Maximize the growth areas in your business & unlock the profit potential in your client base

Heather Lemere
Salon Success Strategies, USA

Many businesses invest their marketing time and budget pursuing new clients while neglecting to properly market to their existing client base. While new clients are an integral part of any growing business, they also carry the highest acquisition cost and yield the lowest retention rates. A good client-based marketing strategy is an essential component to any successful business. Repeat clients fuel the continuity of a business, with lower marketing costs and high average spending per visit. Raising the business growth indicators on the existing client base will lead to a stronger, more profitable business. This dynamic presentation will showcase proven methods that will reveal the overlooked growth potential in your business and exploit the opportunities that are present in the 5 main growth areas. Attendees will leave this session with creative, forward-thinking ideas targeted to their client database that can be implemented immediately to produce results.

Autologous fat transplant for face and body preserving adipose derived cells: From chemical to mechanical dissociation

Hebert T Lamblet
VikaaraKlinik, Brazil

Aim: Besides the fact that fat grafting gained popularity, isolation of ADCs (Adipose Derived Cells) and fat tissue manipulation still remains controversial. In 2001, a putative stem cell population was isolated within the adipose stromal compartment. Since then, many studies exhibited and confirmed the abundance of adult mesenchymal cells, endothelial progenitor cells and grow factor producing cells derived from fat tissue. The isolation of those cells, its activation and their immediate use for fat transplant still remains a challenge. The purpose of this study is to show our evolution from chemical to mechanical dissociation of those cells from the fat tissue stroma.

Methods: Adipose tissue is collected from the abdomen of patients undergoing liposuction. The fat is harvested and processed using two selective methods. Chemical: Half of the collected fat is left to decant, the other half is submitted to the isolation method. The stromal vascular fraction is centrifuge and the infranated pellet is added to the fresh fat tissue. Mechanical: After the washing process with saline solution, without any collagenase digestion process a Mechanical maneuver is made, generating a gradient force that detach theADCs from the fat tissue stroma. The presence of mesenchymal stem cells isolated in the pellet was confirmed by Indirect Immunofluorescence and Flow Cytometer analysis.

Results/Complications: From February 2002 to October 2013, 341 patients benefited from autologous fat transplant preserving ADCs. The first 272 patients with chemical dissociation and 69 patients are from mechanical dissociation. The donor site was the abdomen. An average of 40 to 50 million ofmesenchymal stem cells/100ml of processed lipo aspirate was isolated with this method.

Conclusion: Up to now, adipose derived cell isolation and fat tissue manipulation was done exclusively in the lab or using expensive processing machines and collagenase. The mechanical method has shown to be reproducible and could be an alternative for the use of those cells in a more safe and cost effective manner.