

The International Aesthetic Foot Society (IAFS) and You

As the co-founders of the **International Aesthetic Foot Society**, we are pleased to welcome you to the pages of our first ever newsletter-- created as a resource for reliable information about aesthetic foot medicine.

When the IAFS began, there was essentially no training available in aesthetic foot medicine. Today, the IAFS is the only body offering quality education and training for the development of clinical skills in aesthetic foot medicine. Our profession was once held in the highest esteem. We want to bring that back and make it even better.

Our regular meetings, symposia, lectures and hands on workshops, many of which take place at the brand new 3000-square foot **Institute Beauté** on New York's venerable Park Avenue, focus on a wide range of topics including BOTOX® for hyperhidrosis, laser/IPL leg vein treatment, nonablative resurfacing and skin tightening, laser/light hair removal, injection sclerotherapy, microdermabrasion, injectable fillers, mesotherapy for ankles, scar reduction, aesthetic medical ethics, malpractice awareness and prevention, and business techniques to enhance aesthetic podiatry practice productivity. We had over 225 attendees and ten corporate sponsors for our first lecture course in New York City. Hundreds more have attended subsequent events in Las Vegas and New York.

We provide our members with the latest clinical knowledge available, presented by leading experts on the cutting edge of their special interest. At our suggestion, Palomar Medical, manufacturer of the world's most advanced intense pulsed light (IPL) and laser systems for aesthetic applications, now rents lasers and IPL machines to podiatrists. The IAFS will teach you how to incorporate lasers into your practice, including the latest techniques to minimize post surgical scarring and ways to reduce existing scars. You'll get the inside scoop on "Pillows for the feet™," our signature technique which makes use of an injectable implant to replace lost foot padding, along with our innovative "Foot Facial™" treatment. We'll show you how to use BOTOX®, for hyperhidrosis and plantar fasciitis, and microdermabrasion and acid peels to restore baby soft skin to the feet. IAFS events are also an important venue for meeting exhibitors who manufacture or distribute aesthetic medical technologies, pharmaceuticals and products. You will be introduced to products that will benefit both your patients and your bottom line.

IAFS members enjoy many benefits, including:

- Discounts for registrations at IAFS-sponsored events.
- Discounts for registrations at IAFS/Institute Beauté courses.
- Discounts on our exclusive line of aesthetic foot products, instructional DVDs, and patient brochures.
- Regular newsletters and bulletins that feature cutting edge information and details on upcoming meetings and workshops.
- Regular updates of information gathered from the IAFS community, informing members of the latest innovations, procedures and products from a around the world.
- Exclusive access to the IAFS members' website.
- Our exclusive website provides members with many additional benefits. It's the place where your questions will be answered. It's the place to purchase unique beauty and foot aesthetic products at wholesale prices. It's the place where your office address, phone numbers, e-mail address and website will be listed and searchable by region of the country or municipality. It's the place for patient referrals. IAFS members will reap some of the spin-off benefits of the publicity that our doctors receive around the country and around the world. We have already sent referrals to IAFS members in Los Angeles, Las Vegas, Fort Lauderdale, Chicago, and Philadelphia.

The **International Aesthetic Foot Society** is a voluntary association of healthcare professionals that sets the standard for the practice of aesthetic podiatry. The goal of the association is to offer education, clinical and ethical standards, credentialing, and member benefits. Multiple other projects are underway for the IAFS, which will improve podiatric practice and podiatrist income. IAFS members will be part of this.

Whether you are interested in opening a full service foot spa, or simply adding a few aesthetic procedures to your existing practice, the IAFS is committed to helping you succeed.

This online newsletter is intended as an education tool for healthcare professionals dedicated to the practice of aesthetic podiatry. We hope you find it useful.

Everett Marc Lautin, MD, FACR

Suzanne Marin Levine, PT, DPM, co-founders of the IAFS