



MBN2024 AESTHETIC BREAST MEETING

12th • 14th DECEMBER 2024 - MILAN

CONGRESS.MAURIZIONAVA.IT - #MBN2024

Conference Presidents



Maurizio NAVA
Italy



Paolo MONTEMURRO
Italy



Nicola ROCCO
Italy

Scientific Committee



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Italy



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Patrick TONNARD, Belgium



Welcome letter

Dear Colleagues,

It is our pleasure to welcome you to the upcoming Aesthetic Breast Meeting, which will be held in the vibrant city of Milan from December 12th to 14th, 2024. This year, we are excited to host you at our new venue, conveniently located just 50 meters away from the NH Hotel, ensuring ease of access and comfort.

Our theme for this edition, “The Influence of Artificial Intelligence on the Perception of Beauty,” promises to foster enlightening discussions and provide groundbreaking insights into the intersection of technology and aesthetic medicine. We are poised to explore how AI is reshaping our field, from surgical techniques to patient interactions.

This event also marks a significant milestone in our community as we witness the ceremonial passing of the baton from our esteemed honorary president, Dr. Maurizio Nava, to his accomplished fellows, Dr. Nicola Rocco and Dr. Paolo Montemurro. Their leadership is set to steer our scientific explorations to new heights.

Additionally, we are dedicated to nurturing the next generation of aesthetic surgeons. To this end, we have added to the meeting a new and exclusive session that will take place on Saturday afternoon, December 14th, named MBN YOUNG. The participation to this session will be free of charge for young professionals and this initiative is part of our commitment to encouraging young talent and providing them with opportunities to learn from leading experts.

We cordially invite all surgeons, from seasoned experts to those just starting their careers, to join us for this enriching experience. Your participation will contribute not only to your professional growth but also to the advancement of our shared passion for aesthetic excellence.

Looking forward to welcoming you to Milan for an engaging and inspiring meeting.

Warm regards,

Maurizio Bruno Nava, Nicola Rocco, Paolo Montemurro.
Scientific Directors, Aesthetic Breast Meeting 2024



7.30 – 8.30 Registration

8.30 – 8.40 Opening
M.B. Nava - P. Montemurro - N. Rocco

8.40 – 9.00 Introduction talk on AI
TBD – TBD

9.00 - 10.10 **Session 1 - Implant Selection** (11' each)

1. The importance of considering the proportions of the body in breast surgery
M. Mendanha
2. Implant selection philosophy in the modern era – **P. Harris**
3. How to select the right implant - **T. Shoaib**
4. How do I choose? My long term experience in private practice – **G. Botti**
5. Implant selection to achieve predictable outcomes in breast augmentation
P. Montemurro

Discussion and Q&A chaired by: **P. Hedén - D. Hammond**

10.10 - 11.00 **Session 2 - Plane Selection** (10' each)


1. The subfascial approach – **D. Hammond**
2. Rethinking dual-plane – **P. Mallucci**
4. Dual plane vs pre-pectoral – **A. Rancati**
4. Criteria in selecting the implantation plan – **H. Cintra**

Discussion and Q&A chaired by: **M.B. Nava - B. Calobrace**

11:00 - 11.20 Keynote Lecture
ALCL update – **N. Rocco**

11.20 – 12.40 **Session 3 - Implant Surface** (11' each)

1. The Post-textured Era - Transitioning From Textured Implants to Smooth Implants
B. Calobrace
2. Managing the Texture Implantation – **Y. Barnea**
3. How to manage the learning curve complications with the new generation nano-surface implants – **B. Celet Ozden**
4. The use of textured implants for better stability - **R. Ionescu**
5. How to Make a Safe Transition from Macrot textured to New Smooth Surfaces – **A. Munhoz**
6. Different surfaces. Do we really need so many – **R. De Vita**



Discussion and Q&A chaired by: **P. Montemurro - G. Botti**

12.40 - 13.0

Keynote Lecture

The importance of dimensional planning – **P. Hedén**

13.00 - 14.00

LUNCH

14.00 – 15.00

Session 4 – Implant Removal with no Replacement (11' each)

1. Implant explantation with no replacement - **J. Farhadi**

2. Treatment options after explant surgery: how we approach this issue in private practice
A. Munhoz

3. Explantation correction with mastopexy, auto-augmentation and/or fat grafting
B. Calobrace

4. Breast implant removal, how to manage it - **A. Rancati**

Discussion and Q&A chaired by: **P. Harris - P. Tonnard**

15.00 - 16.10

Session 5 – The World of Polyurethane Implants (11' each)

1. 25 years of primary and secondary breast augmentation with polyurethane: lessons learned – **P. Tonnard**

2. How I use polyurethane implants in my practice – **P. Mallucci**

3. Long term experience with polyurethane implants in aesthetic breast surgery – **H. Cintra**

4. Microtextured vs Polyurethane implants in breast augmentation: pros and cons
L. Magalhaes

5. Polyurethane implants and their use in breast surgery – **M. Pelle Ceravolo**

Discussion and Q&A chaired by: **R. De Vita - J. Farhadi**

16.10-16.30

COFFEE BREAK

16.30 - 17.30

INDUSTRY SPONSORED SESSION 1

17.30 - 18.30

INDUSTRY SPONSORED SESSION 2

- 8.30 – 9.30 **Session 6 - Mastopexy Augmentation** (11' each)
1. My experience with mastopexy augmentation – **M. Hamdi**
 2. Peri-areolar mastopexy augmentation with round block technique – **S. Marianelli**
 3. Augmentation mastopexy with polyurethane breast implants: building the breast around a stable implant – **P. Tonnard**
 4. How to safely perform mastopexy augmentation – **T. Shoib**

Discussion and Q&A chaired by: **Y. Barnea - A. Rancati**

- 9.30 - 10.30 **Session 7 - Management of Complications** (11' each)
1. Management of the double bubble deformity – **D. Hammond**
 2. Smooth implant bottoming out: device defect or misuse? – **G. Botti**
 3. How to treat animation deformity – **M. Pelle Ceravolo**
 4. The use of polyurethane implants in complex cases – **B. Cagli**

Discussion and Q&A chaired by: **B. Calobrace - R. Ionescu**

- 10.30 - 10.50 Keynote Lecture
Revision surgery: my long term experience – **M.B. Nava**

- 10.50 - 11.40 **Session 8 - Downsizing the Augmented Breast** (11' each)
1. Options for downsizing the augmented breast – **P. Harris**
 2. Strategies for reducing the breast volume after implantation – **D. Hammond**
 3. How to successfully downsize the breast – **J. Farhadi**

Discussion and Q&A chaired by: **M. Pelle Ceravolo - P. Mallucci**

- 11.40 – 12.00 Keynote Lecture
Why data matter! The importance of monitoring your actions and outcomes
P. Montemurro

- 12.00 - 13.00 **Session 9 - Breast surgery with Tissue Support** (11' each)
1. Mastopexy with or without device tissue support – **E. Buccheri**
 2. The use of meshes in primary and secondary mastopexy cases – **J. Farhadi**
 3. Dermal flap in mastopexy with and without implants – **S. Marianelli**
 4. Mastopexy with mesh: learning points from 130 cases – **P. Harris**

Discussion and Q&A chaired by: **M. Mendanha - A. Munhoz**

13.00 - 14.00 LUNCH

14.00 - 15.10 **Session 10 - Mastopexy and Breast Reduction** (11' each)

1. Choosing the optimal pedicle in breast reduction - **B. Celet Ozden**
2. Long term stability after reduction mammoplasty - **B. Cagli**
3. Breast reduction: how to get a more stable upper pole fullness - **H. De Vita**
4. The evolution of my technique: Inner bra Mastopexy (IBM) - **M. Hamdi**
5. The inverted T inferior pedicle breast reduction - **D. Hammond**

Discussion and Q&A chaired by: Nava - Rancati

15.10 - 16.10 **Session 11 - Tuberous Breast** (11' each)

1. How to safely augment the constricted breast - **P. Hedén**
2. Tuberous breast treatment with polyurethane implants - **L. Magalhaes**
3. The Assessment and Management of Tuberous Breast Deformity with implants and fat grafting - **B. Calobrace**
4. Lower pole constricted breast correction by using anatomical implants - **E. Buccheri**

Discussion and Q&A chaired by: **B. Celet Ozden - U. Tonnard**

16.10-16.30 COFFEE BREAK

16.30 - 17.30 INDUSTRY SPONSORED SESSION 1

17.30 - 18.30 INDUSTRY SPONSORED SESSION 2

8.30 - 9.30 **Session 12 - Composite Breast Augmentation** (11' each)

1. Hybrid breast augmentation, how to safely perform it – **R. De Vita**
3. How I use fat to enhance my breast augmentation results - **P. Hedén**
2. Composite augmentation: an anatomical approach to breast surgery – **M. Mendanha**
4. The use of fat in breast surgery – **A. Rancati**

Discussion and Q&A chaired by: **M. Hamdi - M. Pelle Ceravolo**

9.30 - 10.30 **Session 13 - Breast Asymmetries** (11' each)

1. Breast asymmetry: analysis and surgical techniques – **E. Kaminskyi**
2. Management of breast asymmetries - **G. Botti**
3. Different approaches in breast asymmetries: what has changed in our last 15 years of practice – **B. Calobrace**
4. Asymmetry Repair – **Y. Barnea**

Discussion and Q&A chaired by: **A. Munhoz - P. Hedén**

10-30 - 11.30 **Session 14 - Capsule Management** (11' each)

1. How I deal with capsular tissue secondary surgeries – **R. Ionescu**
2. Remove or not remove? - **P. Mallucci**
3. Secondary breast augmentation: how I manage the capsule in my practice – **A. Munhoz**
4. Strategies for capsule management, how do I choose what to do? – **Y. Barnea**

Discussion and Q&A chaired by: **M.B. Nava – R. De Vita**

11.30 - 11.50 Keynote Lecture

The unfavorable relationship between aesthetic surgery and science – **M. Pelle Ceravolo**

11.50 - 12.50 **Session 15 - Social Media and Business Management** (11' each)

1. The art of consultation – **A. Rancati**
2. Is it possible to survive on an exclusive breast surgery practice in the private setting? A 10 year journey – **B. Celet Ozden**
3. Building and running a private practice in the social media era – **R. Ionescu**
4. Social Media, how to use it at best – **E. Kaminskyi**

Discussion and Q&A chaired by: **G. Botti - P. Montemurro**

12.50 – 13.00 Closure
TBD – TBD

13.00 – 14.00 LUNCH

MBN YOUNG

Big international conferences, such as the MBN, are certainly of huge value for surgeons who already have some experience in the field of cosmetic breast surgery. However, young surgeons may often find some concepts too advanced and little applicable to their everyday practice. For this reason, this year MBN will dedicate an entire afternoon to young surgeons, trying to give real “take home messages” even to those who are at an early stage of their career.

Some basic topics, such as implant choice, surgical technique and management of common complications, will be presented by the same Faculty of the MBN. This will give the unique opportunity to young surgeons to interact with internationally known speakers, asking questions and discussing with them.

MBN YOUNG will take place on Saturday 14 December, from 14:00 to 18:30, in the same conference centre where the MBN takes place. Registration for this session is FREE for students, residents or specialists who are under 35 years of age. A standing dinner party with food, drinks and music will follow. You can register choosing the service “MBNYOUNG24” on the list.

For residents and students who would like to participate for the entire MBN event, registration fee this year is only 250 Euro (300 Euro after the 16th September)

14.00-15.00

Session 1 - Implant choice based on measurements (11' each)

1. Managing the IMF: basics on how to choose the right implant - **M.B. Nava**
2. Stability of the breast result: my algorithm of choosing the implants - **E. Kaminskyi**
3. Shape and proportions, not just volume – **P. Hedén**
4. Teaching young surgeons how to choose their first implant - **M. Hamdi**

Discussion and interaction chaired by: **P. Mallucci - G. Botti**

15.00-16.00

Session 2 - Implant shape based on anatomy and patient's preferences (11' each)

1. Round Vs Anatomical: the indications – **R. De Vita**
2. Round and anatomical implants, is there really a difference? - **P. Montemurro**
3. What patients want, what patients expect: how to choose the right shape - **R. Ionescu**
4. What I have changed in my practice over the years in regards to breast shape - **G. Botti**

Discussion and interaction chaired by: **M. Hamdi - P. Hedén**

16.00-16.30 COFFEE BREAK

16.30-17.30 **Session 3 - How to safely perform surgery** (11' each)

1. Surgical technique to decrease the risk of complications - **M.B. Nava**
2. How to obtain stable and long-lasting results with nanotextured devices - **A. Munhoz**
3. The things I wish somebody told me when I started performing breast surgery
M. Mendanha
4. Polyurethane implants, what you need to know to start using them safely - **P. Mallucci**

Discussion and interaction chaired by: **R. De Vita - M. Pelle Ceravolo**

17.30-18.30 **Session 4 - Management of complications** (11' each)

1. Pathogenesis and treatment of most common complications - **P. Montemurro**
2. How to manage the learning curve complications with the new generation nanotextured implants - **B. Celet Ozden**
3. What implant should I choose in secondary surgeries? - **M. Pelle Ceravolo**
4. Teaching young surgeons how to manage "simple" complications - **R. De Vita**

Discussion and interaction chaired by: **A. Munhoz - M.B. Nava**

Industry Sponsored Session

12 THURSDAY
December

16.30-17.30 INDUSTRY SPONSORED SESSION 1

BREAST AUGMENTATION - LIVE PLANNING WITH MODELS
How to choose implant width, height, projection and shape
KOLs from Companies (5' each)
Discussion led by **M.B. Nava - N. Rocco**

17.30-18.30 INDUSTRY SPONSORED SESSION 2

BREAST AUGMENTATION - INDUSTRY WORKSHOP
How to best use our products
KOLs from Companies (10' each)
Discussion led by **M.B. Nava - N. Rocco**

13 FRIDAY
December

16.30-17.30 INDUSTRY SPONSORED SESSION 3

MASTOPEXY AUGMENTATION - LIVE PLANNING WITH MODELS
Implant choice and pre-operative markings
KOLs from Companies (5' each)
Discussion led by **M.B. Nava - N. Rocco**

17.30-18.30 INDUSTRY SPONSORED SESSION 4

BREAST AUGMENTATION vs MASTOPEXY AUGMENTATION - LIVE PLANNING WITH MODELS
How to decide whether or not a pexy is needed and choice of the ideal implant
KOLs from Companies (5' each)
Discussion led by **M.B. Nava - N. Rocco**

General Information

SECRETARIAT

The registration desk, located at the entrance of the Congress Venue, is open as follows:

Thursday 12th December 7.30 am - 7.00 pm

Friday 13th December 8.00 am - 7.00 pm

Saturday 14th December 8.00 am - 7.00 pm

EXHIBITION

The exhibition area is located in the Congress Venue, Level 1.

Participants are encouraged to visit the industry exhibition, which will be accessible for the duration of the congress.

SCIENTIFIC SESSION

All Scientific Sessions will take place at Level 1.

The conference hours are specified in the programme.

REFUND POLICY

In case of cancellation without replacement, the fee less handling charges of 100 EURO will be refunded, provided a written request is received by MZ Events before 15th September 2024.

No refund can be made if notice of cancellation is received after this date. Any refund will be made after the congress.

CERTIFICATES OF ATTENDANCE

Certificates of attendance will be sent by email at the end of the congress.

REGISTRATION PACKAGE

The conference is a "Paper-free" event. Programme and other information will be managed by a dedicated APP.

REGISTRATION FEE

All delegates must register to attend the congress. Early Registration fees as follows (until the 15th September):

DELEGATE 850 EUR

RESIDENT/STUDENT 250 EUR

Late Registration fees as follows (starting from the 15th September):

Registration in the resident category is only open to people able to provide a valid official certificate.

DELEGATE 950 EUR

RESIDENT/STUDENT 300 EUR

Registration package includes:

- Certificate of attendance
- Attendance to the scientific sessions
- Access to the exhibition area
- Meals as indicated in the programme

BADGES

Participants are requested to wear their badges at all time during the conference for admission to all the conference areas.

LANGUAGE

Official language is English. Simultaneous translation is NOT provided.

CLOAKROOM

A cloakroom will be available for clothes and luggages for the whole duration of the congress.

WIFI

Wi-Fi will be available in the conference area.

Network: NH-HOTEL-GROUP

Username: nh

Password: wifi

INTELLECTUAL PROPERTY

During the conference, it is not permitted to film or take pictures of the speakers and/or their presentations.

Educational Credits (ECM)

Educational credits (ECM) are provided to Italian attendees only.

Si ricorda che per ottenere il rilascio dei crediti formativi ECM attribuiti alla giornata formativa, ogni partecipante deve:

- frequentare il 90% dell'impegno orario previsto, documentato dal foglio firme giornaliero;
- compilare obbligatoriamente la scheda anagrafica in ogni suo campo (in stampatello o in calligrafia leggibile), i cui dati saranno utilizzati esclusivamente ai fini ECM; le schede incomplete o illeggibili rendono impossibile l'assegnazione dei crediti ECM;
- compilare online il questionario di gradimento dell'evento.

Categoria accreditata: Medico Chirurgo

Crediti assegnati: IN RICHIESTA

Si informa che l'attestato di partecipazione ECM non costituisce titolo abilitante per l'esercizio delle attività trattate.

EACCME Accreditation

The MBN24 - Aesthetic Breast Meeting, Milano, Italy 12/12/2024 - 14/12/2024, has been accredited by the European Accreditation Council for Continuing Medical Education (EACCME®) with ----- European CME credits (ECMEC®s). Each medical specialist should claim only those hours of credit that he/she actually spent in the educational activity.

To receive the Certificate and get the Credits you are kindly asked to go to the Registration Desk at the end of the Conference, fill in a form with your personal data, sign for presence and give back the Learners Feedback Questionnaire duly filled out.

Assigned credits: ON REQUEST

Social Dinner



13th December 2024



SOCIAL DINNER TICKET:

NOT INCLUDED IN THE REGISTRATION FEE

Ticket cost: 100 € per person

Seats are limited, so it is recommended to buy your ticket in advance through the online registration system.



VENUE:

Alfa Romeo Museum

Viale Alfa Romeo, Arese (Mi)

To reach the dinner venue:

bus leaving from the congress centre



MBN Young Cocktail Party



14th December 2024



in NH Hotel, next to the congress center



free for all the Young surgeons that will
attend the MBN YOUNG sessions



NH MILANO CONGRESS CENTRE

Strada 1 Milanofiori, 20057 Assago | ITALY

T. +39 02 824791

www.nh-hotels.com

HOW TO REACH THE HOTEL AND
THE CENTRO CONGRESSI NH MILANOFIORI

BY CAR:

From MOTORWAY A1 BO, A8 VA, A9 CO, A4 TO

Take Tangenziale East direction to A7 GE - A1 B0

Take exit Assago - Milanofiori - Follow indications to Famagosta/Assago - Milanofiori

From MOORWAY A4 VE

Take Tangenziale East direction to A7 GE- A1 B0

Then Tangenziale West direction to A7 GE

Take exit Assago - Milanofiori - Follow indications to Famagosta/Assago - Milanofiori

From MOTORWAY A7 GE

At the end of motorway follow indications to Assago - Milanofiori

BY AIR:

From MALPENSA Airport:

Take the coach to Central Station - Take Underground Line 2 direction and stop Assago Forum.

Take the train to Milano Cadorna Station - Take Underground Line 2 direction and stop Assago Forum.

From LINATE Airport:

Take the coach to Central Station - Take Underground Line 2 direction and stop Assago Forum.

Take the bus n°73 to San Babila stop - Take Underground Linea 1 to Cadorna stop then Underground Line 2 direction and stop Assago Forum.

BY TRAIN:

From Central Station and Milano Cadorna Station:
Take Underground Line 2 direction and stop Assago Forum.

HOTEL ACCOMMODATION

RESERVE A ROOM

Promotional rates are available for all participants who desire to reserve a room in the hotel next the congress venue (about 2 minutes walking distance).

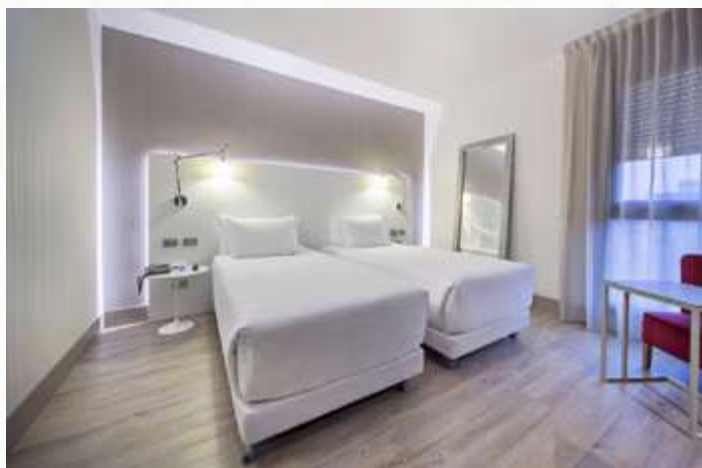
NH Milano Congress Centre ****

Strada 2a, Milanofiori, - 20057 Italy | +39 02 82221

The NH Milano Congress Centre hotel, formerly known as NH Milanofiori, was entirely refurbished in 2015 and gives you easy access to the shops, restaurants. The nightlife of Milan's bustling Navigli area is only 4 metro stops away. Located in Assago, just outside the city, it includes one of the largest conference centers in Milan, and it's also just a short walk from the Milan Assago Forum with its international concerts and shows. The city center is only 15 minutes away by metro.

If you are interested to secure here your room at a special price, please use the following link:

www.nh-hotels.com/en/event/mbn2024-aesthetic-breast-meeting



Con il patrocinio di



Associazione Italiana Chirurgia Plastica Estetica



Organising
Secretariat



MZ Events

via Carlo Farini 81, Milano

tel. 0266802323

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WHAT KIND OF BEAUTY SHOULD WE EXPECT?

MBN :2024 +



NSLTV



G.RE.T.A.
FONDAZIONE ETS