# Modern Beauty Con Boston, MA May 30-June 1, 2025

### **Activity Overview**

The purpose of this activity is to enhance clinical knowledge, thus contributing to a safer practice. In addition, providers will learn critical anatomy and the latest techniques, which will lead to optimal patient outcomes.

### **Target Audience**

This activity is designed for an audience of nurses, nurse practitioners, physicians, and physician assistants.

### **Learning Objectives**

Upon completion of the educational activity, participants should be able to:

- Explain the structural and physiological differences in skin of color and how they impact aesthetic treatments.
- Identify and address common aesthetic concerns such as hyperpigmentation, keloids, and uneven skin tone in patients with skin of color.
- Implement culturally sensitive approaches and communication strategies to build trust and deliver personalized care to diverse patient populations.
- Recognize potential risks unique to skin of color and develop strategies to prevent and manage adverse outcomes.
- Explore a proven system to optimize cash flow, pay off debt taster, and build wealth using strategies tailored to your needs
- Develop a customized, effective treatment plan to treat acne, as well as a plan for potential acne complications.
- Analyze a patient's current skincare routine to identify problematic ingredients and barriers to therapeutic results.
- Discuss how to assess patients' individual needs, preferences, and medical histories to create customized neurotoxin treatment plans for both aesthetic and medical uses.
- Describe periocular anatomy and ageing.
- Discuss the full face from top to bottom and address these two modalities.
- Explain the importance of cross-educating to patients based on your menu of services and skincare lines.
- Deliver an unmatched outcome for fine lines and wrinkles using dermal filler.
- Identify the frequency and how to customize IV drips best suited for maintaining skin health and beauty goals.
- Explain practical skills and the intricacies involved in lip augmentation.
- Outline the implementation of GLP-1 in practice, emphasizing on comprehensive consultation.
- Discuss the benefits of HRT, such as relief from menopausal symptoms, prevention of bone loss, reversal of osteoporosis and decreased risk of heart disease.
- Implement effective client segmentation strategies to identify untapped opportunities.
- Explain the role of PLLA in stimulating collagen production for the treatment of atrophic acne scars.
- Evaluate skincare lines based on the needs, preferences, and demographics of your clients, ensuring a tailored product offering.
- Explore how microneedling creates controlled micro-injuries that stimulate collagen and elastin production, leading to smoother, more youthful skin.
- Identify different categories of biostimulators and their mechanism of action.
- Describe dangers that may be associated with the use of nitrous oxide in the outpatient settings along with the importance of continuous patient monitoring and detailed patient history awareness.
- Review three of the eight principles of skin health restoration including skin barrier function, sebum control, and stimulation plus the truth of vitamin A.
- Evaluate ROI and Long-Term Impact of New Investments.
- Discuss financial options for growth.
- Describe the art of skincare education.
- Outline how to mix and combine treatments and technologies for different concerns and conditions.
- Describe the properties and mechanism of action of CaHa when used in a hyperdiluted form for biostimulatory and regenerative purposes.
- Demonstrate 5 injection techniques to decrease incidence of Vascular Adverse Events

#### **Criteria for Success**

There is a fee to participate in this activity. Statements of credit will be awarded based on the participant's attendance. A statement of credit will be available upon completion of an online evaluation/claim credit form available at:



### CE credit provided by AKH Inc., Advancing Knowledge in Healthcare.



In support of improving patient care, this activity has been planned and implemented by AKH Inc., Advancing Knowledge in Healthcare and Modern Beauty Con. AKH Inc., Advancing Knowledge in Healthcare is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.



This activity was planned by and for the healthcare team, and learners will receive 11.75 Interprofessional Continuing Education (IPCE) credit for learning and change.

# **Physicians**

AKH Inc., Advancing Knowledge in Healthcare designates this live activity for a maximum of 11.75 AMA PRA Category 1  $Credit(s)^{TM}$ . Physicians should claim only the credit commensurate with the extent of their participation in the activity.

#### **Nurses**

Credit being awarded: 11.75 ANCC contact hours

## **Physician Associate**



AKH Inc., Advancing Knowledge in Healthcare has been authorized by the American Academy of Physician Associates (AAPA) to award AAPA Category 1 CME credit for activities planned in accordance with AAPA CME Criteria. This activity is designated for 11.75 AAPA Category 1 CME credits. PAs should only claim credit commensurate with the extent of their participation.

# **Commercial Support**

There is no commercial support for this activity.

DISCLOSURES		
Name	Relationship	Commercial Interest
Erika Barry, NP		
Georgia Cirese		
Jennifer Cobbs		
Bita Farrell		
Leslie Fletcher	Consultant	Allergan, Crown Medical
Lauren Gardstrom		
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Julie Kaplan		
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Apryl Witherspoon			
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Dr. Jessica Halliley			
Dorothy Caputo, MA, BSN, RN, Senior Director of Continuing Education & Compliance	N/A	Nothing to disclose	
AKH Inc Staff and Planners	N/A	Nothing to disclose	
MBC Staff and Planners	N/A	Nothing to disclose	
All of the relevant financial relationships listed for these individuals have been mitigated.			

#### **Disclosures**

It is the policy of AKH Inc. to ensure independence, balance, objectivity, scientific rigor, and integrity in all of its continuing education activities. The author must disclose to the participants any significant relationships with ineligible companies whose products or devices may be mentioned in the activity or with the commercial supporter of this continuing education activity. Identified conflicts of interest are mitigated by AKH prior to accreditation of the activity. AKH planners and reviewers have no relevant financial relationships to disclose.

# **Disclosure of Unlabeled Use and Investigational Product**

This educational activity may include discussion of uses of agents that are investigational and/or unapproved by the FDA. Please refer to the official prescribing information for each product for discussion of approved indications, contraindications, and warnings.

## Disclaimer

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