

## Not Just a Pretty Foot!

*International Aesthetic Foot Society's Virtual Annual Meeting Set for April 24, 2021*

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“Aesthetic” refers to an artistic approach leading to an outcome that takes beauty into account. This is not the same as cosmetic foot surgery. Cosmetic foot surgery resembles plastic surgery, where the intent is strictly to improve the appearance of the foot, regardless of if there is pain or a loss of function. Aesthetic foot surgery and aesthetic foot care is more about relieving a painful condition while retaining the natural appearance and improving the function of the foot. Aesthetics is the combination of looking good and feeling good!



ed secret that involves the use of cosmetic fillers to help reduce pressure and keep your patients walking by providing immediate relief without open surgery and months of swelling and immobilization.

### **Botox**

Dr. Everett Lautin, MD, Co-Founder of the IAFS and author of *The Botox Book*®, has been expanding the use of Botox for a variety of condition beyond wrinkles. Botox is a unique compound that is capable of controlling muscle contracture. Creative applications are beneficial for reducing hyperhidrosis. But there are other applications as well. It can be used as a diagnostic tool to control contractures as a

way of determining the potential benefits for muscle transfers or tendon lengthening. It has even been proposed as a potential treatment for some types of bunions deformities.

**Aesthetic foot care is more about relieving a painful condition while retaining the natural appearance and improving the function of the foot.**

The aesthetic foot surgeon takes steps to avoid scars that are unsightly and may result in permanent pain and contractures. Aesthetic physicians take into account the degeneration and degradation of the overall patient’s health that is associated with prolonged immobilization using traditional open surgical techniques. The aesthetic physician accepts the fact that medical care is an art as well as a science, and is open-minded to new approaches to solve recurrent problems. They consider the various options to achieve fast, functional, and beautiful outcomes. They understand that patient perception is a critical component of the treatments they provide.

The **International Aesthetic Foot Society (IAFS.com)** was established with this idea of a comprehensive approach to foot pathology that considers outcomes in the broader sense. This year, for the first time in their 21-year history, the IAFS is giving their lecture series online. The 2021 program includes some of the most progressive thinkers in our profession, sharing their aesthetic approaches for a variety of common conditions. Here are a few highlights.

### **Fat Pad Augmentation for Chronic Metatarsalgia**

The procedure known as Pillows for Your Feet® was first described by Dr. Suzanne Levine, the President and CoFounder of the IAFS. Her procedure is a carefully guard-

### **Biologics for Common Foot Conditions**

Dr. Adam Landsman, Assistant Professor at Harvard University School of Medicine and the Director of the Center for Biologic Medicine in the Department of Orthopedics at Massachusetts General Hospital will be discussing his approach to using a variety of injectable materials that you can use in the office setting.

**The materials gathered from whole blood can now be fine-tuned for use in tendonitis, plantar fasciitis, and fat pad augmentation.**

### **Marijuana, CBD, THC**

Darline Kulhan DPM. This is not your parent’s pot. The complex derivatives from hemp and the marijuana plants can be tailored to help provide pain relief without the side effects of NSAIDs and narcotics. Multiple other benefits will be discussed.

### **The Future of Fillers**

Ana Vila Joya, MD, Madrid, Spain. What is new in fillers? The latest from Europe.

### **Platelet Rich Plasma (PRP)**

PRP is not just for treating non-unions and diabetic foot ulcers. Using new types of centrifuge systems, the materials gathered from whole blood can now be fine-tuned for use in tendonitis, plantar fasciitis, and fat pad augmentation. Am-

## Pretty Foot *(continued)*

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niotic-derived fluids differ completely from PRP-derived materials and can be used in many different applications including joint pain. Stem cell treatments are also potential options, and autologous fat harvest is a critical option that does not necessarily require a trip to the operating room.



hammertoe, in the clinical setting, and patients walk out the same day with just a band-aid. Similar percutaneous procedures are now used for relief of Morton's neuroma and plantar fasciitis. Devices are also available for use in the office for shockwave therapy, radiofrequency nerve ablation, and ultrasonic debridement, which minimize the patient's down time, while relieving their complaints of pain and loss of function.

### **Laser-Based Treatments for Scar Reduction and Improved Mobilization**

Ryan Muchowski, DPM. The newest laser systems can penetrate the skin and reach the joints and tendons to break up scars, reduce edema, and return pain-free motion to the foot and ankle. These new devices are highly cost-effective and produce measurable results. Like with any medical device, the outcomes are only as good as the techniques used to treat, and the IAFS panel sorts through the various options in order to give the best outcomes.

### **Percutaneous and Minimally Invasive Surgery**

Percutaneous tendon releases have been used to straighten

### **Marketing the Aesthetic Practice**

Many aesthetic procedures are not covered by health insurance today. Marketing this type of practice takes special skills and experience. The IAFS provides training and assistance with web site design and marketing techniques to help you to bring these therapies to your patients.

Aesthetics are a natural progression of your clinical practice, and in high demand by patients. Register for the virtual annual meeting of the International Aesthetic Foot Society to be held on April 24, 2021. *You can sign up at [IAFS.com](http://IAFS.com) or click here to learn more about these cutting-edge procedures as well as how to market these advanced techniques.*