



# PIONEERS IN DENTO-FACIAL AESTHETICS

The 1<sup>st</sup>, Best & Most Respected



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

[www.AADFA.net](http://www.AADFA.net)



# The Pioneers in Dento-Facial Aesthetics

AADFA are **the only** organization to offer a **Full Facial Aesthetics FELLOWSHIP Training Pathway** for Dentists.

Including Training in:

- Botox & Dermal Fillers
- Thread Lifts
- Ultrasound Guided Dento-Facial Aesthetics
- Facial Fat Reduction
- Venipuncture, CGF, PRP and PRF
- Dermal Science, Skincare and Facial Rejuvenation Procedures



**Don't Get Left Behind, Join The Pioneers Today!**

Register now for training on [AADFA.net](http://AADFA.net) OR email: [admin@AADFA.net](mailto:admin@AADFA.net)

**Interest & Fee FREE Payment Plans available on all AADFA Fellowship & Course Registrations**



Australia | New Zealand | Asia | Middle East | Europe | North America



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## ABOUT AADFA INTERNATIONAL ( AD-FA INTERNATIONAL )

### 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.

Fast forward to 2022 after more than 13 years of AADFA, a new chapter begins under the banner of AADFA INTERNATIONAL. The global expansion into the Middle East, Europe and North America also welcomes the AADFA GLOBAL TRAINING HUB. The AADFA Global Training Hub allows Dentists and Dental Teams to undertake world-class education programs online. With this exciting new online training and blended learning platform, AADFA continues to innovate, ensuring our Members stay at the forefront of modern healthcare delivery.



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

In 2023 AADFA INTERNATIONAL unveils a new European Headquarters designed to facilitate collaboration and fuel innovation. Bringing AADFA INTERNATIONAL and AADFA GLOBAL TRAINING HUB European based employees under the one roof for the first time.

AADFA INTERNATIONAL is the only organisation of its kind in the world 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 (AADFA International Cosmetic Dentist) and the launch of Australasia's only Aesthetic Dentistry Conference "AesthetiCon".

AADFA INTERNATIONAL represents a growing Member base of more than 12'000+ dentists, across 20 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 20,000 Dental Practitioners completing the "FUNDAMENTAL" program globally and 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 INTERNATIONAL is the first, best and most respected organisation of its kind in the world, 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 INTERNATIONAL 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 INTERNATIONAL 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, Asia, North America, 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 (now called AADFA INTERNATIONAL 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
- Lecturing for Masters of Aesthetic Medicine students across the globe through Queen Mary University London
- Launching the very first comprehensive program in Ultrasound technology to ensure Dentists stay at the forefront of modern Dento-Facial Aesthetics by improving the safety and efficacy of the treatments they deliver.

AADFA INTERNATIONAL'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 INTERNATIONAL'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, Industry Partners & Affiliates across the globe for their dedication and constant support of AADFA INTERNATIONAL's vision. Without their continued loyalty and commitment, AADFA INTERNATIONAL would not be able to achieve all that it does for the profession and for this you have our utmost respect and gratitude.



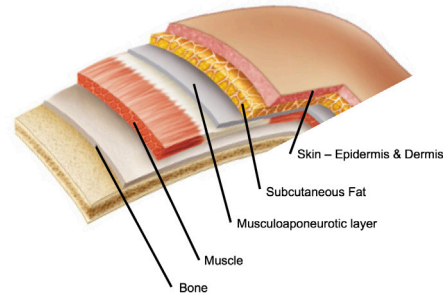
## THE CONCEPT OF COMPLETE DENTO-FACIAL HEALTH & REJUVENATION

Over 15 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.



**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.

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 6 steps listed, 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.



**Above :**

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.

One of AADFA's fundamental principles is to promote excellence through comprehensive education, offering a series of practical continuing education programs across multiple countries, which have gained recognition from various professional institutions, government bodies, product suppliers and insurance companies as being the pre-eminent training for dental professionals wishing to expand their services. The AADFA training pathway is outlined in the following pages.



**Above :**

Skin rejuvenation procedures at AADFA MEMBER clinic Luke Dunn Dental. LED Therapy and Microneedling to improve health & quality of the skin.

## THE NEW "COSMETIC INJECTING" DANGER

Before Botox, patients used to be at risk of Dentists seeing them as just a walking set of teeth and gums. Now, more than a decade later, are patients at risk from those who see them as just a walking set of "wrinkles", ripe for "cosmetic" exploitation?

### The Dento-Facial Health & Aesthetic Concept

12 years ago, AADFA ([www.AADFA.net](http://www.AADFA.net)) developed the term "Dento-Facial Health & Aesthetics". This concept outlined how dentists and dental practices could expand their services beyond the oral cavity, stepping into a broader facial health screening, prevention, and maintenance role. A focus on health first, with aesthetic improvement being a natural consequence, allowed highly skilled Dentists to successfully offer patients a higher level care across the dento-facial region; setting themselves as the industry gold standard.

This concept, together with a ground-breaking training pathway which made it a reality, was not only new to the profession of Dentistry, but a revolutionary philosophy and approach compared to that of the existing facial "cosmetic" industry, mostly led by Nurses.

Since training of medical doctors and nurses had been [and still is], largely driven by the representatives of cosmetic product manufacturers, there was no commitment to providing a comprehensive, quality education, with most practitioners participating in just a few hours of rudimentary training, before being let loose on the unsuspecting public.

Possibly the biggest issue with such an approach is that the goal of a product manufacturer is not that of a responsible health practitioner. Focused purely on sales, the philosophy of getting practitioners to simply use more product, prioritizing revenues over quality, and utilizing direct-to-consumer marketing to tap into insecurities about appearance, certainly achieved its goal of building a multi-billion-dollar industry.

What, unsurprisingly, suffered though, was reputation and clinical outcomes. The "cosmetic" industry gained the reputation of being "cowboy country", and it can still be, with many practitioners sticking to an antiquated and dangerous "cosmetic"; "anti-wrinkle"; "youth-restoring"; product driven approach. Seemingly every week professional reputations and that of an entire industry are torn to shreds in media headlines and what's worse, images of poor patient outcomes haunt the internet. Yet rather than change their ways in the face of all this negativity, the "cosmetic" industry largely doubled down. Proving that often commonsense is no match for practitioners and companies' intent on making a quick buck by preying on insecurities around perceived beauty. It's still common to see messaging around generating bigger, voluptuous (sometimes comical) lips, prioritized over achieving healthy, properly functioning lips that would then naturally look better.

AADFA recognized these problems in the broader "cosmetic" industry and developed a philosophy and comprehensive training pathway which positioned the attainment and maintenance of optimal health, centerstage. By focusing on improving the health and quality of the facial tissues as health practitioners, an aesthetic improvement will naturally follow. Even though the primary goal of some patients may be aesthetic improvement, long-lasting, optimal clinical outcomes and the avoidance of complications, can only come from the establishment of good health as the primary focus.

The many thousands of Dentists, who have completed the AADFA Training Pathway, are aware of just how powerful and reassuring this philosophy is when incorporating extra-oral facial services, like Botox and Dermal Fillers, into practice and it has helped them stay ahead of the pack. In reality, it's no different to what good Dentists do every day - you would never dream of placing a swath of veneers in a mouth that was fundamentally unhealthy. In the same way, you would never just learn to perform crowns and bridges and ignore every other aspect of patient need that should be incorporated into a complete treatment plan.

Yet that is what "Cosmetic Injecting" is all about and despite the well-documented issues, some new, inexperienced, and misguided Dentists seem set to repeat the mistakes of the past by following "Cosmetic Injectors" down the rabbit hole.

### The new "Cosmetic Injecting" danger



AADFA's health-based approach to dento-facial aesthetics, has proven so successful in overcoming the problems of the industry past, that AADFA is now called upon to teach it to doctors, nurses and plastic surgical specialists who are looking to press "re-set" and adopt a more responsible approach to patient care.

Yet while the broader industry is progressively moving away from a "cosmetic" and "anti-wrinkle" focus, recognizing that these services are health and medical treatments that just happen to have an aesthetic benefit, several rogue operators have emerged in the dental profession, which risk undermining this professional progress and threaten practitioner and patient safety.



AADFA has never advocated that Dentists stop being Dentists. In fact, skilled, regulated, responsible, conservative Dentists are among the only practitioners to be able to offer such a comprehensive approach to dento-facial health and aesthetics, with extra-oral services being treatment planned alongside traditional intra-oral treatments, in a truly holistic approach to care. Yet what has now emerged is a group of practitioners who are encouraging the profession to move into “Cosmetic Injecting”, using the lesser standards of beauty therapists and nurses as a guide.

We are even seeing Dentists being encouraged to call themselves “Cosmetic Injectors”, in a move solely designed to mislead patients into thinking these individuals possess some specialized qualification or ability when compared to other practitioners. This term is being used in much the same way as “Cosmetic Surgeon” is used by some GP doctors to mislead their patients into thinking they are akin to specialist Plastic Surgeons. Thankfully regulators are starting to notice such behavior and the unscrupulous targeting of weaknesses in a patients’ self-image.

A “Cosmetic Injecting” approach not only preys on the vulnerabilities of patients rather than educating them on how to make real health-based decisions; a serious issue with the rising prevalence of Body Dysmorphic Disorder; but a focus on purely cosmetic outcomes poses some very real dangers to practitioners and patients alike.

Chief among these is a limited set of tools and an over-reliance on “Cosmetic Injectables”, like Botox and Dermal Fillers. A knowledge of and ability to deliver facial injections was only ever a small part of what AADFA advocated and of what is required of practitioners to be able to develop a comprehensive, holistic treatment plan for patients to achieve safe and effective, long-term clinical results, without complication. In fact, injectable treatments like Botox and Dermal Filler should come a long way down the list and it has reached a point where if a practitioner is only promoting Botox and Dermal Filler for facial rejuvenation, they should STOP immediately!

### If All You Have is a Hammer . . .

In much the same way as “dabbling” in implants and orthodontics has the potential for disaster for patients and practitioners, so too does simply trying to address the complex, multi-factorial nature of facial ageing and skin deterioration, with a limited array of “Cosmetic Injectables”. A failure to understand ALL of the available treatment options and the proper sequence of their use; limiting treatment to certain isolated areas of the lower face; and an over-reliance on a limited range of tools, leads to a multitude of problems, from a lack of informed consent, through to inappropriate treatment, clinical complications and poor aesthetic outcomes. When a single tool is being applied as a cure-all, problems soon follow, for as the “Law of Instrument” states - if the only tool you have is a hammer, you tend to see every problem as a nail.

For example, in the facial aesthetics realm, we see practitioners with limited education, skills and tools applying excessive amounts of dermal filler to lips and, classically, to the cheek region, resulting in an unaesthetic, over-inflated, thick mid-face, characterized by a drastically reduced ocular region or “squinty eyes”. It is also this excessive use of inappropriate products and services that exposes patients to serious clinical complications, beyond just looking strange and plastic.



**Above:**  
The over inflated cheeks and squinty eyes, typical of a dangerous “cosmetic” focus – if you see this in a “Cosmetic Injector” . . . RUN!

Successful Dento-Facial Aesthetics can NEVER just be about learning Botox and Dermal Filler injections. Dentists need to become knowledgeable in the full spectrum of facial rejuvenation, able to appropriately consult patients; diagnose and treatment plan utilizing an array of techniques, ranging from scientifically proven at-home skincare products and sunscreen, through to dissolving fat deposits and performing thread-lifts to address skin laxity.

A further issue for practitioners who follow a “Cosmetic Injecting” approach is the real risk of undermining credibility as a health professional. Especially when introducing dento-facial services to your long-standing patients, a purely cosmetic focus on wrinkles and voluptuous lips will invariably offend many and rather than being positioned as a health expert who understands the field in-depth, practitioners risk looking opportunistic, foolish and money-hungry. A “cosmetic”, “anti-wrinkle” focus for services like Botox also then makes it difficult to utilize them for the beneficial treatment of conditions like TMD.

### The Education Problem



**Above:**  
Highly qualified Dentists should be setting themselves as the gold standard in dento-facial aesthetics, not undermining their value by mimicking the misguided philosophy of lesser trained beauty therapists or “cosmetic injectors”.

The key to ensuring safe and successful practice, for practitioners and patients, is no secret and is the same when developing skills and techniques in all areas of Dentistry - comprehensive education coupled with a responsible approach to gain competency.

University degree courses for Dentists are thoroughly vetted to ensure an appropriate standard of education is being delivered, to produce the highest quality practitioners with the ultimate goal of protecting the wellbeing of patients. Yet many skills of a modern practitioner, including dento-facial aesthetics, are learnt and refined, only after graduation, through Continuing Professional Development (CPD) programs.

The issue is that CPD lacks the same level of oversight and in many facets of dentistry, has become the “Wild West”, directly impacting patient experiences down the line. From implants and full mouth rehabilitation, through to orthodontics and laser, it seems there is a growing pool of Dentists who think they are perfectly equipped to train others, with little more than the limited experience in their own clinic or the re-working of a course they took, which was developed by someone else. Now it’s not to say that many Dentists don’t have unique individual perspectives, skills, and knowledge to share, but that is a long way from being equipped and experienced enough to provide quality comprehensive CPD to keep patients and practitioners safe.

Simply put, there is a reason why treatments like implants, orthodontics and advanced restorative techniques now top the charts in terms of patient complaints and regulatory action. There is a clear correlation between this and a rise in random, short-term training courses in Dentistry, without any of these being vetted by an independent body.

The field of dento-facial aesthetics has not been immune from this. Inexperienced, opportunistic “educators” trying to sell practitioners on the idea of “Cosmetic Injecting”, have come (and gone); many without proper insurance coverage for participants and patients; offering “training” from the likes of suburban clinic waiting rooms; all leaving the profession worse off. One “Cosmetic Surgeon”, introduced through an orthodontic “mini-residency”, was even struck off for clinical negligence!

Regulators seem unwilling to address the issue of declining CPD quality, seemingly preferring to act only after the horse has bolted and a patient complaint is experienced. Regulators state that it is up to the individual practitioner to ensure a CPD course is of a suitable standard, but this is really passing the buck on public protection, setting practitioners up to fail and is actually, far easier said than done.

It would be an expensive trial and error process for practitioners to have to continually undertake CPD programs first, only to find out the quality was not as hoped or needed. The recommendations of colleagues used to act as a guide but have become less reliable as many courses now provide incentives for positive reviews or “posts”. Even programs of so called “accreditation”, like the ADA CERP, don’t actually require the course content, structure, or presenter to undergo any form of independent appraisal or quality assessment to receive the, so-called, “accreditation”.

To ensure you are set up for success; don’t risk your reputation, registration or the health and safety of your patients by misleading training and philosophy; follow these AADFA golden rules:

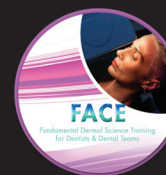
### **Six tips for success in Dento-Facial Aesthetics**

- ◆ Avoid the trap of cosmetic injecting – patients and practitioners should run a mile from anyone promoting themselves as a cosmetic injector.
- ◆ Avoid training offering gimmicky techniques names like Russian Lips, Lip Flip, Fem Lips – it’s a sign that the focus is on fads, rather than a detailed understanding of anatomy, facial ageing and core health to deliver safe, long-term aesthetic outcomes.
- ◆ Engage in a comprehensive, accredited pathway of learning which culminates in a deep understanding of dento-facial health and rejuvenation, including the full array of available treatment options.
- ◆ Avoid manufacturer driven training courses, or those which promote product affiliations or industry sponsorship, as this is a clear conflict of interest to delivering accurate, scientifically vetted information – making product recommendations based on solid scientific research and clinical experience is absolutely fine – claiming to be a product expert or KOL”, is not.
- ◆ Look for training specifically designed for dentists and dental practices – dentists can’t be lumped in with doctors, nurses and beauty therapists – quality education is not one size fits all and you need to stay ahead of the pack.
- ◆ Choose an organization that operates on an international level – education should be provided by someone with a long track history of global participation who truly understands the bigger picture and is involved in the latest pioneering developments.



# Join the Pioneers of Botox, Dermal Filler & Skincare in Dentistry

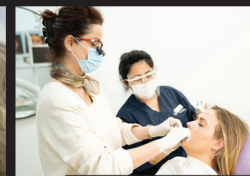
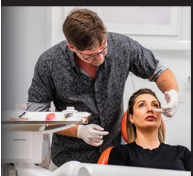
Engage in a Full, Accredited Fellowship Pathway  
of Education, not disjointed short-courses!



## Why AADFA is consistently Voted #1 ?

- Training specifically developed for Dentists, by Dentists with decades of clinical experience & advanced **Masters Degrees in Aesthetic Medicine and Health & Medical Law!**
- Extensive training resources, practical procedure manuals & **FREE textbooks**, for every program.
- Using the very latest in **safe, ultrasound guided protocols** - no more "blind" injecting!
- All Participants & Patients **protected by insurance while training** as you can't yet be covered for procedures you haven't learnt.
- Recognised by regulators as leading authorities in the industry – called on to teach specialist plastic surgeons & dermatologists
- **AADFA trained the rest, why settle for second best?**

**20'000+ successful Dentists trained, over 20 countries, over 15 years**



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

**AADFA.net**

## THE AADFA BLENDED LEARNING STRUCTURE

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

 <p>AADFA training has been formally accredited by the Dental Education Accreditation Committee</p>	 <p>Oral Health &amp; Dentistry Awards WINNER 2019 &amp; 2020 Leading Innovators in Aesthetic &amp; Facial Rejuvenation Dentistry WINNER 2021 &amp; 2022 Best Aesthetic Dentistry Educators</p>
 <p>Learn from the Global Leaders who pioneered the concept of "Complete Dento-Facial Rejuvenation" &amp; are engaged by King's College London, to author and teach the Facial Aesthetics module for the Masters of Aesthetic Dentistry.</p>	 <p>WINNER Global Leaders in Aesthetic Education</p>
 <p>AADFA lecture for the Masters of Aesthetic Medicine students across the globe for Queen Mary University London</p>	 <p><b>Best Facial Aesthetics Training Provider 2023</b></p>
 <p>Global Leaders in Aesthetic Practice &amp; Education 2021</p>	

### 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 20,000 Dental Practitioners, across 20 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.



## 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 15](#)



### 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 INTERNATIONAL 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 12'000 Dentists, across 20 countries of operation, AADFA INTERNATIONAL 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.



**AADFA Membership**  
Members of AADFA are affectionately known as “AADFAns” (*ad-fans*)



**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.



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



**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 INTERNATIONAL's Global Clinical Director is an active Regent of this illustrious institution and all AADFA Clinical Trainers are current Fellows. Each year AADFA INTERNATIONAL 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 Fellowship 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 INTERNATIONAL 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.





The Pioneers in Dento-Facial Aesthetics



Complete **THE WORLD'S ONLY**  
Full Facial Aesthetics Training Pathway for Dentists &  
**RECEIVE AN HONORARY INTERNATIONAL FELLOWSHIP**  
**IN NEW YORK**

Over 150 Dentists completing the full FELLOWSHIP this year -  
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fellowship registrations.



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A FEW CLICKS AWAY**



Register at [www.AADFA.net](http://www.AADFA.net) OR email: [admin@AADFA.net](mailto:admin@AADFA.net)

## CORE TRAINING

### What is "FUNDAMENTAL"?

The "FUNDAMENTAL" (Initial Dento-Facial Botulinum Toxin & Dermal Filler Training for Dentists) is our flagship program that over 20'000 Dentists from across the globe have completed.

"FUNDAMENTAL" was created to position Dentists as the leading practitioners in the industry. 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.



"FUNDAMENTAL" is Accredited  
for 30 hours of Scientific CPD



### WHAT YOU WILL LEARN...



Asymmetries



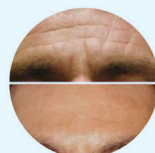
Crow's Feet



Bruxism / TMD / Hypertrophy



Gummy Smile



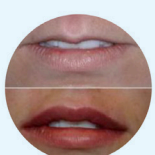
Forehead Lines



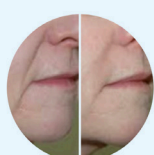
Peri-Oral Lines



Frown Lines



Beautiful Lips



Naso-Labial Lines &  
Marionette Lines



Intra-Oral Defects

## CORE TRAINING



"PHONO" is Accredited for  
20 hours of Scientific CPD

### What is "PHONO"?

Utilising AADFA's innovative, practical blended learning format, the PHONO program sets the new standard for dento-facial treatment!

PHONO is a comprehensive program which embraces the very latest in Ultrasound technology to ensure you stay at the forefront of modern Dento-Facial rejuvenation by taking the guesswork out of injections and clearly visualising the facial anatomy - in real-time. Extensive mentoring and support underpin the development of clinical competency, ensuring a safe, effective & successful practice, without the need for "blind" injection techniques of the past.

Combining hours of vital online theoretical learning with robust "hands-on" practical training, PHONO introduces Dentists and their entire team to the latest protocols for facial assessment imaging and safe treatment planning, together with procedures for Ultrasound guided delivery of Botulinum Toxin, Dermal Fillers, Thread Lifts, Fat Dissolving injections and the precise management of complications, including new protocols for the treatment of vascular occlusion and use of hyaluronidase.

Developed in line with the latest adult learning concepts and delivered by global leaders in aesthetic dental practice and education, the accredited PHONO program includes an in-depth discussion regarding the Dento-legal aspects of using ultrasound in the dental chair, as well as advanced strategies in the business of guided treatment and how the entire dental team can be involved in building Ultrasound into your practice.

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.

Includes:

- Full detailed clinical videos, training manuals, textbooks & research papers.
- Extensive pre & post-training mentoring & support
- All Participants & Patients protected by insurance while training as you can't yet be covered for procedures you haven't learnt.

### What is "PHONO" about?

Until recently, a "blind" approach to treatment provision was the only option practitioners had when performing skin rejuvenation therapies; like Botox, Dermal Filler, Fat-dissolving injections and facial Thread Lifting; across the head and neck region and it had become the accepted norm. PHONO introduces practitioners to the routine chairside use of the latest Ultrasound technology, making procedures safer and more effective.

A critical aspect to many facial rejuvenation procedures is correct anatomical placement. Whether it is depositing dermal filler into a strategic tissue space; aligning thread lifts within specific tissue planes; injecting Botox into individual muscle layers; placing fat-dissolving solution into designated fat compartments; or even achieving the correct depth of micro-needling penetration into the dermis; a failure to achieve correct anatomical orientation will reduce the effectiveness of treatment. More importantly, poorly planned, imprecise, and ill-conceived procedures, when working within the complex and closely related anatomy of the face, have the potential to cause serious complication, ranging from aesthetic asymmetries and irregularities; functional defects, if Botox impacts unintended muscles; through to skin necrosis and blindness if dermal filler inadvertently encroaches on vascular supply.

The course will detail the concept of active imaging, using the latest portable, wireless, hand-held, point-of-use Ultrasound technology for patient assessment and treatment protocols for all facial rejuvenation therapies able to be performed by Dentists. The routine use of Ultrasound has set the new standard for safety and efficacy when treating soft tissues, allowing Dentists to visualise precisely where target tissues lie; which areas to avoid; and to be guided in their treatment delivery - providing confidence and certainty.

Learn how modern practitioners are now able to use Ultrasound to accurately assess areas of prior treatment and to precisely manage complications that may arise, including the use of hyaluronidase for vascular occlusion. AADFA educators, with advanced Masters Degrees in Health & Medical Law, will explain why practitioners failing to adopt this new Ultrasound technology in routine practice, continuing instead to fly blind, may very well be exposed to regulatory action and litigation in the event of sub-optimal outcomes or complications.

In a world where patients are increasingly moving away from "cosmetic" clinics and looking for responsible health practitioners focused on proper treatment delivery, they are now willing to pay a premium to ensure they receive a higher level of care. A detailed business discussion will outline how the use of Ultrasound guided treatment can also give practitioners a powerful and marketable point of difference.

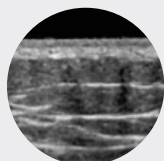




In order to maximise practical learning, participants arrange their own patients to attend practical training & complete practical assessment. This approach allows participants to actively review and follow-up the treated patients, which is invaluable for learning - it is of no educational value if patients are provided for you and you never see them again! Detailed guidance is provided on appropriate patient selection and the AADFA team will ensure proper informed consent is obtained prior to practical training.

Participants in AADFA programs will be required to pass both theoretical and practical assessments in order to gain certification. If sufficient competency is not achieved to attain certification, AADFA will work with the practitioner to identify short-comings and develop skills to then RESIT the competency assessment at no additional fee

### WHAT YOU WILL LEARN...



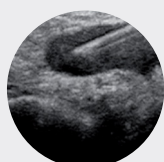
**Ultrasound Fundamentals  
& How to Properly Image  
Facial Anatomy**



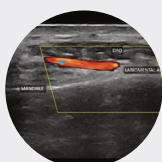
**Selecting the Best  
Ultrasound Device for  
Dento-Facial Procedures**



**Ultrasound Assessment  
Techniques & Pre-treatment  
Facial Mapping**



**Guided Facial injection  
Protocols & Complication  
Management**



**Using Colour Doppler  
to Visualise & Measure  
Vasculature**



**Strategies for Utilising the Entire  
Dental Team for Success**

### Fundamental Ultrasound Science

**Relevant Facial Anatomy, the Facial Ageing Process & how Ultrasound can be used across the Full Spectrum of Facial Rejuvenation**

**How to properly orientate & read Ultrasound images of facial tissue layers**

**Various devices available on the market & which is the best for facial procedures**

**Clear, detailed clinical protocols for ultrasound facial assessment & anatomical "mapping"**

**How to utilise your dental team members for increased efficiency & success**

**The Business of Ultrasound Guidance - fees & marketing**

**Clinical protocols for guided facial injections of Botulinum Toxin & Dermal Filler**

**Clinical protocols for guided facial Thread Lift & Fat Dissolving treatments**

**Clinical protocols for accurate assessment & guided**

**Clinical protocols for accurate assessment & guided management of complications,  
including the new standard for the use of Hyaluronidase**

**The Legal Status of Ultrasound in Dentistry - the best Insurance & How to be Protected**

**The use of colour Doppler to identify depth, size, orientation & flow of vascular structures**

## CHAIRSIDE ULTRASOUND – THE NEW STANDARD FOR DENTO-FACIAL INJECTIONS



### Flying Blind

In almost every aspect of modern dental practice, clinical procedures are made safer and more effective through the use of routine imaging.

Whether it be digital or conventional film; OPG, bitewing, periapical or CBCT; the use of some reliable method of imaging is considered best practice for all manner of dental treatments, from implants and RCT, through to extractions

and simple restorations. Indeed, the failure of a dental practitioner to properly utilize available imaging to aid in everything from patient screening and diagnosis; to actively guiding treatment delivery; and conducting appropriate post-operative evaluation and complication management, would be considered a substantial departure from accepted standards, exposing them to regulatory action and litigation.

Essentially, it would be irresponsible and inappropriate to “fly blind” in traditional dentistry and indefensible if you did. Yet, until recently, a blind approach to treatment provision was the only option practitioners had when performing skin rejuvenation therapies; like Botox, Dermal Filler, Fat-dissolving injections and facial Thread Lifting; across the head and neck region and it had become the accepted norm.

So, while dental practitioners would never dream of blindly placing an implant into complex anatomy without the aid of imaging; running the risk of not only a poor result but serious complication if inadvertently encroaching on adjacent nervous or vascular structures; those placing Botox, dermal filler, and the like, simply had no other option. This is in large part due to the nature of the tissues being treated. Traditional dentistry, largely, works with hard tissue for which dental x-ray has been around for more than 100 years, with technology developing significantly over time to provide imaging tools of better quality, lower cost, and improved ease of use chairside. Facial soft tissues have been much harder to image directly by treating clinicians with technologies like MRI and CT having only been developed over a much shorter period which, despite significant advances, are still expensive, cumbersome, and inconvenient.

Yet, a critical aspect to many facial rejuvenation procedures (as with traditional dentistry), is correct anatomical placement. Whether it is depositing dermal filler into a strategic tissue space; aligning thread lifts within specific tissue planes; injecting Botox into individual muscle layers; placing fat-dissolving solution into designated fat compartments; or even achieving the correct depth of micro-needling penetration into the dermis; a failure to achieve correct anatomical orientation will reduce the effectiveness of treatment. More importantly, poorly planned, imprecise, and ill-conceived procedures, when working within the complex and closely related anatomy of the face, have the potential to cause serious complication, ranging from aesthetic asymmetries and irregularities; functional defects, if Botox impacts unintended muscles; through to skin necrosis and blindness if dermal filler inadvertently encroaches on vascular supply.

While practitioners tried to mitigate these risks by ensuring they had a comprehensive anatomical knowledge and deployed “safer” materials and techniques, differences in individual patient anatomy and practitioner ability meant that this was far from fool-proof. Ultimately it had to be accepted that flying blind was the norm when performing facial procedures and that even when practitioners were trying to do everything right, complications and poor outcomes could readily occur.

This has been particularly difficult for those just starting out and trying to learn these procedures, as it required a substantial amount of blind faith, a steep learning curve and an inherent nervousness without the benefit and reassurance brought about by the kinds of accurate imaging and pre-screening they were accustomed to in traditional dentistry. Thankfully, this has recently changed with developments in Ultrasound (US) technology setting the new standard for care.



### Dentists lead the way

Through the pioneering work of the AADFA INTERNATIONAL, the provision of facial rejuvenation treatments has become an accepted part of the practice of dentistry over the past decade. Additionally, Dentists are now recognised as among the very best practitioners to be offering these treatments to patients, with AADFA trained Dentists at the forefront of the industry, even contributing to the education of specialist plastic surgeons and dermatologists.

One of the main reasons for AADFA Dentists being able to readily move into this

**Fig 1:** Portable, wireless, hand-held, point-of-use Ultrasound technology, has set a new standard for patient care and practitioner education in dento-facial procedures.

new area of practice and set the gold-standard for patient care in this field, is because of the clear parallels between the knowledge, skills and logistics needed to successfully deliver facial rejuvenation procedures with those required for traditional dental practice. The approaches seen in Dentistry, from high-level infection control and education, through to knowledge of material science and a focus on health-based responsible patient care, not cosmetic fads, have resulted in the bar being raised across the broader facial aesthetic community.

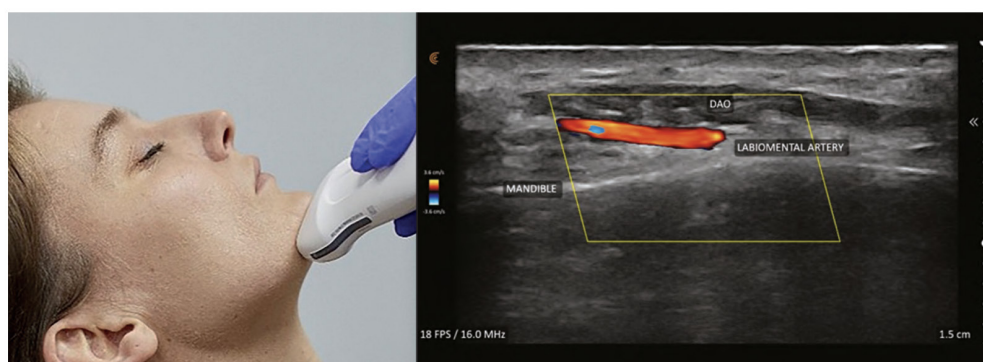
That trend now continues with AADFA becoming the first training organisation to incorporate the concept of active imaging, using the latest portable, wireless, hand-held, point-of-use US technology into patient assessment and treatment protocols for all facial rejuvenation therapies able to be performed by Dentists. The routine use of US has set the new standard for safety and efficacy when treating soft tissues, allowing Dentists to visualise precisely where target tissues lie; which areas to avoid; and to be guided in their treatment delivery.

This has not only set a new standard for patient care, providing comfort and reassurance to practitioners and patients alike, but it has set a new standard in the education of Dentists. Practitioners now learning dento-facial procedures can do so confidently, utilising the latest technology with AADFA's clear parameters and clinical structure to flatten the learning curve and accelerate proficiency, all while increasing safety.

### How is Ultrasound used?

Portable, point-of-use US technology utilises the same technology as all other ultrasound devices, with the advantage that it is low-cost, wireless, hand-held and can deliver real-time, high-quality diagnostic images direct to a tablet or smartphone, both quickly and painlessly, at chairside.

The US device emits a high-frequency sound wave which can penetrate several centimetres below the surface of the skin, where it is reflected differently by the various tissues being examined. This produces a live image of different densities on a grey-scale – bone appears different to muscle, which looks different to fat, which is distinguishable from the dermis and so on. Additionally, special settings allow for the colourful visualisation of not only the location of blood vessels, but also their size and velocity of flow.



**Fig 2:**  
Hand-held, chairside Ultrasound allows practitioners to visualise vital structures in real-time, improving treatment safety and efficacy.

Clinical research has demonstrated repeatedly that these unique imaging features allow practitioners to set new standards for safety and efficacy in three key ways:

- **Pre-screening & Diagnosis**

US can be used in much the same way as traditional dental x-rays are utilised in consultations to visualise individual anatomy, plan appropriate treatment, and identify areas of risk. US allows us to develop a clear understanding of the face we are working with, mapping out key structures in advance, to plan treatment delivery in a manner which achieves the best results while actively preventing adverse events. The position, orientation, size, and depth of features can all be noted in advance, allowing a plan to be developed to target specific tissue layers with the likes of threads; avoid critical blood vessels with dermal filler; inject only certain muscles strategically with Botox; and even measure exact skin thickness so micro-needles penetrate precisely into the desired level of the dermis for optimum collagen stimulation.

- **Guided Treatment Delivery**

US enables the clinician to perform guided injections for treatments involving Botox, Dermal Filler, fat-dissolving injections, and even facial thread lifts. In real-time practitioners can visualise their needle penetrating through the different layers of tissue until the desired treatment area and depth is reached. They can watch as the treatment is administered deep within the face, all of which previously would have to be done blindly, by feel, while hoping for the best.



- **Identification & Management of Complications**

US enables practitioners to closely examine areas treated previously that may have experienced complications, diagnose them properly and deliver the appropriate treatment. Prime examples of this are complications arising from the injection of dermal filler.

US examination will quickly and easily reveal exactly where filler has been placed in the past and it is even possible to tell what type of product has been used from its unique echo signature. It would be possible to see if the filler is blocking a blood vessel and precisely where that blockage has occurred, which without active and accurate treatment, may lead to skin necrosis.

Thankfully, the best modern day dermal filler products consist of a Hyaluronic Acid gel and are therefore dissolvable with hyaluronidase enzymes. This allows the emergency treatment of dermal filler complications by dissolving the gel deposit and can be applied to resolve areas of lumpiness, irregularity or overfill, or importantly, to dissolve areas of filler that are causing a blockage of blood flow to the skin. However, the reversal agent is not without its problems, as it does not discriminate between natural hyaluronic acid in the skin (which forms a vital component adding hydration, elasticity, and integrity), and the filler product injected by the practitioner.

The problem is that previously, flying blind, practitioners had no way of knowing exactly where a blood vessel was blocked or precisely where an irregularity was positioned within the tissues. This meant that, in order to dissolve dermal filler to treat a complication, the only option was to “flood” a wide area of skin with the hyaluronidase, in the hope that it would reach the site required, wherever that may have been. Commonly, while emergency complications may have been addressed using this saturation approach, the skin is left in a compromised state - dry, flaky and irritated - requiring further intervention to restore health and aesthetics.

With the use of US, in the same way as injections of dermal filler can be guided in the first instance, so too can injections of hyaluronidase, such that only small droplets of the drug are needed, precisely placed in the exact area of vascular blockage or excess filler placement, avoiding collateral damage to adjacent skin and structures.

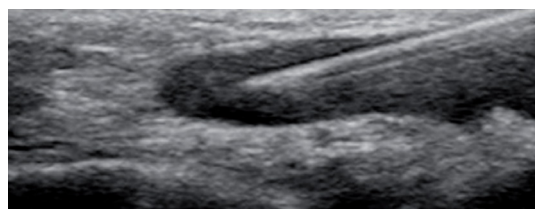
### **Adopt the new standard**

A substantial body of research has shown that the ability to now use US chairside has set a new standard for clinical care in dento-facial rejuvenation, improving results and increasing safety.

With the availability of this imaging technology, facial procedures have now been brought into line with the long-standing norms of traditional dentistry. This may mean that should a practitioner fail to adopt this new standard of care, continuing instead to fly blind, they may very well be exposed to regulatory action and litigation in the event of sub-optimal outcomes or complications.

Adopting this new standard of care early will continue to set Dentists as the gold-standard in the industry. In a world where patients are increasingly moving away from practitioners who focus on an out-dated approach of basic “Cosmetic Injecting” in favour of responsible practitioners focused on proper healthcare delivery, (see article in the previous edition of Australasian Dentist magazine), they are now willing to pay a premium to ensure they receive a higher level of care. The use of US guided treatment gives practitioners a powerful and marketable point of difference.

Dentists starting their education in dento-facial procedures with AADFA, benefit from the fact that US technology protocols are now incorporated into every training program as standard. Those practitioners who have trained previously in dento-facial procedures will need to ensure they move swiftly to build US protocols in their practice, with AADFA now offering a bridging course called “Phono”, designed to keep your practice at the forefront of modern dentistry.



**Fig 3:**  
Ultrasound can be used in real-time to guide injections and manage complications.

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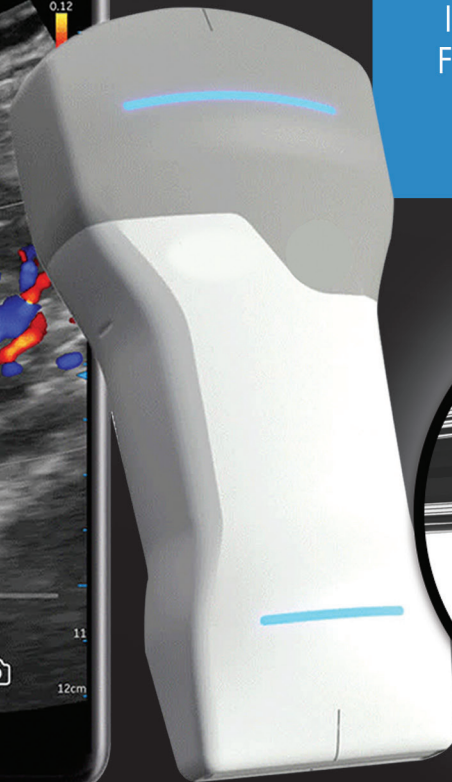
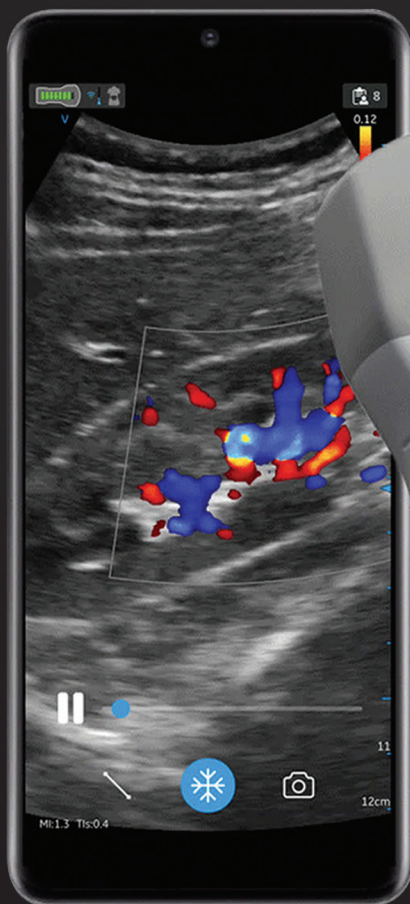
*For more information regarding all aspects of facial rejuvenation in Dentistry, contact the industry pioneers at AADFA by emailing: [admin@AADFA.net](mailto:admin@AADFA.net).*



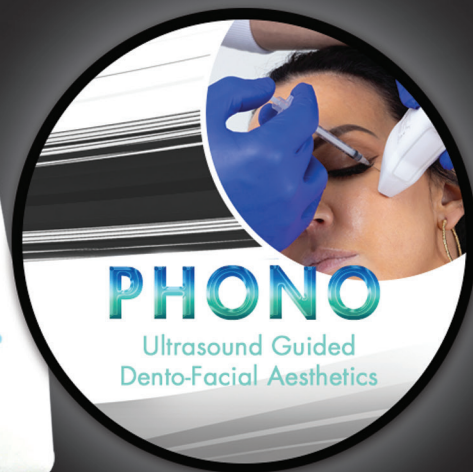


The Pioneers in Dento-Facial Aesthetics

# THE NEW CLINICAL + LEGAL STANDARD HAS STARTED **ARE YOU READY?**



ULTRASOUND GUIDANCE  
IS THE NEW STANDARD  
FOR SAFETY & EFFICACY  
IN DENTO-FACIAL  
PROCEDURES.



A SPECIAL BRIDGING PROGRAM HAS NOW BEEN LAUNCHED  
CALLED "PHONO" TO ENSURE MEMBERS REMAIN UP-TO-DATE,  
COMPETENT & COMPLIANT WITH THE NEW STANDARD.

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## 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.

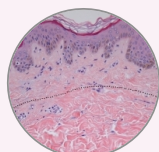


**Above:**  
Facial Aesthetic issues for the patient are ultimately a health problem first and foremost

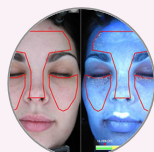
### What is "FACE" about?

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**

## SPECIALISED TRAINING

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



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

### 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.

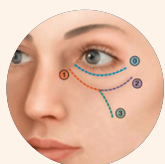
### WHAT YOU WILL LEARN...



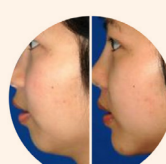
**Advanced Facial Anatomy & Facial Ageing Concepts**



**Advanced Equipment & Materials**



**Undereye Treatments**



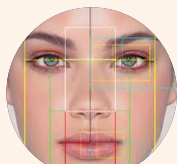
**Chin, Jawline & Jowl Enhancement**



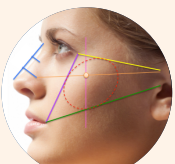
**Eyebrow, Temple & Forehead Enhancement**



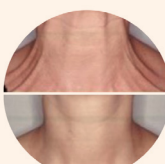
**Migraine**



**Advanced Facial Proportion & Rejuvenation Concepts**



**Cheek & Mid-Face Enhancement**



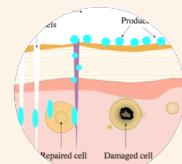
**Neck Enhancement & "Liquid Face Lift"**



**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:

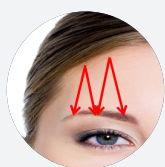
Descent or "sagging" of facial tissues, caused by a loss of Collagen, Elastin & Extracellular Matrix; the downward pull of gravity & depressor muscles eg. Platysma; a weakening of retaining ligaments & deflation of supporting structures, leads to a loss of the Pyramid of Youth and the development of 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...



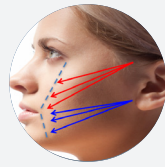
Thread placement  
for Skin  
Rejuvenation



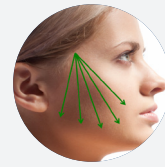
Reliable Eyebrow  
Lift & Nose  
Enhancement



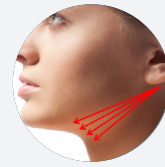
Threads for  
Long-term Lip  
Enhancement



Naso-Labial &  
Marionette Fold  
Reduction



Non-surgical Face  
Lifting & Jowl  
Reduction



Neck Enhancement &  
Jawline Definition





AADFA  
INTERNATIONAL

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Available on all course and  
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 [AADFA.net](http://AADFA.net)

## SPECIALISED TRAINING



**"PHLEBOTOMY" is Accredited  
for 20 hours of Scientific CPD**

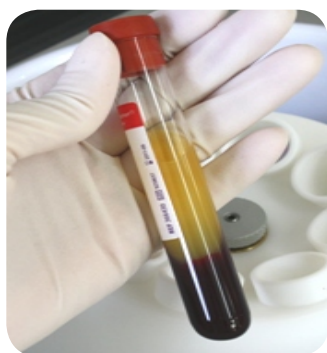
### What is "PHLEBOTOMY"?

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**



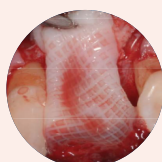
**Skin Rejuvenation  
with blood**



**Autologous  
Dermal Filler**



**Intra-oral  
Healing "Slugs"**



**Autologous Tissue  
Membranes**



**"Supercharged"  
Bone Particulate**

## SPECIALISED TRAINING

### 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.



"FAT" is Accredited for  
20 hours of Scientific CPD



**Above:**  
The "FAT" training course teaches the best methods for dental teams to eliminate dreaded "jowls", "double chins" and eye bags.

### WHAT YOU WILL LEARN...



**Fat Dissolving Injections**



**Radio Frequency**



**High Intensity Focused Ultrasound**



**Cryolipolysis**



**Double Chin, Jowl Reduction**



**Effective Business Strategies**



## SPECIALISED TRAINING

### 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.

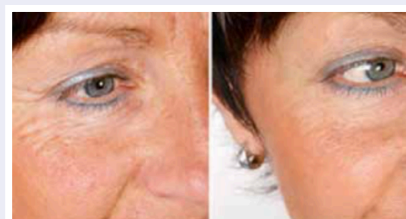
Practitioners will surely be familiar with the results that can be achieved using in-office whitening treatments, but they may not be aware of the dramatic improvements that can be obtained through the concurrent use of cost-effective, pain-free LED rejuvenation therapy, which can be utilised by any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



“FLUORESCENCE” is Accredited  
for 16 hours of Scientific CPD



#### Above:

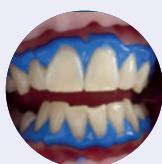
Generalised improvement in skin health and quality following several treatments using red LED therapy and a visible reduction in lines and wrinkles



#### Above:

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

### WHAT YOU WILL LEARN...



In-office Teeth  
Whitening



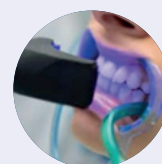
World First  
Combination  
Therapies



Take Home Teeth  
Whitening



Business of  
Teeth Whitening



Laser/Technology  
Assisted  
Whitening

## SUPPORT & COMPETENCE

### What is "FRESHEN UP"?

As all AADFA INTERNATIONAL programs are constantly updated to stay at the forefront of the industry and keep pace with the latest product, research and clinical developments, AADFA INTERNATIONAL members are able to attend UNLIMITED FREE Refresher practical sessions to put their skills into practice. Members work one on one with an AADFA clinical trainer to gain further experience and maintain ongoing proficiency.

Refresher sessions MUST be completed every 6 months to maintain competency. Attend a group refresher session in Australia, NZ, Asia, The Middle East, Europe or North America OR you have the option of having an AADFA Trainer come to you in your clinic for more intensive one on one training!

Over 50 global refresher sessions are scheduled annually.



With this exciting new online training and blended learning platform, AADFA continues to innovate, ensuring our Members stay at the forefront of modern healthcare delivery.

### The AADFA Global Training Hub

allows you to undertake world-class education programs online, anytime and anywhere that is convenient for you, together with the exciting new option of personalised practical training in your own clinic.



**YOUR FELLOWSHIP IS JUST  
A FEW CLICKS AWAY**



## SUPPORT & COMPETENCE



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

### What is "FORENSIC"?

In 2016, AADFA launched the "FORENSIC" program, 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.

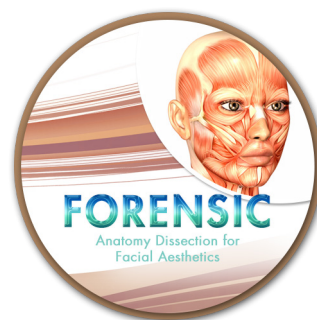
This unique program combines live cadaveric dissection with commentary and injecting of live patients, to provide practitioners with the opportunity to refresh and strengthen their understanding of head and neck anatomy in order to achieve better clinical results for patients and to reduce the potential 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

### What is the 2.0 REFRESHER series?

Recently AADFA INTERNATIONAL launched all of the 2.0 refresher programs. These are the traditional programs revamped including lots of the latest research, latest thinking and philosophy around treatments as well as new advanced techniques that weren't covered in the previous program set.

The revolutionary 2.0 programs continue to position Dentists at the forefront of the industry and Dentists are now able to undertake training anywhere in the world either at one of the AADFA global training events or in their own clinic.

Over 8'000 members have now completed the 2.0 series.

### UPDATE TO 2.0 NOW - Don't Get Left Behind!



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



### Lip-Tx.

Professional Lip Care

Not protecting your Patients lips  
after their dental treatments?  
**You're Better Than That!**

Lip-Tx is the world's first professional lip care range, used by  
Dental Practitioners at the end of every dental, whitening or aesthetic treatment.  
Developed in Australia by a team of global oral health researchers & clinicians.

[Lip-Tx.com](https://lip-tx.com) | [@Lip\\_Tx](https://www.instagram.com/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”<sup>1</sup>. 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](http://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).

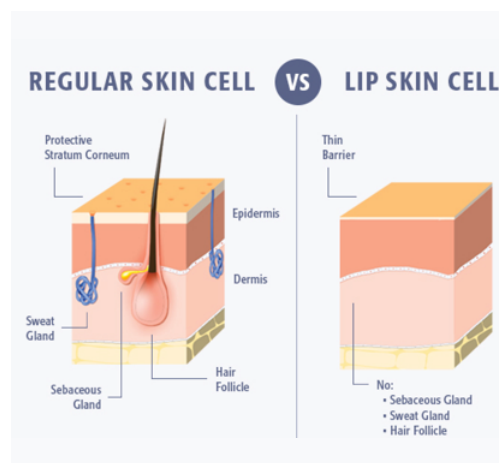


Fig.1

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 capacity<sup>4</sup>, 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.<sup>5</sup> 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.<sup>9</sup>

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.<sup>9</sup> 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

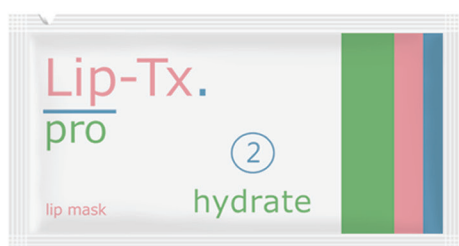
# How Are You Protecting Your Patients' Lips?




## Professional Lip Care

Developed in Australia by global oral health experts

# Lip-Tx.



  
Never Tested  
on Animals

  
Clinically  
Proven

  
Lab  
Tested

  
Phthalate  
Free

  
Sulfate  
Free

  
Paraben  
Free

  
Petrolatum  
Free

  
Gluten  
Free

  
Vegan  
Friendly

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