

# Professional Master's Degree Aesthetic Medicine for Dentists





## Professional Master's Degree Aesthetic Medicine for Dentists

Course Modality: **Online**

Duration: **12 months**

Certificate: **TECH Technological University**

Official N° of hours: **1,500 h.**

Website: [www.techitute.com/us/dentistry/professional-master-degree/master-aesthetic-medicine-dentists](http://www.techitute.com/us/dentistry/professional-master-degree/master-aesthetic-medicine-dentists)

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# 01

# Introduction

The specialty of Aesthetic Medicine is one of the most in-demand in the health field and one of the most promising in terms of growth. For this reason, more and more dentists wish to acquire up-to-date knowledge in this field in order to incorporate the main techniques and procedures into their clinical practice. They can apply this specialty in the middle and lower third of the face, due to their knowledge of the maxillary and mandibular support structures, offering a comprehensive and more personalized care to the patient. This program is the key tool that professionals need to give a boost to their profession by obtaining multidisciplinary information that not only addresses everything related to facial aesthetic medicine, but also business management and business development.





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*Learn about the advances in Aesthetic Medicine applied to Dentistry and incorporate this new service into your dental clinic"*

More and more people go to a dental clinic to improve their physical appearance, without necessarily having a pathology that makes them take that step. As a result, aesthetic practice is also becoming more widespread, and many dentists are looking for postgraduate programs to specialize and include a wider variety of treatment options in their practice. With this new trend in mind, TECH Technological University offers this Professional Master's Degree in Aesthetic Medicine for Dentists. A program that addresses all relevant factors for the professional in an educational and simple way. Therefore, you will update your knowledge in the medical-aesthetic treatments related to the middle and lower third of the face, as well as the correct management of possible complications, the integration of Aesthetic Medicine and the treatments involved in dental specialties such as orthodontics, prosthodontics, periodontics and orthodontics.

But this program goes a step further and not only focuses on the medical aspects, but also provides knowledge of the healthcare sector at a business level, teaching students how to draw up a business and communication plan that optimizes the exploitation of resources. Therefore, the management of marketing techniques or social networks will be a key element in the work of professionals in this area, which will provide greater visibility to their clinic and allow them to control its reputation.

For this reason, the main objective of this Professional Master's Degree is to enable students to broaden their knowledge of Aesthetic Medicine, improve the final result of orthodontic or dental prosthesis treatments, using rejuvenating techniques in extraoral soft tissues, and incorporate new treatments into their daily practice.

In addition, one of the main advantages of this program is that it is offered in a 100% online format, so the dentist will not have to put aside their professional work or the rest of their daily obligations in order to study it. On the contrary, they will be free to select the time and place of study that best suits them, as they will have direct access to all the resources available on the virtual campus, from the moment they enroll. Undoubtedly, a program that will be a before and after in their learning and that will place them as one of the leading specialists in Aesthetic Dentistry.

This **Professional Master's Degree in Aesthetic Medicine for Dentists** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Aesthetic Medicine applied to Dentistry
- ♦ The graphic, schematic, and eminently practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies for the use of Aesthetic Treatments in Dentistry
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*If you are looking for a program to update your knowledge in facial harmony and aesthetics, don't think twice. Enroll now in this Professional Master's Degree and become a renowned Aesthetic Dentist"*

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*With the most innovative teaching methodology of the moment and a first-class syllabus, you will have the opportunity to update your knowledge to improve yourself and offer more personalized patient care"*

The program's teaching staff includes professionals from sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*You will achieve facial harmony in your patients thanks to the aesthetic interventions you will learn with this program.*

*Your clinic will be a reference in Aesthetic Dentistry thanks to the new procedures that you will be able to perform after completing this program.*



02

# Objectives

Dental and Facial Aesthetics is essential in today's society. As a result, more and more dentists want to specialize in this field in order to offer more personalized treatments to their patients. With this in mind, this Professional Master's Degree has been created with the main objective of offering specialized information to these professionals, so that they can update their knowledge in a simple way and incorporate into their daily work those aesthetic treatments that are providing significant benefits to patients.





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*Applying Botulinum Toxin, Hyaluronic Acid and performing Bichectomy Surgeries are part of your daily routine. Now you have the opportunity to update your knowledge so you can use the latest procedures”*



## General objectives

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- ♦ Gain in-depth knowledge of the anatomy of the head and neck to reduce the complications and to consolidate the correct management of patients who are looking for the harmonization of tissues in Aesthetic Medicine
- ♦ Know the treatments of Aesthetic Medicine that apply to the Dental Clinic, being able to expand the portfolio of services and acquire a specialty whose demand is booming
- ♦ Recommend to each patient the ideal and personalized treatment for each case
- ♦ Instill in the student the vital importance of a result that looks as natural as possible in each treatment, for which the most avant-garde materials and techniques will be studied
- ♦ Know the business structure of the dental clinic from different angles, in order to optimize the necessary resources in the search for maximum profitability of the business
- ♦ Be able to replicate models that are profitable and discard those that represent a business deficit
- ♦ Understand the power of communication and marketing in attracting, retaining and promoting existing and future customers





## Specific objectives

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### Module 1. Aesthetic Medicine

- ◆ Have general knowledge of the combination of the dental clinic and the aesthetic clinic
- ◆ Know the different technological tools necessary to carry out aesthetic interventions in dentistry
- ◆ Know human aspects related to patients
- ◆ Understand the protocols to be followed in different circumstances
- ◆ Know how to carry out administration and accounting tasks in a clinic

### Module 2. Techniques for the Creation, Development and Execution of Commercial Management, Marketing and Social Media

- ◆ Perform an analysis of the business possibilities, of the macro market environment and be able to land on a micro analysis that allows for the optimization of existing resources to materialize them and increase the clinic's operating potential and monthly turnover
- ◆ Learn how to use the Canvas Model in depth
- ◆ Carry out competitive strategies in a booming sector, and other growth strategies so that the business grows in density and scale simultaneously
- ◆ Learn various selling techniques
- ◆ Understand the importance of sales, attraction and recurrence
- ◆ Acquire the knowledge to understand why digital marketing allows you to connect with your target audience, making the lowest possible investment and achieving the greatest possible reach
- ◆ Demystify the taboos generated by aesthetic treatments and integrate them as beauty treatments, with social networks being the main channel

- ♦ Acquire the necessary skills to create quality content, using social networks as the main tool to promote your work
- ♦ Develop effective and credible communication actions that will give reputation to the medical-aesthetic work

### **Module 3. Aesthetic Medicine Applied to Dentistry**

- ♦ Perform an analysis of the patients' features at a macro-aesthetic level, such as facial proportions and their measurement according to the different facial patterns
- ♦ Analyze the facial profile knowing the different measurement parameters in order to make a better diagnosis and treatment
- ♦ Analyze Smile Mini aesthetics
- ♦ Learn to know the aesthetic parameters of both incisors at rest, gingival exposure in smile and gingival width
- ♦ Study the microaesthetics in the details of each tooth, knowing the shape and contour that each tooth should have
- ♦ Analyze the shape and texture of the gingiva, the correct positioning of the teeth and its impact on the aesthetics of the smile
- ♦ Analyze the repercussion that different dental malocclusions have on facial aesthetics

### **Module 4. Anatomy of Aesthetic Medicine Head and Neck Anatomy**

- ♦ Review and memorize the anatomy of the head and neck to achieve a complete mastery of the treatments to be performed
- ♦ Understand the aging processes in order to counteract them with the most appropriate treatments
- ♦ Learn how to perform a correct facial diagnosis

### **Module 5. Dermal Fillers Hyaluronic Acid and Calcium Hydroxyapatite**

- ♦ Know the differences between the different dermal fillers
- ♦ Learn how to analyze and understand the different facial patterns
- ♦ Learn how to make decisions prior to dermal fillers treatment based on the sex of the patient
- ♦ Know about the lower third of the face and how to treat it with hyaluronic acid
- ♦ Learn all hyaluronic acid infiltrative lip rejuvenation, perioral rejuvenation and masculinization techniques
- ♦ Know the indications and contraindications associated with hyaluronic acid in the lower third of the face

### **Module 6. Hyaluronic Acid Dermal Filler with Lower Third of the Face**

- ♦ Learn to analyze and understand the different facial patterns
- ♦ Learn how to make decisions prior to dermal fillers treatment based on the sex of the patient
- ♦ Know the lower third of the face and learn how to treat it with hyaluronic acid
- ♦ Learn all hyaluronic acid infiltrative lip rejuvenation, perioral rejuvenation and masculinization techniques
- ♦ Know the indications and contraindications associated with hyaluronic acid in the lower third of the face

**Module 7. Dermal Filler with Hyaluronic Acid in the Middle Third of the Face**

- ◆ Learn how to analyze and understand the different facial patterns
- ◆ Learn how to make decisions prior to dermal fillers treatment based on the sex of the patient
- ◆ Know the midface and learn how to treat it with hyaluronic acid
- ◆ Learn all the hyaluronic acid infiltrative techniques to correctly perform the middle third facial and nose projection
- ◆ Know the indications and contraindications associated with hyaluronic acid in the middle third of the face

**Module 8. Plasma which is Rich in Growth Factors. Aesthetic and Dental Applications Bichectomy Surgery: Microneedling**

- ◆ Gain in-depth knowledge of the treatment of plasma rich in growth factors, to be able to incorporate it in the clinical practice both in the dental office and in the aesthetic office
- ◆ Learn the methods of obtaining prp and protocols for its performance and application in different disciplines, as well as the materials necessary to carry out the technique in a simple and safe manner
- ◆ Learn how bichat bag removal surgery is performed
- ◆ Review anatomy to make operating room practice more predictable and simpler
- ◆ Learn what you need to know about microneedling in order to incorporate it into your clinic's treatment portfolio
- ◆ Learn the importance of combined techniques to achieve better results
- ◆ Understand the associated patient and clinical benefits of this combination of treatments
- ◆ Know the complications and contraindications in a schematic but complete way to always know how to act in case of emergency

**Module 9. Botulinum Toxin**

- ◆ Know the origin and mechanism of action of Botulinum Toxin
- ◆ Learn the possible applications of Botulinum Toxin and, in particular, to understand its use in aesthetic medicine
- ◆ Learn the indications and contraindications for the use of Botulinum Toxin in patients
- ◆ Learn the technique and know how to adjust the dosage according to the patient and the application of the treatment
- ◆ Understand the units and know each of the administration points
- ◆ Learn how to reconstitute Botulinum Toxin in all its formats (number of units/bottle)
- ◆ Know the complications of Botulinum Toxin, avoid them and know how to manage them in case they occur

**Module 10. Other Medical-Aesthetic Treatments Peeling and Mesotherapy**

- ◆ Learn about dermatological treatments such as Chemical Peelings and Facial Mesotherapies
- ◆ Learn the application processes of these treatments, their mechanism of action and expected results
- ◆ Delve into the benefits of each treatment and understand why they are beneficial to the dermis
- ◆ Learn its medical indications, as well as the pre- and post-care that should be recommended to patients
- ◆ Know the legal framework in which this type of dermo-aesthetic treatments are found

# 03 Skills

Aesthetic Dentistry is increasingly in demand. Patients no longer come to the office purely to solve an oral problem that may bother them or to prevent infections or other pathologies; they are increasingly concerned about improving their physical appearance and seek a facial harmony that allows them to feel better about themselves. With this program, the specialist will be able to acquire a level of training that will allow them to advise their patients on the best interventions, according to their needs, and to apply them with confidence and guarantees of success.





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*Develop the necessary skills to ensure that your patients are satisfied with the results of your Aesthetic Interventions"*



## General skills

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- ♦ Have a global vision of aesthetic medicine applied to the dental clinic
- ♦ Efficiently manage an aesthetic dental clinic
- ♦ Apply different treatments related to dental and facial aesthetics
- ♦ Make patients aware of the importance of sterilization and hygiene as preventive measures against possible infections

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*You will have the responsibility of advising patients on their facial image, so you need specialized knowledge that allows you to offer the most up-to-date treatments”*





## Specific skills

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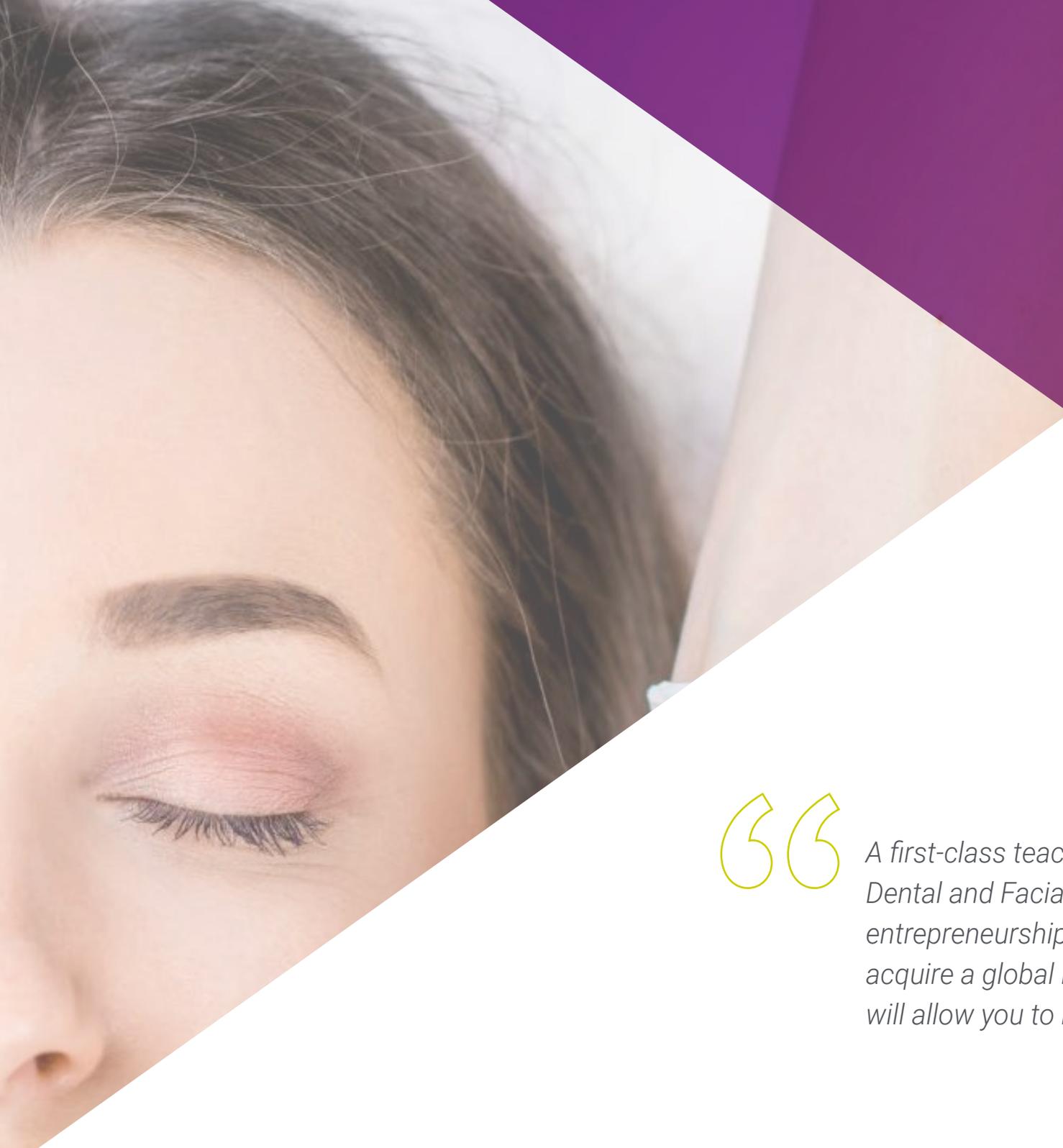
- ◆ Manage and develop their functions within any aesthetic clinic
- ◆ Have a thorough knowledge of head and neck anatomy
- ◆ Apply dermal fillers in the middle and lower third of the face to prevent aging
- ◆ Resolve the complications associated with the use of hyaluronic acid
- ◆ Apply botulinum toxin with aesthetic effects in the facial area
- ◆ Know the contraindications and possible adverse effects of bichectomy and apply the most appropriate methods to solve them
- ◆ Put into practice the most current techniques of peeling and mesotherapy
- ◆ Correct aesthetic problems related to malocclusions
- ◆ Apply different sales techniques, taking into account the difference between customer acquisition and recurrence, and the importance of the user experience in each of the phases

# 04

# Course Management

The teachers of this Professional Master's Degree in Aesthetic Medicine for Dentists at TECH Technological University have been selected for their extensive experience in this area. They are aware of the importance of being up to date with the latest procedures and techniques in aesthetic medicine applied to dentistry and so have created a comprehensive syllabus in which they reflect all their knowledge and expertise in the field.





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*A first-class teaching team, specialized in Dental and Facial Aesthetics, as well as in entrepreneurship and business, so that you acquire a global learning experience that will allow you to reach success in the field"*

## Management



### Ms. González Rodríguez, Paloma

- ♦ Owner of Chamberí Dental Oral Surgery, Implantology and General Dentistry and Aesthetic Facial and Dental Medicine, Madrid
- ♦ Oral Surgeon at Vivanta Clinic, Seville
- ♦ Oral Surgeon and Dentist at D. Montero Dental Clinic, Seville
- ♦ General Dentist and Prosthodontist in ADESLAS SEGURCAIXA, Cadiz
- ♦ Endodontist Dentist exclusively at ADESLAS DENTAL, Cadiz
- ♦ Degree in Dentistry. CEU San Pablo University, Madrid
- ♦ Master's Degree in Oral Surgery, Implantology and Periodontics UMA, Malaga University
- ♦ Specialist in Dental and Facial Aesthetics. Harmonic, Dr. Sandra Duque

## Professors

### Ms. Calderón Cabello, María

- ♦ Director of Oral Surgery, as well as being responsible for the Facial and Dental Aesthetic part of the Dental and Aesthetic Clinic 28, Seville
- ♦ Oral Surgeon at Dental Center Clinics
- ♦ Dental Aesthetics and Oral Surgery at Dr. Javier Acero's Acero Maxilodental Clinic, Seville
- ♦ Degree in Dentistry, CEU San Pablo University, Madrid
- ♦ Master in Oral Surgery, Implantology and Periodontics from the University of Malaga
- ♦ Course on Aesthetic Medicine, Hyaluronic Acid, Thread Tightening and Botox, Madrid
- ♦ Course on the Use of Hyaluronic Acid in the PeriOral Area for Dentists, Seville
- ♦ Course on Oral Anatomy Applied to Implantology and Implantoprosthesis, University of Seville

### Ms. Palos Bonilla, Irene María

- ♦ Public Relations Manager, The Swatch Group, Spain PR Agency
- ♦ Specialist in Advertising and Integral Corporate Relations, MRA PR Agency
- ♦ Fashion stylist at Cosmopolitan Magazine
- ♦ Master's Degree in Digital Marketing, The Power MBA
- ♦ Marketing and Communication for Luxury and Fashion Brands, Complutense University of Madrid, ELLE Executive Education
- ♦ Public Relations, Visual Merchandising and Styling, Complutense University of Madrid, ELLE Executive Education



**Mr. Carrión Candelas, Alejandro**

- ◆ Consultant in Euro-Funding Advisory Group
- ◆ Director of Cost Control at Soldeser
- ◆ Manager of the restaurant Club Hípico Somosaguas, Madrid
- ◆ Double Degree in Law and Business Administration, Rey Juan Carlos University, Madrid

**Ms. Benítez Durbán, Mónica**

- ◆ Orthodontist at Jaime Benítez Hita Dental Clinic, Almería
- ◆ Orthodontist at Chamberí Dental Clinic, Madrid
- ◆ Orthodontist at Perfectdent Clinic, Madrid
- ◆ Degree in Dentistry from San Pablo University CEU, Madrid
- ◆ Master's Degree in Orthodontics and Dentofacial Orthopedics from Rey Juan Carlos University, Madrid
- ◆ Master's Degree in Invisalign Invisible Orthodontics, Manuel Román Academy, Madrid

**Mr. Carpintero Navarro, Fernando**

- ◆ Entrepreneur and Business Consultant
- ◆ Senior Career Advisor. The Power MBA
- ◆ Account Executive PLN distribution
- ◆ Sales Team Leader at Too Good To Go
- ◆ Head of Business Development at Jobin App
- ◆ Double Degree in Law and Business Administration from Carlos III University of Madrid
- ◆ Integral Development Program for Young Professionals, López Quintás Foundation + ICADE

**Ms. Carrión Candelas, Carlota**

- ◆ Nurse in the Intensive Care Medicine Unit at Isabel Zenda Hospital
- ◆ Specialist Nurse in Aesthetics at Chamberí Clinic
- ◆ Degree in Nursing, Francisco de Vitoria University
- ◆ Intensive Care Unit and Resuscitation, Quirón Salud Sur Hospital
- ◆ Pediatric Intensive Care Unit, Sanitas La Moraleja Hospital

# 05

## Structure and Content

This Professional Master's Degree is designed for dentists to incorporate the specialty of Aesthetic Medicine into their daily practice, given that it is so in-demand in society these days. To this end, you are offered a 100% online program, with which you can deepen your knowledge of the main dermal fillers, peelings or mesotherapy, among others. But also, you will learn the latest business management and marketing techniques, which will allow you to achieve success with your own dental practice.



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*Facial Aesthetic Medicine is experiencing a great boom in popularity. With this Professional Master's Degree, you will be able to apply the latest techniques in your dental practice"*

## Module 1. Aesthetic Medicine

- 1.1. Context of Aesthetic Medicine
  - 1.1.1. Historical Context
  - 1.1.2. Current Context
  - 1.1.3. Relevance of Aesthetic Medicine
- 1.2. Management and Direction of an Aesthetic Clinic: Applied Economics
  - 1.2.1. Efficient Management
  - 1.2.2. Necessary Accounting Issues
  - 1.2.3. Cost Reduction
  - 1.2.4. Maximum Benefit
- 1.3. Psychology and Psychiatry Applied to Aesthetic Medicine
  - 1.3.1. Patient Analysis
  - 1.3.2. Types of Patients
  - 1.3.3. Psychological-Aesthetic Problems
  - 1.3.4. Patients with Psychological Problems
  - 1.3.5. How to Guide the Treatment of Patients According to Their Psychology
- 1.4. Photography
  - 1.4.1. Initiation to Photography
  - 1.4.2. Importance of Photography in an Aesthetic Clinic
  - 1.4.3. Adequate Realization of the Photographs
  - 1.4.4. Basic Aspects on Data Protection
- 1.5. Communication with Patients
  - 1.5.1. Introduction to Communication
  - 1.5.2. Importance of Communication in the Doctor-Patient Relationship
  - 1.5.3. Be a Good Communicator
- 1.6. Material and Supplier Management
  - 1.6.1. Essential Material
  - 1.6.2. Storage and Stock Control Techniques
  - 1.6.3. Management of Orders and Payment to Suppliers



- 1.7. Protocols and Emergencies
  - 1.7.1. Medical Protocols
  - 1.7.2. Protocol with the Patient
  - 1.7.3. Emergency Protocols
- 1.8. The Aesthetic Medicine Consultation
  - 1.8.1. Necessary Installations
  - 1.8.2. Staff of an Aesthetic Medicine Clinic Objectives and Functions
- 1.9. Infection Prevention
  - 1.9.1. Infection Prevention
  - 1.9.2. Sterilization and Preventive Hygiene Measures
- 1.10. Software
  - 1.10.1. Importance of Software in the Management of an Aesthetic Clinic
  - 1.10.2. Essential Features of Practice Management Software
  - 1.10.3. Combination of Dental Software with Medical-Aesthetic Software

## Module 2. Techniques for the Creation, Development and Execution of Commercial Management, Marketing and Social Media

- 2.1. Macro and Micro Analysis of the Dental Clinic's Environment
  - 2.1.1. Management of Resources for the Study of the Incorporation of Aesthetic Medicine
- 2.2. Canvas Business Model
  - 2.2.1. What Is It?
  - 2.2.2. How Is it Constructed?
- 2.3. Fundamentals and Strategy
  - 2.3.1. Analysis of the Dental and Aesthetic Sector
  - 2.3.2. Competitive Strategy
  - 2.3.3. Growth Strategies
- 2.4. Value Proposition
  - 2.4.1. What Is It?
  - 2.4.2. How Is it Constructed?

- 2.5. Sales Techniques
  - 2.5.1. Catchment
  - 2.5.2. Recurrence
- 2.6. Basic Notions of Marketing
  - 2.6.1. Health Marketing
- 2.7. The Power of Digital Marketing in Aesthetic Treatments
- 2.8. Advertising vs. Communication
  - 2.8.1. The Reputation of Aesthetic Medicine in the Online Environment
- 2.9. Web Positioning
  - 2.9.1. SEO vs. SEM
  - 2.9.2. Instagram & Facebook Ads
  - 2.9.3. Google Ads
- 2.10. Social Media Focused on Health
  - 2.10.1. Marketing Influencer to Communicate Aesthetic Medicine

## Module 3. Aesthetic Medicine Applied to Dentistry

- 3.1. Aesthetic Medicine and Orthodontics
- 3.2. Macroaesthetics
- 3.3. Mini aesthetics
- 3.4. Microaesthetics
- 3.5. Aesthetic Repercussions of Class II Malocclusions
- 3.6. Aesthetic Repercussions of Class III Malocclusions
- 3.7. Aesthetic Repercussions of Vertical Malocclusions
- 3.8. Aesthetic Repercussions of Asymmetries
- 3.9. Aesthetic Medicine and Fixed and Removable Prosthetic Dental Rehabilitations
- 3.10. Hyaluronic Acid for Dental Treatments
  - 3.10.1. Periodontics
  - 3.10.2. Oral Surgery
  - 3.10.3. Pathology of the TMJ

#### **Module 4. Anatomy of Aesthetic Medicine Head and Neck Anatomy**

- 4.1. General Anatomical Principles
- 4.2. Anatomy Applied to Stomatology
- 4.3. Oral Anatomy as Soft Tissue Support
- 4.4. Anatomy of the Midface
- 4.5. Anatomy of the Lower Third of the Face
- 4.6. Facial Diagnosis
- 4.7. Anatomy of Facial Aging
  - 4.7.1. Aging and Skin
  - 4.7.2. Muscle Aging
  - 4.7.3. Fat Compartments
- 4.8. Bone Resorption
- 4.9. Anatomy of Facial Risk Zones
- 4.10. Vascular Anatomy and Innervation

#### **Module 5. Dermal Fillers Hyaluronic Acid and Calcium Hydroxyapatite**

- 5.1. Introduction
  - 5.1.1. Classification of Dermal Filler Materials
  - 5.1.2. What Is Hyaluronic Acid?
  - 5.1.3. Composition
  - 5.1.4. Classification of Hyaluronic Acid
  - 5.1.5. What Is Calcium Hydroxyapatite?
  - 5.1.6. Composition
- 5.2. Management of the Patient Undergoing Dermal Filler Treatments
- 5.3. Types of Hyaluronic Acid
- 5.4. Protocols for Hyaluronic Acid Infiltration
  - 5.4.1. Pre-Infiltration
  - 5.4.2. Infiltration
  - 5.4.3. Post-Infiltration
- 5.5. Applications and Indications of Hyaluronic Acid
  - 5.5.1. Aesthetics
  - 5.5.2. Dental

- 5.6. Hyaluronic Acid Filler Approaches
- 5.7. Calcium Hydroxyapatite
  - 5.7.1. Classification
  - 5.7.2. Indications
  - 5.7.3. Calcium Hydroxyapatite Infiltration Protocols
- 5.8. Differences between Dermal Fillers
  - 5.8.1. Calcium Hydroxyapatite or Hyaluronic Acid?
  - 5.8.2. Other Dermal Fillers of Interest
- 5.9. General Complications
  - 5.9.1. Complications Associated with Hyaluronic Acid Treatment
  - 5.9.2. Complications Associated with Calcium Hydroxyapatite Treatment
- 5.10. Pharmacological Medical Treatment
  - 5.10.1. Pharmacology Associated with Post-treatment Effects
  - 5.10.2. Hyaluronidase
  - 5.10.3. Treatment Protocol for Ocular Pain or Blindness Due to Dermal Fillers

#### **Module 6. Dermal Filler with Hyaluronic Acid in the Lower Third of the Face**

- 6.1. Facial Analysis
  - 6.1.1. Facial Patterns
  - 6.1.2. Differences between Sexes to Conduct a Correct Facial Analysis
- 6.2. Anatomy and Aesthetic Proportions Perioral Area
  - 6.2.1. Lip Anatomy
  - 6.2.2. Anatomy of the Genian Area
  - 6.2.3. Aging of the Perioral Area
  - 6.2.4. Anatomical Risk Areas to be Taken into Account when Performing Treatment
- 6.3. Mandibular Anatomy and Aesthetic Proportions
  - 6.3.1. Chin
  - 6.3.2. Jaw Body
  - 6.3.3. Jaw Angle
  - 6.3.4. Sagging and Aging of the Lower Third of the Body
  - 6.3.5. Anatomical Risk Areas to be Taken into Account when Performing Treatment



- 6.4. Materials and Action Protocols
  - 6.4.1. Necessary Material
  - 6.4.2. Types of Needles
  - 6.4.3. Selection of the Type of Hyaluronic Acid According to the Area to be Treated
  - 6.4.4. Pre-Treatment and Post-Treatment
  - 6.4.5. Subsequent Recommendations for the Patient
- 6.5. Hyaluronic Acid Lip Infiltration Techniques
  - 6.5.1. Lip Hydration
  - 6.5.2. Profiling
  - 6.5.3. Lip Filler
  - 6.5.4. Russian Volume
- 6.6. Perioral Rejuvenation Techniques
  - 6.6.1. Nasolabial Furrow Infiltration
  - 6.6.2. Bar Code Infiltration
  - 6.6.3. Infiltration of the Inferior Labiogenic Groove
- 6.7. Hyaluronic Acid Jaw Infiltration Techniques
  - 6.7.1. Jaw Body Infiltration
  - 6.7.2. Jaw Angle Infiltration
- 6.8. Chin Infiltration Techniques
  - 6.8.1. Chin Infiltration
  - 6.8.2. Chin Tassel
  - 6.8.3. Masculinization
- 6.9. Complications and Adverse Effects
  - 6.9.1. Lips
  - 6.9.2. Perioral
  - 6.9.3. Body and Jaw Angle
  - 6.9.4. Chin
- 6.10. Legal Aspects
  - 6.10.1. Informed Consent
  - 6.10.2. Photography
  - 6.10.3. Medical History

**Module 7. Dermal Filler with Hyaluronic Acid in the Middle Third of the Face**

- 7.1. Facial Analysis and Harmonization
  - 7.1.1. Facial Patterns
  - 7.1.2. Anatomical Differences According to the Sex of the Patient
- 7.2. Anatomy and Aesthetic Proportions of the Middle Third of the Face
  - 7.2.1. Anatomy of the Malar, Submalar, Cheek Region Preauricular Region
  - 7.2.2. Anatomy of the Orbital Region, Palpebral Furrows
  - 7.2.3. Fat Compartments in the Midface Aging
  - 7.2.4. Anatomical Risk Areas to be Taken into Account when Performing Treatment
- 7.3. Nasal Anatomy and Aesthetic Proportions
  - 7.3.1. Nose
  - 7.3.2. Anatomical Risk Areas to be Taken into Account when Performing Treatment
- 7.4. Materials and Action Protocols
  - 7.4.1. Necessary Material
  - 7.4.2. Types of Needles and Cannulas
  - 7.4.3. Selection of the Type of Hyaluronic Acid According to the Area to be Treated
  - 7.4.4. Pre-Treatment and Post-Treatment
  - 7.4.5. Subsequent Recommendations for the Patient
- 7.5. Hyaluronic Acid Infiltration Techniques in the Middle Third Facial Area
  - 7.5.1. Projection of the Middle Third of the Face
- 7.6. Rhino-Modeling Technique
- 7.7. Indications
  - 7.7.1. Projection of the Middle Third of the Face
  - 7.7.2. Rhino-Modeling
- 7.8. Complications and Adverse Effects
  - 7.8.1. Projection of the Middle Third of the Face
  - 7.8.2. Rhino-Modeling
- 7.9. Pre- and Post-Care
- 7.10. Legal Aspects
  - 7.10.1. Informed Consent
  - 7.10.2. Photography
  - 7.10.3. Medical History



## Module 8. Plasma Which is Rich in Growth Factors, Aesthetic and Dental Applications Bichectomy Surgery: Microneedling

- 8.1. Plasma Rich in Growth Factors (PRP)
  - 8.1.1. Concept of PRP
  - 8.1.2. Aesthetic Applications of PRP Treatment
  - 8.1.3. Dental Applications of PRP Treatment
- 8.2. Materials Needed for Treatment and Obtaining PRP
  - 8.2.1. Machinery
  - 8.2.2. Extraction Kits
  - 8.2.3. Importance of Sterilization to Avoid Infections
- 8.3. Technique for Obtaining PRP and Treatment Protocols
  - 8.3.1. Venepuncture
  - 8.3.2. Plasma Fractionation Protocols
  - 8.3.3. Anticoagulants and Other Additives
- 8.4. PRP in Aesthetic Medicine
  - 8.4.1. Indications
  - 8.4.2. Benefits and Results
  - 8.4.3. Contraindications
  - 8.4.4. Complications and Adverse Effects
- 8.5. PRP in Oral Surgery and Periodontics
  - 8.5.1. Indications
  - 8.5.2. Benefits and Results
  - 8.5.3. Contraindications
  - 8.5.4. Complications and Adverse Effects
- 8.6. Bichectomy
  - 8.6.1. Anatomy Bichat Balls
  - 8.6.2. What Does Bichat Bag Surgery Consist of?
  - 8.6.3. Technique
  - 8.6.4. Necessary Material
  - 8.6.5. Indications
  - 8.6.6. Contraindications and Adverse Effects
  - 8.6.7. Aftercare Results

- 8.7. Microneedling
  - 8.7.1. What Is Microneedling? Commercial Brands
  - 8.7.2. Indications
  - 8.7.3. Treatment Protocols According to the Patient's Pathology
  - 8.7.4. Benefits and Results
  - 8.7.5. Contraindications
  - 8.7.6. Complications and Adverse Effects
- 8.8. Benefits of Combination Treatments for Facial Harmonization and Rejuvenation
- 8.9. Dermatology, Skin Anatomical Structures Pre- and Post-Treatment Care
- 8.10. Legal Aspects

## Module 9. Botulinum Toxin

- 9.1. Botulinum Toxin
  - 9.1.1. Concept of Botulinum Toxin
  - 9.1.2. Types of Botulinum Toxin
  - 9.1.3. Botulinum Toxin Mechanism of Action
- 9.2. Anatomy Applied to Botulinum Toxin Treatment
  - 9.2.1. Musculature of the Upper Third Facial Musculature
  - 9.2.2. Musculature of the Middle Third of the Face
  - 9.2.3. Musculature of the Lower Third of the Face
  - 9.2.4. Neck Muscles, Platysmal Bands
- 9.3. Indications of Botulinum Toxin
- 9.4. Treatment Materials and Techniques
  - 9.4.1. Necessary Material
  - 9.4.2. Botulinum Toxin Reconstitution
  - 9.4.3. Infiltrative Technique
- 9.5. Application of Botulinum Toxin for Aesthetic Purposes of the Upper Third Face
- 9.6. Application of Botulinum Toxin for Aesthetic Purposes of the Medium Third Face
- 9.7. Application of Botulinum Toxin for Aesthetic Purposes of the Lower Third Face and Neck
- 9.8. Botulinum Toxin for Non-Aesthetic Purposes
  - 9.8.1. Treatment of TMJ Pathology Bruxism
  - 9.8.2. Palmar and Axillary Hyperhidrosis

- 9.9. Complications and Contraindications Related to Botulinum Toxin
- 9.10. Legal Aspects
  - 9.10.1. Informed Consent
  - 9.10.2. Photography
  - 9.10.3. Medical History

## Module 10. Other Medical-Aesthetic Treatments Peeling and Mesotherapy

- 10.1. Peeling
  - 10.1.1. General Aspects
  - 10.1.2. Types of Peeling
  - 10.1.3. Retinol
- 10.2. Superficial Peeling
  - 10.2.1. Mechanism of Action
  - 10.2.2. Indications
  - 10.2.3. Treatment Protocol
  - 10.2.4. Benefits
  - 10.2.5. Contraindications, Complication and Adverse Effects
- 10.3. Medium Peeling
  - 10.3.1. Mechanism of Action
  - 10.3.2. Indications
  - 10.3.3. Treatment Protocols
  - 10.3.4. Benefits
  - 10.3.5. Contraindications, Complication and Adverse Effects
- 10.4. Deep Peeling
  - 10.4.1. Mechanism of Action
  - 10.4.2. Indications
  - 10.4.3. Treatment Protocol
  - 10.4.4. Benefits
  - 10.4.5. Contraindications, Complication and Adverse Effects





- 10.5. Pre- and Post-Care
- 10.6. Complications and Possible Adverse Effects
- 10.7. Mesotherapy
  - 10.7.1. General Aspects
  - 10.7.2. Types of Mesotherapy
  - 10.7.3. Benefits
- 10.8. Indications, Techniques and Forms of Application
- 10.9. Complications and Possible Adverse Effects Pre- and Post-Care
- 10.10. Legal Aspects
  - 10.10.1. Informed Consent
  - 10.10.2. Medical History
  - 10.10.3. Professional Training

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*A 100% online program that adapts to your needs so that you can choose when and from where to study”*

06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





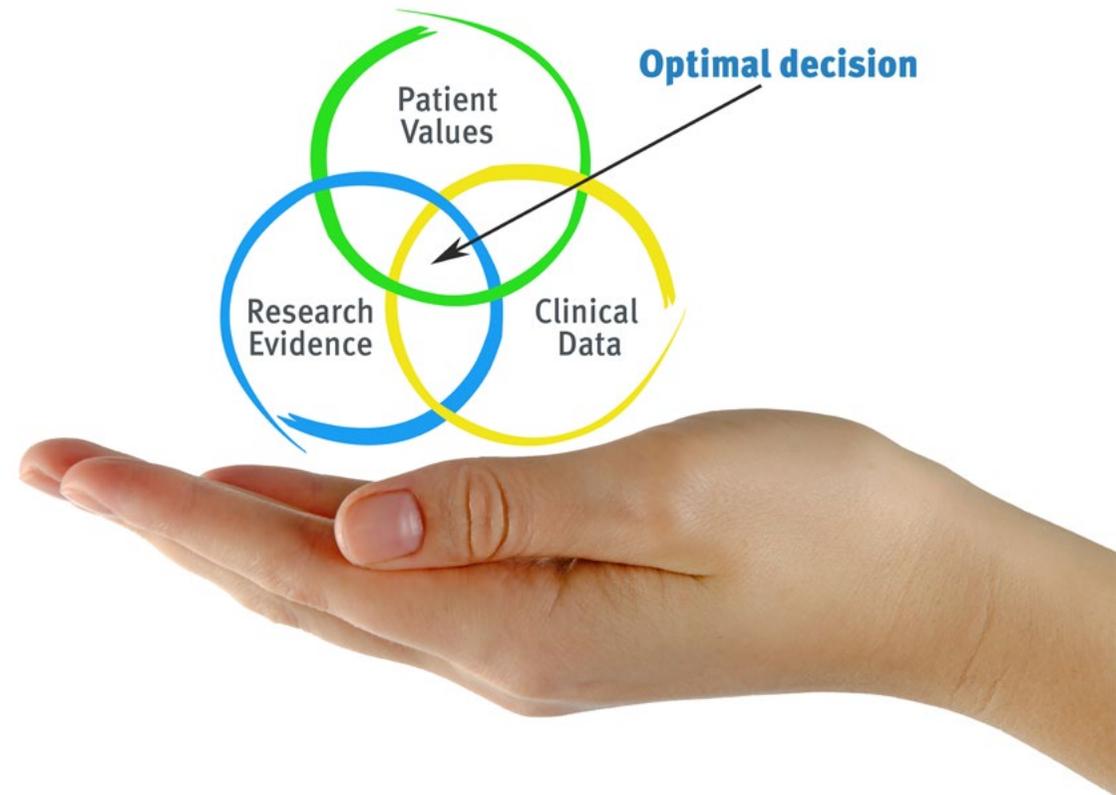
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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

In a given situation, what should a professional do? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the dentist's professional practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Dentists who follow this method not only grasp concepts, but also develop their mental capacity by means of exercises to evaluate real situations and apply their knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

*The student will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 115,000 dentists with unprecedented success, in all specialties regardless of the workload. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

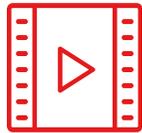
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances, and to the forefront of medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



### Interactive Summaries

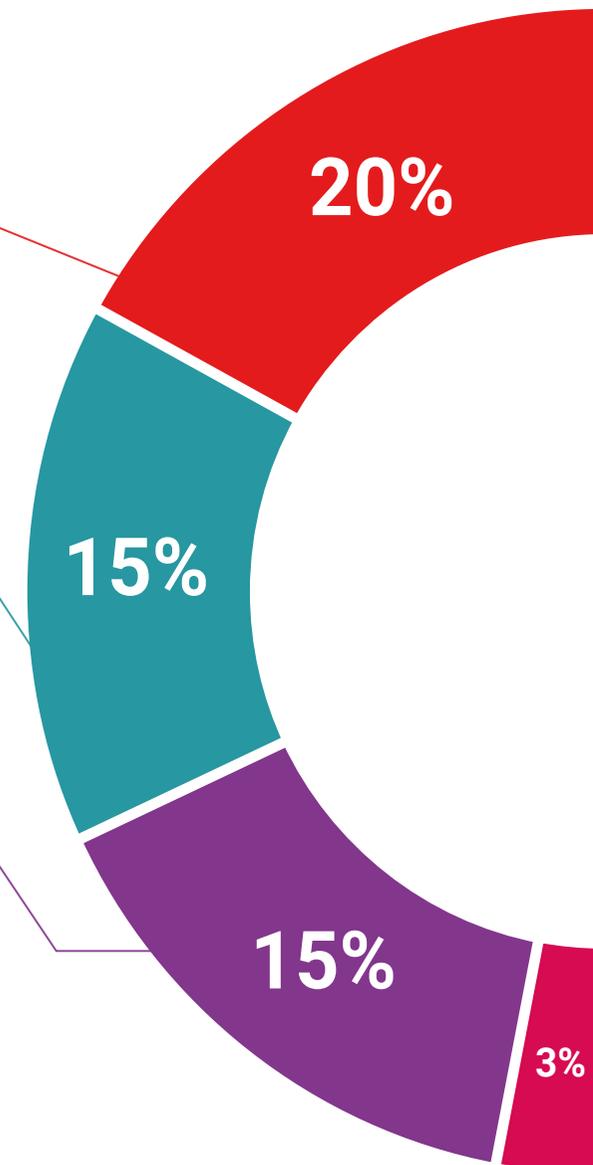
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

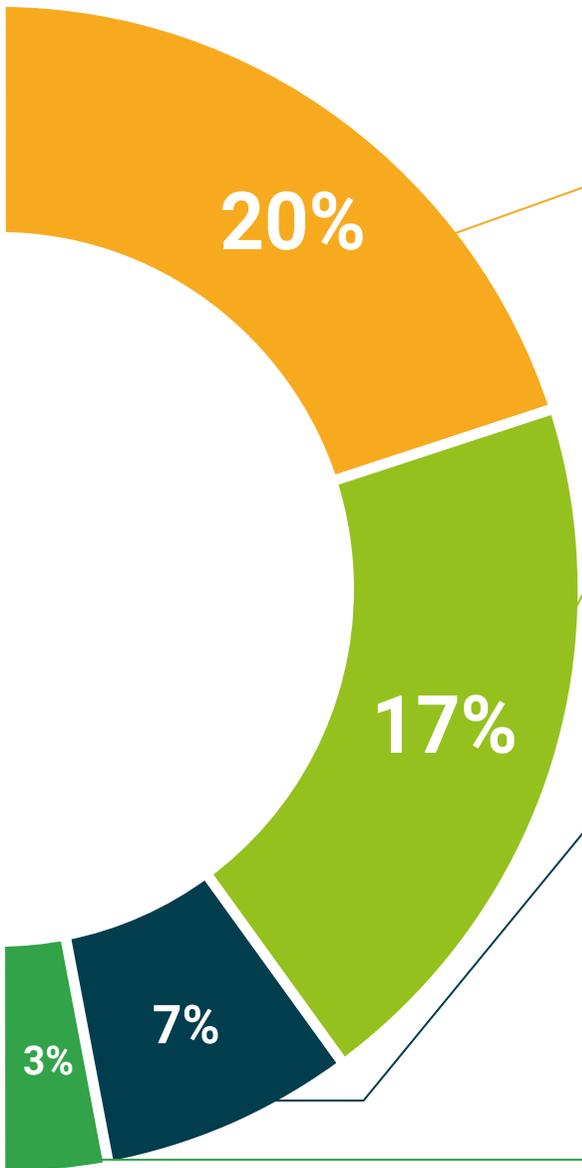
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



**Classes**

There is scientific evidence suggesting that observing third-party experts can be useful.  
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



07

# Certificate

The Professional Master's Degree in Aesthetic Medicine for Dentists guarantees you, in addition to the most rigorous and up-to-date training, access to a Professional Master's Degree issued by TECH Technological University.



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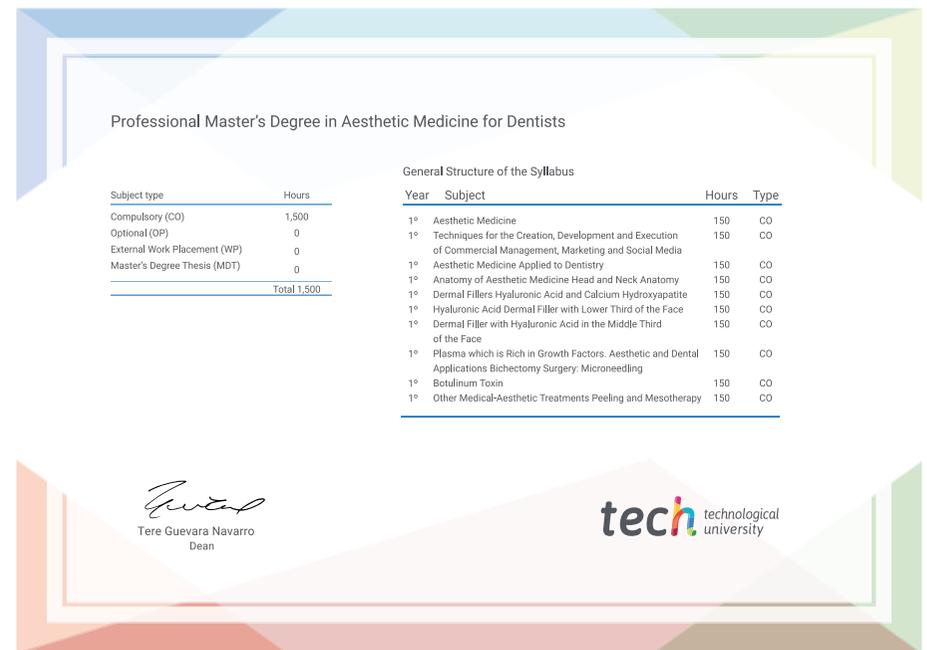
*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

This **Professional Master's Degree in Aesthetic Medicine for Dentists** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Professional Master's Degree in Aesthetic Medicine for Dentists**  
 Official N° of hours: **1,500 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
virtual classroom



Professional Master's  
Degree

Aesthetic Medicine  
for Dentists

Course Modality: Online

Duration: 12 months

Certificate: TECH Technological University

Official N° of hours: 1,500 h.

# Professional Master's Degree

## Aesthetic Medicine for Dentists

