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Sinclair Pharma's World Experts Meeting, Barcelona

Aesthetics reports on the annual World Experts Meeting (WEM) held by Sinclair Pharma in Barcelona on October 19 and 20

Pharmaceutical company Sinclair Pharma hosted its sixth WEM at the Palau de Congressos de Catalunya in the cosmopolitan city of Barcelona.

In attendance were more than 1,300 delegates from across 49 countries, primarily made up of aesthetic practitioners. There were also 44 speakers from across the globe taking part in the event.

Spanish surgeon and Sinclair brand ambassador Mr Javier De Benito introduced the two-day meeting by welcoming those in attendance to the three Sinclair pillars; dermal fillers Ellansé and Perfectha and suture Silhouette Soft. He discussed how each product can be used in practice, both alone and in combination. Using the products in combination was a primary focus across both days.

Day one's agenda focused on upper, mid-face and lower face treatments. Speakers presented on the anatomy of all of these areas, exploring considerations for different ethnicities and how to get the best treatment results. A number of live demonstrations were performed, presented by aesthetic practitioners Dr Saleena Zimri, Dr Kyungkook Hong, Dr Shang-Li Lin and Dr Gabriel Aribi. Dentist and aesthetic practitioner Dr Tim Eldridge from the UK also presented on the technology behind Ellansé and Silhouette Soft, before a roundtable discussion on preventing complications took place. The day drew to a close with a live demonstration of a full-face combination treatment using all

three pillars, performed by plastic surgeon Mr Alieksiéi Carrijo. Consultant plastic surgeon and delegate, Mr Geoff Wilson said of the day, "This is a great opportunity to see how techniques are evolving and I am looking forward to being able to take this information and replicate it in my own clinic."

All guests were invited to a gala cocktail party on the Friday evening with the opportunity to network and meet with colleagues and peers. During the event a 'before and after competition' took place, in which customers of Sinclair Pharma from across the world shared their best cases. It was a fantastic night for the UK practitioners, as coming in at second place was aesthetic nurse prescriber Patricia Goodwin and in first place, aesthetic practitioner Dr Victoria Manning. National sales manager of UK and Ireland, Simon Ofei, said, "I am thrilled that two of our UK practitioners have been recognised

for their excellence in a global competition. I think this just shows how forward-thinking and innovative we are as a country."

The second and final day of WEM saw talks on creating the perfect profile, hand rejuvenation and treating the neck, all of which were supported by live demonstrations from plastic surgeon Mr Franco Vercesi, consultant plastic surgeon Mr Francisco De Melo, aesthetics practitioners Dr Kyungkook Hong and Dr Rosalba Russo.

Presentations and a roundtable discussion also took place on the technology and different uses of Perfectha. The final session looked at unique cases in which the three products had been used for various other indications such as treating cellulite, vaginal rejuvenation, presented by GP and aesthetic practitioner Dr Kathryn Taylor Barnes, and buttock contouring; all of which suggested that the products have the potential to be used in a number of ways and that more studies into these areas should be encouraged.

Dr Manning, who is a brand advocate for Sinclair Pharma and was also one of the 44 speakers at the event, said the opportunity was a career highlight, "It's been an amazing opportunity to speak in front of 1,300 people about an area I am extremely passionate about. To be able to share my experience in front of some of the world's best injectors is an honour."

Sinclair Pharma's brand manager, Joanna Neal, concluded, "It has been a fantastic few days here in Barcelona. Not only have we had the largest UK attendance than ever before, but the quality of the talks and live demonstrations continue to improve year on year. We have seen a number of treatments during the event that have combined all three of our products and we hope that our delegates see the fantastic results that this can have, providing them with the knowledge to practise this in their own clinic."

