



IPRAS

International Confederation for Plastic Reconstructive & Aesthetic Surgery

Journal

5th Issue - July 2011

16th IPRAS congress in Vancouver... The beginning of a new era for IPRAS



Five continents



100 countries - regions



37.000 plastic surgeons



17 Subcommittees



President for 1st time on the top
of the administration hierarchy

**The e-magazine
for 37.000
Plastic Surgeons**

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Patients around the world want 3D consultations Get your next patient from the N°1 search engine for surgeons with 3D

The pre-consultation one-stop-shop

With growing demand from patients seeking 3D simulations in their breast augmentation consultations, Crisalix provides a unique platform for patients to learn about this new technology and what to expect from it. Sublimma.com also provides a wealth of information on breast augmentation surgery to help patients understand some of the important choices they could be faced with when considering breast augmentation.



Sublimma.com: a glamorous and trendy source of information for potential patients.

Sublimma.com presents and discusses some of the general reasons why women have breast augmentations and the impact this can have on their lives. The testimonials show that breast augmentation can help a patient feel better in her body and positively affect her social life and self-esteem.

While the surgery is meant to increase the patient's self-confidence and help the patient feel better about herself, there may be certain apprehensions, which Sublimma.com attempts to address in order for her to feel more comfortable when consulting a surgeon to find out more and ask specific questions. The Surgeon blogs are a dynamic means to provide first-hand advice to patients who are keen to receive valuable information before actually going in for a consultation. By posting your thoughts and comments on the blogs, you can communicate directly with the patients and expose your extensive experience and knowledge.

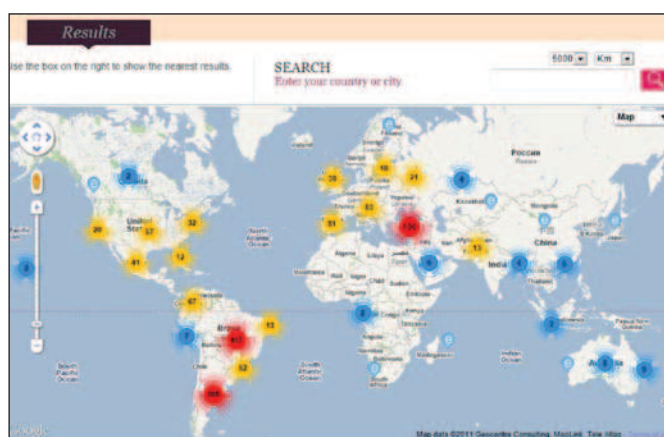
The Surgeon Finder

One of the key features of Sublimma.com is the exciting Surgeon Finder, which enables patients around the world to identify and locate surgeons in their area who have e-Stetix. All surgeons with e-Stetix are listed in the Surgeon Finder database, as a service included at no extra charge in all subscriptions. This is an opportunity for you to expose yourself to potential patients and promote your practice as a pioneer in the field of plastic surgery.

Sublimma.com and e-Stetix's Marketing Kit are simple and efficient marketing tools for surgeons around the world.

Optimize your visibility and communication with e-Stetix's Marketing Kit

This is an exceptional source of marketing material, to help you promote yourself as a pioneer using 3D simulations in your consultations. The various online and offline marketing tools at



The intuitive Surgeon Finder on Sublimma.com allows patients to easily find a surgeon nearby.

your disposal include a customizable personal website, a ready-to-use press release, brochures, web banners, as well as videos which you can use for your website or have running in your waiting room for your patients to view. Benefit from similar results as Dr Callanta from the Philippines who effortlessly published a press release which resulted in over 1,100 syndicated articles across the web with 1 click!



EXCLUSIVE OFFER FOR IPRAS MEMBERS

IPRAS members and readers have a special 10% discount on all e-Stetix annual subscriptions until end of September 2011. To benefit from this offer, please visit www.crisalix.com/en/pricing and "Sign-up" using the following 'Coupon code':

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Find out more about all the advantages and features of e-Stetix by visiting

www.crisalix.com