Hair transplantation process involves transferring grafts from a dense donor area to a sparsely dense recipient area. In recent years, there has been significant improvement in hair transplantation techniques and results due to better experience and the development of more suitable microsurgery equipment. In fact, hair transplant experts are starting to achieve results that look almost natural. This article provides a general assessment of the indications for technical innovations of hair transplant techniques by elaborating the effects of latest hair transplant techniques on patient selection. In this paper the whole process; from patient examination to monitoring of the results has been covered. The important aspects during consultation with the patient have been and the tests involved before the doctor determines the patient's suitability for hair transplantation are explained. Anticipation of the patient's future hair loss should be a key factor in hair transplant design. Additionally, the doctor should look at physical characteristics like hair type, hair thickness and donor density. The patient's age and level of hair loss according to the Norwood scale must be considered. Patients below 20 years are not suitable candidates. The process of hair transplant involves these steps; local anesthesia administration, obtaining the grafts by FUT strip or FUE method, preparation of the grafts, preparation of the recipient area, opening the channels and placing of the grafts. These procedures with their latest technological innovations have been extensively covered. The last stage involves closely monitoring the patient for one year and periodically observing the results.

civasestetik@gmail.com

Online reputation management for cosmetology and trichology professionals: How to turn bad reviews and slander to your advantage

George Magalios
The SophiaGroup, USA

Background and Objectives: The author, President of The Sophia Group, will give a talk on negative press and reviews and their impact on health and beauty professionals and med spa businesses. A damaging piece of online content (social media, review, photo, slander) can impact companies adversely instantly and cost millions of dollars in sales. This talk will demonstrate how aesthetics industry professionals and companies can insulate against the damaging press and create positive profiles.

Objectives: Prevent reputation Damage, repair reputations and enhance the online profile to attract new clients

Study Design/Materials and Methods: The author will demonstrate how negative online content can be the impetus for a comprehensive campaign that results in new business using techniques with high rates of return on investment. The talk will include examples of cosmetic surgeons and professionals in the health and beauty industry who are succeeding online and those who are failing. Examples of bad reviews and defaming propaganda will be show through internet searches and statistics of how negative press has affected health and beauty professionals will be defined. Instruction on creating and maintaining positive public relations through online marketing and social media networking will be given to empower individuals with the ability to enhance the online presence of their practice to positively impact the influx of clients.

Results: Attendees will gain a comprehensive insight on our vulnerability on the web, the downside of Internet communication, anonymity and the power of online reputation management.

Conclusions: Attendees will gain the knowledge necessary to protect their practice and careers from false representation and defaming content on the web.

civasestetik@gmail.com