

# AMWC 2012: A GLOBAL APPROACH TO AGEING

**PRIME** previews the 10th annual Anti-ageing Medicine World Congress, held in Monaco, 29-31 March 2012

**L**AUNCHED IN 2003 AND taking place annually in Monaco, the Anti-ageing Medicine World Congress (AMWC) has, within 10 years, become the largest world congress in this subject area. Its unique hallmark lies on the global approach to uniting two aspects of ageing prevention and treatment: using aesthetics strategy (dermatology, surgery and medicine) for the external appearance, and applying anti-ageing medicine for internal wellbeing.

The AMWC 2012 offers a 3-day programme of more than 110 scientific sessions and 57 practical workshops running in seven meeting rooms equipped with simultaneous translation in five languages. More than 300 international speakers will share their expertise with 8000 participants from 120 countries worldwide.

## Basic and innovative sessions in aesthetics Key points of the Congress

With age, thickened mandibular lines and tear troughs become signs of facial ageing as a result of vertical fat migration. Correction of these regions by injection of fillers or fat, botulinum toxin, liposuction or combined techniques are now part of whole-face rejuvenation. Based on the latest anatomical studies, filler injections on the hand must not be performed without a perfect knowledge of the hand anatomy. Alternative techniques such as mesotherapy will also be presented.

A session on medical rhinoplasty for nose correction is programmed. Less invasive and less restrictive than surgery,

rhinoplasty through filler injections is practiced more often and with good aesthetic results. Are they really effective? Along these lines, a number of questions with regard to combined techniques will be asked. Which techniques for which indications, and in which order?

## Must-see sessions

With the available doses of botulinum toxin, how can we reasonably, pragmatically and scientifically use this product, and what is the most effective technique to inject the least possible product? Since all hyaluronic acids possess different properties with varying advantages and indications, the factors influencing the quality of injection will be addressed. Pain is considered to be the first hindrance for injections. Knowledge of pain mechanisms and control, analgesic and cannulae, will make a difference to your next treatment.

## Research

Led by Professor Magalon, a number international researchers will present high-tech tissue and cell research as applicable to aesthetic medicine. As a subject of controversy, depending on country of

origin, breast augmentation and lipofilling will be addressed by drawing on speakers' experiences and scientific studies.

## International focus

A number of countries will be the focus for this year's Congress. Japan is our honoured country, with experts who will share their experience and knowledge in surgery, aesthetic, and anti-ageing medicine. A Russian session will be devoted to non-invasive techniques, and the Scientific societies of the South of France will provide an overview of their favourite subjects.

## Safety of injectable products

For the last 15 years, a number of injectable products have become available on the market. In the past, most products were non-degradable; however, some had caused severe permanent complications and have now been removed from the market. In aesthetic medicine, resorbable products are always preferable. To obtain marketing authorisation, injectable products are considered as medical devices requiring a CE mark, confirming a good tolerance of products and proper manufacturing, but not requiring clinical long-term study and/or with a significant number of patients. This marking does not guarantee the product safety as for drugs. Although some recent products rarely cause severe incidents, potential risk must not be underestimated. The operator's lack of knowledge can cause also treatment errors. ▶

“The congress is dedicated to scientific fundamentals, controversial debates and new developments in the field of aesthetic medicine.”





▷ **Innovations in anti-ageing medicine**

**Senses and ageing**

Ageing of audition or vision is well-known. Altered sensory functions have been identified as subtle markers and warning signs of certain diseases. The ageing voice can be rejuvenated using modern treatment protocols. Female voice tone varies according to fluctuating hormone levels during ovulation and menstruation. Menopause and andropause are periods of profound voice modifications. In certain neurodegenerative diseases, such as Parkinson's disease, loss of smell and taste occurs long before the clinical signs. Some odours are known to be characteristic of certain cancers, such as colorectal or ovarian cancers. Olfactory detection of prostate cancer has been already performed by canine scent detection. Devices for early scent detection of these cancers will soon be available.

**Telomeres**

Telomeres, small regions of nucleotide sequences situated at the end of chromosomes, become shorter after each cell division. A cell with critically shortened telomeres can either die or become senescent. Skin or immune cells lose their telomeres faster than heart or brain cells. Telomeres may not only be a sign of longevity but a sign of the longevity quality. According to a current Japanese study, the lifestyle and social relationship

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quality is believed to influence the telomere length preservation.

**Foetal origin of adult disease**

The foetal and puberty periods are the most vulnerable to pollutants, which can shape a person's future health. Persistent organic pollutants are now believed to impact on obesity, overweight and diabetes. Omega 3 and 6 should be supplemented during pregnancy in some women as these fatty acids are essential for foetal brain development, and also provide protection from allergens and stimulate the immune system. Vitamin D deficiency during pregnancy may contribute to atherosclerosis in adulthood. A step towards disease prevention from pregnancy is now possible.

**Gender differences in anti-ageing medicine**

Should men and women have the same diets, the same doses of vitamins or nutriments? Do the same hormones render the same result? Male and female brain functioning and thus eating behaviour are different. Thyroid diseases occur six-times more in women than men. The female lung is much more sensitive to female sex hormones favouring lung cancer. Testosterone in men is anti-inflammatory, but inflammatory in women after menopause. Estradiol is highly protective for arterial endothelium in women before

menopause, but not in men. According to recent discoveries, prevention and treatments with hormones, vitamins and supplements must be adjusted according to the patients' sex and age.

**New opinions on fat physiology**

Obesity continues to be a growing concern of society. Fifty percent of the population of all age ranges living in industrialised countries is affected by overweight or obesity, with increased morbidity and mortality and a risk of severe health complications. This problem not only represents a social impact on individual aesthetics, but also deserves attention in terms of metabolism. Long believed to be an inert storage place, with a new understanding fat cells are now known to be the hub of a complex system capable of discretely dispatching signals to and communicating with other organs, orchestrating different activities which may be beneficial or detrimental to one's health.

**Recent understanding of neurodegenerative diseases**

An accumulation of abnormal proteins in the brain has been demonstrated in certain neurodegenerative diseases such as Alzheimer's disease. Poorly formed proteins have been found to cause a disease on older neurons by provoking aggregation of nearby proteins from one to another, and then to the whole tissue recalling self-propagation infection. Active research presently focuses on how these proteins deform and how self-propagation occurs in Alzheimer's, Parkinson's and Huntington's diseases, and amyotrophic lateral sclerosis could pave the way to treatments of these diseases.

**Conclusions**

The AMWC 2012 is a hub in which a panel of international opinion leaders, scientists, and experienced physicians will share clinical experience and knowledge from benchmark to practice. It is a genuine and unique opportunity to learn and discover. Leading companies in aesthetic medicine will also use this opportunity to showcase their new products and innovations.

**Further information**

[www.euromedicom.com](http://www.euromedicom.com)