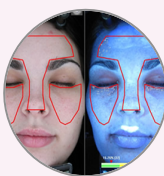
What is "FACE" about?

AADFA's philosophy and training pathway has a strong focus on health first and the approaches taught during the FACE program are designed to improve the health and quality of the skin and get it healing itself, thereby reducing the need for artificial therapies like Botox and Dermal Fillers. Just like maintaining the health of the teeth and gums, what the patient does at home is more than half the battle - you can use all the fancy treatments and technologies you like, but none of it will last or look as good as it could if the patient isn't doing their part at home each day. FACE helps dental practitioners to cut through the marketing hype behind much of today's skincare industry and counsel patients on the best, scientifically proven products and methods to maintain healthy, vibrant and attractive skin. Just like teeth and gums, if we get the skin functioning optimally, healthy and well-maintained, then improved aesthetics will naturally follow. Dental Teams are educated on the best types of at-home skincare products for different types of patients; their different skin types; and their different clinical problems. From cleansers and serums, through to moisturisers and sunscreen, there are several key, scientifically proven, active ingredients that Dentists need to instruct patients to use, that combine synergistically to achieve the best results. Imparting this information allows patients to cut through all the marketing hype of the thousands of products that do little and cost a lot - proper skincare doesn't need to be expensive. You'll leave this course with a renewed respect and knowledge of your own skin and how to maintain it, as well as practical skills that can be implemented by all members of the dental team. The full range of skin rejuvenation therapies will be covered, discussing what works and what doesn't. Numerous live patient demonstrations of light, laser and energy based treatments take place and we discuss the business of skincare services and how to successfully integrate them into dental practice. FACE opens up an entirely new range of patient services and revenue streams to the existing dental practice. FACE allows the practitioner to offer therapies that specifically target issues arising in the surface layers - epidermal and dermal (skin) changes - including a decreased rate of epidermal cell turnover, an increase in pigmentation, loss of collagen and elastin support, deterioration of skin tone and texture, acne and the formation of superficial fine lines and wrinkles.

WHAT YOU WILL LEARN...



**Skin Anatomy,
Physiology & the
Deterioration
Process**



Skin Analysis



**Lifestyle
Choices for
Healthy Skin**



**Scientifically
Proven At
Home Skincare
Ingredients**



**Active Skin
Rejuvenation
- Chemical
Therapies**



**Active Skin
Rejuvenation
- Mechanical
Therapies**



**Active Skin
Rejuvenation -
Light, Laser &
Energy-based
Therapies**

CORE TRAINING



**"FRIENDS" is
Accredited for 16 hours
of Scientific CPD**



What is "FRIENDS"?

FRIENDS is a training program which is vital to the success of any practice looking to incorporate facial rejuvenation procedures - it is the ultimate course to ensure your entire practice is set up to drive safe & successful dento-facial health and rejuvenation from both a clinical & business perspective.

Utilising AADFA's innovative, practical blended learning format, FRIENDS is specifically designed to educate dental team members in the concept of Complete Dento-Facial Health & Rejuvenation and how each team member, from Hygienists & Therapists, to Practice Managers & Assistants play a key role in successfully integrating these services into their current dental practice.

Following online learning and teleconferencing sessions with the amazing AADFA Trainer Team, participants will be primed to drive the success of complete Dento-facial health and rejuvenation within their dental practices and to properly support their Dentists to achieve excellence.

What is "FRIENDS" about?

AADFA's philosophy and training pathway has a strong focus on ensuring the entire dental practice is fully versed in what the concept is ; what new treatments are possible; how they work and why dental practitioners are the best to be offering these services. Open to all team members (assistants, receptionists, Practice Managers, Treatment coordinators, Hygienists and Therapists) the AADFA FRIENDS course is vital to achieve a complete practice understanding, focus and drive in order to successfully incorporate these procedures into practice.

Over the years, one of the key differences we have seen between practices that are very successful and those who struggle to incorporate new ideas and therapies, is whether they have taken the time to ensure complete practice "buy-in" and set systems in place for each role within the business. FRIENDS takes the pressure off practitioners by tapping in to our vital resource - our team! This is a very interactive program that brainstorms the best approaches to marketing, fee structuring, and patient communication, as well as developing practical skills by teaching the best and most efficient assisting strategies, clinical record requirements, product ordering and answering FAQs.

WHAT YOU WILL LEARN...



**Business Systems,
Fee Structuring &
Marketing Strategies**



**Effective Assisting,
Efficient Scheduling
& Product Ordering**



**Patient
Communication
& Paperwork**



**FAQs, Developing
Practice Philosophy**

Philosophy of minimal, conservative, natural facial rejuvenation - the dental difference

Necessary Treatment records, photography & consent

Proper Assisting protocols, product ordering and systems

**The Law surrounding Dentists & Facial Rejuvenation -
the right insurance & how to be protected**

**The Business of Facial Rejuvenation -
how to market, how to charge - from the unique dental perspective**

**To drive safe & successful facial rejuvenation within a dental practice
from a clinical & business perspective**

"Changing the Face of Dentistry"

SPECIALISED TRAINING



**"FURTHER" is
Accredited for 25 hours
of Scientific CPD**

**NOTE: SUCCESSFUL COMPLETION OF THE FUNDAMENTAL PROGRAM IS
A PREREQUISITE FOR ATTENDANCE**

What is "FURTHER"?

Utilising AADFA's innovative, practical blended learning format, the FURTHER program will take your skills & success to the next level!

FURTHER is a fast-paced, rewarding program, providing extensive mentoring and support to ensure you achieve mastery in Dento-facial rejuvenation; developing clinical competency and a safe, effective & successful practice.

Combining hours of vital online theoretical learning with robust "hands-on" practical training, FURTHER introduces Dentists to advanced concepts, materials & techniques to be able to take a truly holistic approach to Dento-Facial Aesthetics, utilising Botulinum Toxin & Dermal Filler injections to their fullest potential - for both facial aesthetic & dental therapeutic purposes.

Developed in line with the latest learning concepts and delivered by global leaders in aesthetic dental practice and education, the accredited FURTHER program includes an in-depth discussion regarding the Dento-legal aspects of providing advanced facial rejuvenation services in the dental chair, as well as advanced strategies in the business of facial rejuvenation.

Following online learning, theoretical assessment and teleconferencing sessions with the amazing AADFA Trainer Team, participants choose to attend either a scheduled regular group practical training session or to upgrade to a premium, private practical training session in their own clinic.



What is "FURTHER" about?

In the FURTHER course, we go deeper in every way, focusing on working on bone and deeper fat compartments. Deeper placement of Dermal Filler allows us to more naturally replicate and rejuvenate proper facial proportions and contours, allowing us to truly transform rather than just patch lines and wrinkles. We delve deeper into facial analysis, facial anatomy, concepts of facial ageing and deterioration, as well as comprehensive, "full-face" treatment planning.

The course will detail all the advanced tips and tricks for treatments such as proper cheek and nose enhancement; chin, jowls and jawline strengthening; masking Class II & III soft tissue profiles; how to determine the cause and best approach for various undereye presentations, such as tear troughs and "jelly rolls"; enhancement of temples, foreheads and eyebrows - including eyebrow lifting; sialorrhea treatment with BOTOX; neck enhancement; liquid face lifts & much more. You will gain the confidence to deliver these treatments safely by addressing potential contra-indications, complications & side effects and learning how to avoid and manage these issues.

Learn how modern dental practitioners are blending traditional dental procedures with those outside the mouth in creative ways, such as Botox being used prophylactically alongside immediate implants to reduce forces; alongside dentures to aid retention; and alongside orthodontics to prevent relapse. Learn how Dermal Filler can be used after orthodontics to refine Class II cases, strengthening the chin and jawline to achieve a better Class I soft tissue profile and how a plethora of skin rejuvenation treatments, like microdermabrasion and chemical peels, being used every four to six months in the same maintenance appointment as a scale and clean, creates convenience for the patient and additional revenue for the practice.

In addition to building clinical proficiency by treating patients under the close guidance of the AADFA Trainer Team using advanced materials and equipment, dental teams will also learn how to perform mesotherapy techniques to improve the quality and condition of the dermis. Above all else, you will be blown away by AADFA's revolutionary global, mathematical approach to facial rejuvenation using our patented system of caliper measurement.

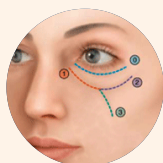
WHAT YOU WILL LEARN...



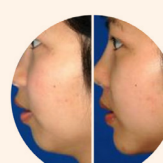
**Advanced Facial
Anatomy & Facial
Ageing Concepts**



**Advanced
Equipment &
Materials**



**Undereye
Treatments**



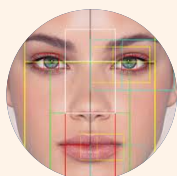
**Chin, Jawline & Jowl
Enhancement**



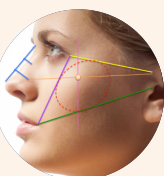
**Eyebrow, Temple &
Forehead
Enhancement**



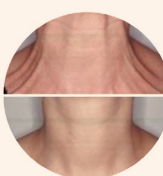
Migraine



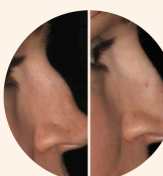
**Advanced Facial
Proportion &
Rejuvenation Concepts**



**Cheek & Mid-Face
Enhancement**



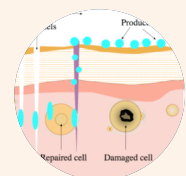
**Neck Enhancement &
"Liquid Face Lift"**



**Nose
Enhancement**



Sialorrhea



Mesotherapy

SPECIALISED TRAINING



"FIBER" is
Accredited for 20 hours
of Scientific CPD



What is "FIBER"?

Utilising AADFA's innovative, practical blended learning format, FIBER is AADFA's revolutionary program to combat skin laxity and skin deterioration.

FIBER is a world-leading, highly focused program, providing extensive mentoring and support to ensure you achieve mastery in some of the most cutting edge techniques in the field of Dento-facial rejuvenation; developing clinical competency and a safe, effective & successful practice.

Combining hours of vital online theoretical learning with robust "hands-on" practical training, FIBER introduces Dentists to the world of Polydioxanone (PDO) threads or sutures.

Traditionally, the only reliable approach for loose skin or skin laxity issues was to wait until the problem was serious enough to warrant undergoing surgical repositioning ("facelifts", "bletheroplasty"), with expensive therapies such as Focused Ultrasound and Radiofrequency only able to be used for mild cases and proving largely unreliable. PDO Threads now offer a simple, cost-effective, non-surgical, injectable alternative for skin laxity issues, as well as being able to improve the condition of the skin itself. Following online learning, theoretical assessment and teleconferencing sessions with the amazing AADFA Trainer Team, participants choose to attend either a scheduled regular group practical training session or to upgrade to a premium, private practical training session in their own clinic.

What is "FIBER" about?

While numerous factors contribute to the appearance and severity of Facial Ageing and skin breakdown in an individual (eg. smoking, gravity, medication, sun exposure, stress, poor nutrition, pattern of facial muscle activity etc), the process of facial deterioration is fairly predictable and follows a pattern. We see the skin itself undergo structural changes, losing Collagen and Elastin, as well as losing volume and support from underlying fat, muscle and bony layers. This all leads to a visible "Descent" of the facial tissues. This "sagging" results in the skin becoming loose and irregular with creases, folds and the development of depressed eyebrows, as well as jowls and unsightly jawline and necks.

The use of Botox, Dermal Fillers and other therapies is of limited benefit if the facial tissues have descended to an unnatural position. For the majority of facial rejuvenation cases, PDO threads should be used early to reposition and strengthen the proper location of anatomical structures, prior to enhancing them with other techniques. FIBER is the only course of it's kind in the world and is heavily "hands-on" and practical. AADFA is responsible for registering the first of these ground-breaking Korean PDO thread products in Australasia and for ensuring Dental Practices lead the field, such that these treatments now create a unique opportunity for dental practices to get ahead of the game and create a real point of difference from the clinic down the road!



Above:

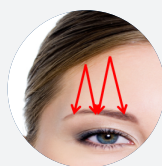
Descent or "sagging" of facial tissues, caused by a loss of Collagen, Elastin & Extracellular Matrix; the downward pull of gravity & depressor muscles eg. Platysma; a weakening of retaining ligaments & deflation of supporting structures, leads to a loss of the Pyramid of Youth and the development of Nasolabial Folds, Marionette Lines, Jowls and Neck folds. PDO Threads reposition deteriorating tissues and restore a natural and healthy aesthetic.

PDO treatments offer many solutions for deteriorating skin and facial contours. As a skin rejuvenation therapy, PDO threads can be used to address fine lines and wrinkles, as well as improving skin tone and texture, anywhere on the face and neck. With their mechanical "lifting" effect, threads can aid in cheek and mid-face enhancement; treat jowls and enhance jawlines; offer solutions for nose augmentations and brow lifts; and improve the appearance of double chins, nasolabial folds and marionette lines. FIBER will teach you the material science, physiology, philosophy and relevant anatomy for facial thread lift procedures. Safe and effective protocols will be discussed, along with how to avoid and manage potential contra-indications, complications & side effects.

WHAT YOU WILL LEARN...



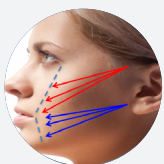
Thread placement for
Skin Rejuvenation



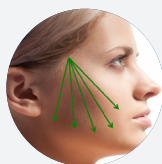
Reliable Eyebrow Lift
& Nose Enhancement



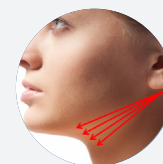
Threads for Long-term
Lip Enhancement



Naso-Labial & Marionette
Fold Reduction



Non_surgical Face Lifting
& Jowl Reduction



Neck Enhancement &
Jawline Definition

"Changing the Face of Dentistry"

SPECIALISED TRAINING

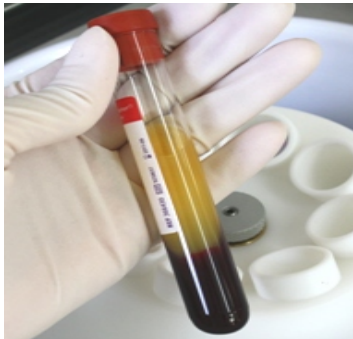


"Phlebotomy" is
Accredited for 20 hours
of Scientific CPD

What is "PHLEBOTOMY"?

AADFA's most unique program, PHLEBOTOMY teaches dental teams to address intra and extra-oral problems using blood concentrates. PHLEBOTOMY carries 20 hours of verifiable scientific CPD.

While they can be utilised as stand-alone therapies, PDO threads and blood concentrates are taught in tandem as AADFA has developed a world-first clinical protocol which combines both therapies in a single session (called the "Concentrated Lift"), to synergistically achieve unparalleled dento-facial health and rejuvenation. There is no other course globally that teaches such a protocol and it's just another example of how AADFA continues to innovate and lead the industry for the benefit of the dental profession.



What is "PHLEBOTOMY" about?

Few people realise that the blood coursing through your veins is made up of numerous microscopic components that are able to regenerate and repair all kinds of tissues in the body, including skin. Cells in the blood called Platelets help the body to heal after injury by releasing Growth Factors that stimulate tissue regeneration processes. In addition, blood also contains Stem Cells that are able to develop into active cells required for regeneration and repair of hard and soft tissues. Such cells have been used clinically to treat various diseases including Spinal Cord Injuries, Liver Cirrhosis and Peripheral Vascular disease, in addition to skin rejuvenation.

When high concentrations of Platelets, Growth Factors and Stem Cells are delivered to the skin, they promote natural healing which results in structural remodeling and the production of new, robust and healthy Collagen which can help to reverse the deterioration that comes with age. Unfortunately though, whole blood, in its natural state, doesn't reach the full healing potential and therefore methods of creating Autologous Blood Concentrates; such as CGF (Concentrated Growth Factors) and PRP (Platelet Rich Plasma); have been developed. These techniques take a person's own blood (autologous) and separate the components into specific layers, thereby "concentrating" those useful cells into areas that can be easily extracted and administered back into the same person, with the aim of revitalising unhealthy tissues.

These procedures can be used on all patients, regardless of age or skin type, to provide generalised skin tightening and reconditioning, to eliminate fine lines and wrinkles, and improve skin tone, texture and clarity, eliminating dull, dry and rough skin. PHLEBOTOMY teaches dental teams the safest and most effective protocols for venipuncture; centrifugation of blood; and delivery to the skin. Dental Practitioners can also use these concentrates inside the mouth for various regenerative purposes, such as around implants, surgical sites, sinus lifts and extraction sockets to stimulate unparalleled tissue/wound healing, both in quality and in pace, and PHLEBOTOMY teaches you how to produce autologous "slugs" and tissue membranes as well as "supercharged" bone particulate - all from the patient's own blood!

WHAT YOU WILL LEARN...



Venipuncture



Proper
Centrifugation



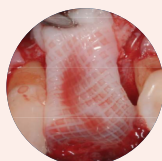
Skin Rejuvenation
with blood



Autologous
Dermal Filler



Intra-oral
Healing "Slugs"



Autologous Tissue
Membranes



"Supercharged"
Bone Particulate

SPECIALISED TRAINING



"FAT" is
Accredited for 20 hours
of Scientific CPD



What is "FAT"?

Utilising AADFA's innovative, practical blended learning format, "FAT" is AADFA's progressive, world-leading program, designed to specifically cater to one of the most sought after treatments and combat one of the most problematic health and aesthetic issues – facial fat deposits.

This highly specialised program, provides extensive mentoring and support to ensure you achieve mastery in some of the most progressive techniques in the field of Dento-facial rejuvenation; developing clinical competency and a safe, effective & successful practice.

Combining hours of vital online theoretical learning with robust "hands-on" practical training, FAT focuses on the administration of the latest fat dissolving injections (e.g. BELKYRA & PCDC) and various other technologies, including Cryotherapy (fat cell freezing); Focused Ultrasound and Radiofrequency (fat cell melting); CARBOXYTHERAPY, to treat facial fat deposits, like double-chins and jowls, as well as under eye fat bags and midface fat compartments.

Following online learning, theoretical assessment and teleconferencing sessions with the amazing AADFA Trainer Team, participants choose to attend either a scheduled regular group practical training session or to upgrade to a premium, private practical training session in their own clinic.

What is "FAT" about?

Deterioration and changes in subcutaneous fat compartments and excessive localised facial fat deposits, commonly present as unsightly and disproportionate facial contours/bulges in the under-eye region, cheeks, naso-labial region, jowls and the dreaded "double-chin" submental region – significantly detracting from achieving optimal dento-facial health and aesthetics.

With more than 2/3 of people surveyed identifying a double chin, jowls and under-eye bags as being their three major facial concerns, it's time for dental practitioners to include treatment options for these areas in their armamentarium.

FAT will teach you the process of fat gain and loss and the importance of lifestyle choices, in addition to the science, physiology, philosophy and relevant anatomy for facial fat reduction procedures. Safe and effective protocols will be discussed, along with how to avoid and manage potential contra-indications, complications & side effects. Insurance requirements will be addressed, as will the business of Facial Fat reduction – how to market, how to charge – from the unique dental business perspective.

WHAT YOU WILL LEARN...



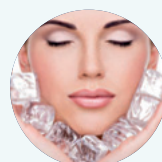
Fat Dissolving
Injections



Radio Frequency



High Intensity
Focused Ultrasound



Cryolipolysis



Double Chin,
Jowl Reduction



Effective Business
Strategies

SPECIALISED TRAINING



**"FLUORESCENCE" is
Accredited for 16 hours
of Scientific CPD**

What is "FLUORESCENCE"?

Open to ALL members of the Dental Team, FLUORESCENCE is a training program which runs to the core of any modern aesthetic dental practice and represents the pinnacle of AADFA's Complete Dento-Facial Health and Rejuvenation approach - blending the teeth & face in a single treatment.

Utilising AADFA's innovative, practical blended learning format, FLUORESCENCE teaches the clinical tips, tricks and best practice of all forms of teeth whitening, together with the best business strategies to make teeth whitening a strong revenue source in your practice - focusing on practical strategies for success as well as outlining the theory underpinning teeth whitening techniques.

Following online learning and teleconferencing sessions with the amazing AADFA Trainer Team, participants will be primed to revitalise the teeth whitening aspect of your dental practice and to deliver results through AADFA's world-first technique which combines teeth whitening with facial skin rejuvenation in a single visit.

What is "FLUORESCENCE" about?

Over the last few decades, teeth whitening has become the foundation of cosmetic dentistry, representing one of the most cost effective, minimally invasive, entry level options for patients wishing to enhance the appearance of their smile. During our AADFA training pathway we share a system for conducting an extra-oral examination which ALWAYS starts with taking a tooth shade for EVERY patient - such is the importance of whitening procedures in achieving the best overall aesthetic result and in driving business success.

However, recent years have also presented greater challenges to Dental Practices in maintaining perceived value of in-office procedures, in the face of growing competition from non-dentist teeth whitening services. More dental practitioners are now able to perform whitening themselves, but have received only limited training at best.

While dental practices have been diversifying into offering facial rejuvenation services as stand-alone therapies, often these services can be combined with traditional intra-oral dentistry to achieve the best results and to revitalise parts of traditional dentistry, like teeth-whitening, that may have started to wane.

Practitioners will surely be familiar with the results that can be achieved using in-office whitening treatments, but they may not be aware of the dramatic improvements that can be obtained through the concurrent use of cost-effective, pain-free LED rejuvenation therapy, which can be utilised by any member of the dental team.

FLUORESCENCE teaches dental teams all aspects of modern teeth whitening procedures and gives the opportunity to put these into practice. From in-office to take-home; laser assisted to at-home strips, as well as the combined LED- whitening procedure - all are demonstrated on real patients!

Unlike most other teeth whitening programs, we discuss the best business approaches to teeth whitening and how to make it an outstanding profit centre, rather than just an afterthought!



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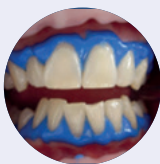
Generalised improvement in skin health and quality following several treatments using red LED therapy and a visible reduction in lines and wrinkles



Above:

A dramatic improvement in acne following several treatments using green LED therapy

WHAT YOU WILL LEARN...



**In-office Teeth
Whitening**



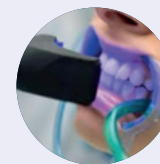
**World First
Combination
Therapies**



**Take Home Teeth
Whitening**



**Business of
Teeth Whitening**



**Laser/Technology
Assisted
Whitening**

SUPPORT & COMPETENCE



What is “FRESHEN UP”?

As all AADFA programs are constantly updated to stay at the forefront of the industry and keep pace with the latest product, research and clinical developments, AADFA Members have the opportunity to utilise the online trainings for each course, via The AADFA Virtual Classrooms, as many times as they like.

Members are then able to attend as many FREE “Refresher” practical training sessions to put their skills into practice and in order to gain further experience and maintain ongoing clinical proficiency.

Refresher sessions are held across AU & NZ, whenever a scheduled group practical training day is listed on the calendar OR you have the option of having an AADFA Trainer come to you in your clinic!



WWW.AADFA.NET



are you being left behind?



YOUR FELLOWSHIP IS JUST
A FEW CLICKS AWAY

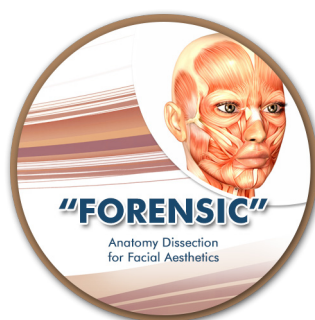


YOU CAN NOW COMPLETE THE FULL FELLOWSHIP TRAINING PATHWAY FROM THE COMFORT OF YOUR OWN HOME & CLINIC WITH AADFA'S EXCITING NEW ONLINE BLENDED LEARNING PLATFORM & PREMIUM IN-HOUSE PRACTICAL TRAINING!

SUPPORT & COMPETENCE



**"FORENSIC" is
Accredited for 12 hours
of Scientific CPD**



What is "FORENSIC"?

In 2016, AADFA held an innovative and interactive full-day live workshop involving cadaveric dissection at the Sydney Eye Hospital. This in-depth program explored the anatomy relevant to providing dento-facial rejuvenation therapies such as Botox, Dermal Fillers and Thread Lifting.

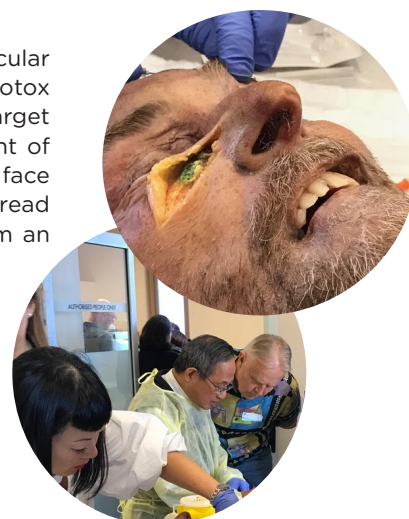
We have taken the footage from this event and blended it into an online program that is FREE for AADFA Members. This unique program combines live cadaveric dissection with commentary and injecting of live patients, to provide practitioners with the opportunity to refresh and strengthen their understanding of head and neck anatomy in order to achieve better clinical results for patients and to reduce the potential for complications.

FORENSIC covers peri-orbital anatomy; the path of the facial artery & how to avoid vascular complications with dermal filler; the use of hyaluronidase; lower face anatomy for Botox & Dermal Fillers; SMAS layer for Thread Lifting; facial fat compartments & how to target them for successful Dermal Filler placement; lip anatomy to ensure natural placement of Dermal Filler; Cheek & Mid-Face anatomy for Dermal Fillers & Thread Lifting; Upper face anatomy for Botox; Dermal Fillers & Eyebrow Lifting; Neck anatomy for Botox & Thread Lifting; Facial nerve location & avoidance; how to achieve profound anaesthesia from an anatomical perspective; and much much more.

An online certification assessment forms a part of this program.

NOTE:

THIS PROGRAM INVOLVES THE USE OF FRESH, FROZEN HUMAN SPECIMENS WHICH SOME PEOPLE MAY FIND DISTURBING.



The path of the facial artery – how to avoid Filler complications

Lower face anatomy for Botox & Dermal Fillers

SMAS layer for Thread Lifting

Facial fat compartments – how to target for successful Dermal Filler placement

Lip Anatomy to ensure natural placement of Dermal Filler

How vascular occlusion can occur; how to avoid it and how to treat it

Cheek & Mid-Face anatomy for Dermal Fillers & Thread Lifting

Upper face anatomy for Botox; Dermal Fillers & Eyebrow Lifting

Facial nerve location & avoidance

Neck anatomy for Botox & Thread Lifting

How to achieve profound anaesthesia from an anatomical perspective

SUPPORT & COMPETENCE



**"FUNDAMENTAL 2.0" is
Accredited for 30 hours
of Scientific CPD**



What is "FUNDAMENTAL 2.0"?

If you are "FUNDAMENTAL" or "FREEZE" and "FILL" class of July 2020 or earlier, then FUNDAMENTAL 2.0 is for you. Our Fundamental program has been completely redeveloped to include the latest clinical and legal updates, product developments, current thinking and best practice philosophy from The Pioneers of Dento-Facial Aesthetics.

Utilising AADFA's innovative, practical blended learning format, "FUNDAMENTAL 2.0" is Accredited for 30 hours of Scientific CPD.

You can select to undergo your practical training at any regularly scheduled group session, or upgrade to a PREMIUM, personalized practical session in your own clinic.

AADFA's intelligent and innovative training structure affords practitioners the ultimate in flexibility and convenience, allowing you to choose how, when and where you learn best! Work at your own pace and in a style that best suits your needs, all the while being confident that, no matter how you choose to engage, you'll be receiving an unrivalled standard of Dento-Facial rejuvenation training.

AADFA's unique, flexible streamlining options include; studying multiple courses online at once. You can combine FUNDAMENTAL 2.0 with as many other AADFA modules as you wish. You can even complete all of the modules in the Fellowship Training Pathway and we can combine the practical training into the one session.

LIP-TX

Lips: the forgotten oral tissue

LIPS are defined as, “either of two fleshy folds that surround the mouth in humans and many other vertebrates and are organs of human speech essential to certain articulations”¹. Lips are unique oral structures (as individual as fingerprints), which play important roles in mastication and deglutition; sound articulation; facial expression and physiological protection; as well as being tactile organs and erogenous zones. Lips are also the central defining aesthetic feature of the lower third of the face, being distinct from the surrounding skin, contributing significantly to our perceptions of healthy, beauty, vitality and how we interact with our environment. But mention the word LIPS to most Dental Practitioners and their thoughts immediately turn to inconvenient bits of flaccid tissue covering the important stuff underneath, that just get in the way of us doing our job and that we wish were somehow detachable!



In fact, even those practitioners who do give greater thought to these oral soft tissues, do so, almost exclusively, from a perspective of screening for pathology or, perhaps in the case of an increasing number of practitioners who offer facial injectable treatments like dermal filler, from a perspective of correcting defects or age-related aesthetic changes, only once they have occurred. Very few dental practitioners acknowledge the importance and uniqueness of lips and include them in their practice as they do the teeth and gums, that is, by focusing on the maintenance health and prevention of disorder, so as to reduce the need for intervention at a later date.

This is in large part due to lips (and other facial soft tissues) not being given more than a cursory discussion (at best) during most traditional formal dental training around the world, where the major focus is on the dentition and periodontium. However, this is all set to change with the introduction of a revolutionary professional lip care treatment, (Lip-Tx™, www.lip-tx.com) used by Hygienists, Dentists and Therapists, at every patient's maintenance recall visit or indeed at the end of any dental appointment, designed to pay lips the service they are long overdue.

Lips need special treatment

The appearance of the lips not only has a major impact on the aesthetic perception of the face in general, but they can be indicators of general health and, as with other aspects of the orofacial complex, are exposed to pathology and deterioration in condition, due to the combined effects of the general ageing process (loss of supportive collagen, elastin & extracellular matrix components); abuse from the constant contraction of the underlying (Orbicularis Oris) muscle; environmental abuses (including exposure to smoking, dental visits/materials, UV radiation) and a lack of care.

Lips represent the transition between the mucosal membrane and the outer facial skin and, histologically, lips also sit at the crossroads between those tissues. Unlike facial skin, which has a thick, protective keratinized (stratum corneum) surface layer which is around 16 cells thick, lip tissue is comprised of non-keratinized epithelium, which is only around 3 cells thick, a histological difference which is easily recognized by simply looking at the color of the lips in comparison to normal skin (Fig.1.). The red/pink color is the result of the combined effects of a lack of thick keratinized surface, leading to translucence of the underlying capillary network, together with a lack of melanocytes (pigment producing cells found in the epidermis of normal skin and that afford UV protection).

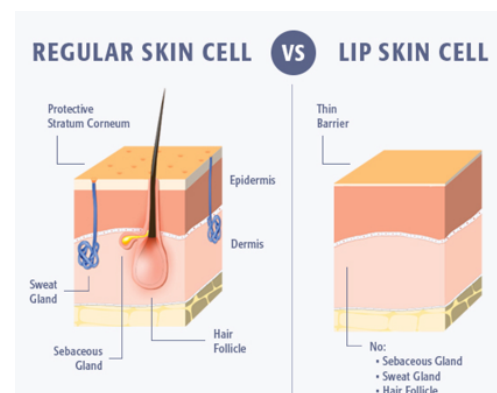


Fig.1

But more important than causing a pinkish hue, the lack of a truly protective stratum corneum layer, means that lips have a poor barrier function, with low moisture capacity⁴, leaving them prone to infection, pathology, desiccation and at the mercy of the abuses inflicted on a daily basis – everything from toothbrushing, lip-licking, mouthrinses, eating and UV exposure. Transepidermal Water Loss (TEWL) is the amount of water that passively evaporates through skin to the external environment, not through sweat, but due to water vapor pressure gradient on both sides of the skin barrier. The measurement of TEWL is a good indicator of the integrity of the skin barrier function, with an increase indicating impaired barrier function which correlates to skin ageing and deterioration.⁵ Given the structure, it is not surprising to know that research has shown lips to experience significantly greater TEWL than the rest of the skin, with this compromised barrier playing a major role in many common dermatoses including all forms of cheilitis (lip inflammation), leading to dry, chapped lips, cracking, flaking, sores, bleeding and more (Fig.2).

Additionally, as Lips do not possess hair follicles, sebaceous or sweat glands like normal skin (which aid hydration and bring vital nutrients and antioxidants like Vitamin E to the skin surface), research has shown that, because of their vulnerable structure, lips lack the innate protection capacity of the surrounding facial skin and experience daily physiological stress and deterioration at a faster rate and to a greater degree. Indeed, lip cancer represents the most common form of head and neck cancer (greater in men than women), with 90 per cent of new cases being squamous cell carcinoma (SCC). SCC originating in the lip has been shown to carry a much higher risk of aggressive metastasis than when the same kind of cancer appears first on other parts of the skin.

Many people mistakenly think that lips are just like normal skin, that they can be maintained in the same way, or they don't require regular care at all unless they become cracked, yet nothing could be farther from the truth – lips need special attention and regular professional maintenance to preserve their health and function and to avoid serious pathology.

The Best Lip Care

In the same way as when trying to determine the most appropriate ways to maintain the health and appearance of their teeth and gums, patients looking for information on how to best care for their lips are bombarded with a plethora of overwhelming and conflicting information. Much of the time a patient's source of this important information is from manufacturers pushing marketing slogans; dubious social media influencers and celebrities with a vested interest; or they are confronted by poorly trained sales staff standing in front of walls of products on department store and supermarket shelves, all claiming to be the best and the brightest solution.

As learned and trusted experts in the oral tissues, one of the primary duties of dental practitioners is oral health promotion and guiding our patients on the best, proven oral hygiene practices. In a modern dental practice, that advice and product recommendation should also extend to how best to care for the health of their lips, to maintain their appearance and condition, while preventing pathology, because just like inside the mouth, an incorrect product choice can have dire consequences.

In addition to recommending products that contain ingredients which have been clinically proven to supplement the deficiencies inherent in lip tissue composition, such as various antioxidants, humectants and emollients, the consistency of the products are crucial, as is its ability to protect against damage from the sun. Specialist Dermatologists and skin cancer specialists from Harvard University have raised warnings in regard to lip care products, especially the rise in popularity of luxury branded, non-SPF based high-sheen, gloss products, which they say enhance the optical passage of ultraviolet rays, increasing their penetration into the already fragile skin of the lips and increasing the risk of lip cancer. Even the tissue damage done which is short of true cancer, from using the wrong lip products, without professional formulation based on clinical research, can lead to painful and unsightly photo-ageing, including the premature formation of wrinkles, painful fissures and solar keratosis – nonmalignant yet unpleasant crusty nodules. Armed with this knowledge, it is unconscionable that at the completion of a dental visit (the micro-trauma from which could make the lips immediately more vulnerable), that responsible dental practitioners would simply allow their patients to leave the clinic, exposed to the sun, and left to their own devices to choose lip care products that may actually be doing more harm than good.

However, clinical studies have shown that the regular application of a professionally formulated, sequential multi-step lip-care treatment results in significant improvements in the health of the lips. The use of the Lip-Tx Pro™ system (Fig.3), for just a few minutes at the end of each scheduled dental recall, hygiene visit or any treatment appointment, together with the daily use of the Lip-Tx Home™ product, has been shown to enhance the lip barrier function, reducing TEWL, protecting the tissue from environmental damage, including SPF protection, thereby improving the general condition of the tissue, with reduced cracking, dryness and fine lines, as well as improving lip texture, color and definition.



Fig.2:
Unhealthy lips with poor barrier function, compared to healthy lips, well maintained with Lip-Tx™

How does Lip-Tx™ work?

The most complete method for ensuring healthy lip tissue throughout life, works in much the same manner as promoting healthy teeth and gums – regular check-ups and maintenance treatments by a dental professional, together with the daily use of clinically proven products for home use. Lip-Tx pro™ is the world's first, single patient-use, professional lip care system to protect and enhance lip health and aesthetics, designed in Australia by a group of global oral health experts, based on the latest clinical research in to lip barrier function optimization. Utilized at the conclusion of any professional treatment of, or around, the lips, teeth & mouth (e.g., after dental treatment, dental cleaning, teeth whitening, lip filler or any other therapy which may compromise lip integrity), the powerful, synergistic, 3-step system consists of exfoliation, hydration and protection phases and takes less than 5 minutes to administer.



Fig.3:
The Lip-Tx™ Pro, 3-step, in-chair system

Step 1. Exfoliation

With gloved fingers, a mechanical probiotic exfoliation serum is gently rubbed over the lips in a gentle circular motion for 30 seconds. This process not only removes dead, dry, poorly desquamating surface cells which are cracked and flaky, but this mechanical stimulation also promotes blood flow and stimulates the production of vital collagen, elastin and extracellular matrix components via a feedback loop to the dermis, to help the lips maintain their volume and structure.⁹ Exfoliation also aids the penetration of the subsequent steps in the Lip-Tx protocol.

Right: Exfoliation (lip scrub) to gently cleanse the lips, while enzymes promote skin renewal.



Step 2. Hydration

An advanced plant-based second skin is adapted to the lips and left in place for several minutes. Rich in antioxidants and sources of amino acids, the mask soothes the lips, relieving inflammation, and has been shown to notably improve the skin's moisture content.

Right: Hydration (lip mask – second skin) to soothe and deeply hydrate the lips, restoring vital moisture balance.



Step 3. Protect

Finally, with gloved fingers, a powerful antioxidant and peptide formula is gently rubbed over the lips in a gentle circular motion for 30 seconds. This professional strength formulation utilizes the intense moisturizing power of hyaluronic acid, together with the protective capacity of Vitamin E and the best FDA-approved sunscreen actives, to provide practitioners with confidence that their patient's lips will be protected long after they leave the clinic.

Right: Protect (lip balm with SPF) to nourish, replenish and protect the lips



In order to maintain the health of their lips between professional visits, patients are also given a professional strength lip balm, the Lip-Tx Home™ (Fig.7), for daily use. Clinical studies evaluating the safety and efficacy of such formulations have shown that, when applied three times daily, there is significant improvement in key lip condition parameters.

Over the past few years, with the rise of social media and more informed consumers expecting higher quality and greater value in their health and beauty choices, professionally-formulated, science-backed treatments and take home products have boomed in popularity as they provide additional confidence that they will actually deliver results. At the same time, Dental Practitioners, faced with an increasingly competitive market, have been looking for ways to differentiate their practices and stand-out from the crowd. One of the most successful methods for doing so is to offer a more complete service to patients, with unique treatments, conveying the feeling of more comprehensive care.

The development of professional, in-chair lip care and take-home recommendations not only benefits the health and wellbeing of our patients and acknowledges the importance of the lips as a previously neglected oral tissue, but also benefits the future success of our practices.



Fig.7



Lip-Tx.
pro

Professional Lip Care

Designed in Australia by global oral health experts

what?

a powerful, synergistic, 3-step professional lip care system to protect & enhance lip health & aesthetics

① exfoliate ② hydrate ③ protect



when?

utilised in-chair as a conclusion to any professional treatment of, or around, the lips, teeth & mouth e.g. after dental treatment, hygiene, teeth whitening, or any other therapy which may compromise lip integrity



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