

ASSOCIATION INITIATIVE OF THE YEAR

The finalists

- International Academy of Advanced Facial Aesthetics (IAAFA)
- British Association of Aesthetic Plastic Surgeons (BAAPS)
- Royal College of Nursing (RCN)
- Independent Healthcare Advisory Service (IHAS)

And the winner is...

BRITISH ASSOCIATION OF AESTHETIC PLASTIC SURGEONS (BAAPS)

BAAPS's awards entry focused largely on its recently launched campaign to clean up both surgical and non-surgical clinic advertisements and ensure the claims they make are legal, safe and not misleading to consumers.

The judges felt that BAAPS has a very professional approach and has excelled in "drawing attention



to rogue operators" and should also be celebrated for success in its "very active dialogue with the media this year". The association's initiatives were deemed extremely valuable to both its member doctors and potential consumers.

The judging process

The entry portfolios detailing the aims of each shortlisted association and its key achievements throughout 2008 were analysed by a panel of industry experts. None of the judges represented any of the associations involved. Each judge submitted scores and comments for each initiative, based on criteria including dedication to education and training, outstanding patient information and a pro-active approach to promoting high standards in the industry.

The inhouse Aesthetic Medicine Awards team then assessed all the survey responses for each shortlisted association to calculate the highest average score and the overall winner.

INJECTABLE PRODUCT OF THE YEAR

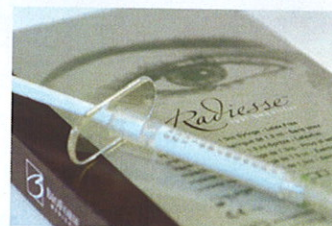
The finalists

- Juvederm Ultra
- Radiesse
- Sculptra

And the winner is...

RADIESSE

Radiesse had consistently high scores on all criteria in the survey but particularly shone in the areas of product efficacy and level of support from the supplier. Many survey respondents raved about the consistently competitive prices and business support they receive from manufacturer Bioform Medical. Patient satisfaction and excellent results were also appreciated by users, with one clinic owner



commenting that Radiesse is the best filler they have ever used and another calling it, "a wonderful product, which constantly gives the results it promises."

The judging process

Shortlisted entrants were asked to submit a list of clinics that use their product and services. These clinics were then contacted by the Aesthetic Medicine awards team and asked to complete a survey, rating the performance of the relevant shortlisted company and its product.

Scores were awarded for a wide range of criteria, such as patient satisfaction with the product, the duration of its effect, safety, ease of use, the level of help offered by the supplier in raising brand awareness, as well as outstanding customer service, support and product training. The awards team then assessed all the survey responses for each entrant to calculate the highest average score.