



Best Surgical Result

Criteria

This award will recognise the consultant plastic surgeon who has created the best surgical facial aesthetic result for a patient. The practitioner may have utilised non-surgical treatments to complement the result. Please note that **formatting cannot be copied and pasted from Word documents**, so you should only **add these when submitting** your entry on the website. As well as providing photographic evidence of an excellent aesthetic result, the entry should demonstrate excellent patient care and patient satisfaction with the outcome. The finalists' before and after images of their patient will be displayed at the Aesthetics Awards, on the Aesthetics Awards website, in the *Aesthetics* journal and across social media, so entrants must confirm they have permission to use the images for marketing purposes. Treatment must have been given after January 1 2019.

Entry recommendations

You are encouraged to keep your entry concise and clear; bullet points and the use of formatting options such as bold, underlines and italics are encouraged to ensure your entry is easy to digest for judges. A strict character limit of 1,700 (including spaces) is enforced for each question and you must not exceed this; however, your entry does not have to meet it. References are included in the character count, although you may supply a reference list as part of your supplementary materials if it exceeds the character count. The winner will be selected from the finalists using a combination of Aesthetics reader votes and judges' scores. Voting will constitute a 30% share of the final score.

Important: please check your entry carefully for accuracy, grammar and spelling as this information may appear in the *Aesthetics* journal and on the Aesthetics website, as well as being considered as part of the judging process. There will be **no opportunity to amend this once you have submitted** your application online unless you pay a £100 +VAT administration fee and this information is received before shortlisting has begun. Finalists' before and after images of their patient will be displayed at the Aesthetics Awards, on the Aesthetics Awards website, in the *Aesthetics* journal and across social media. By entering the category you confirm you have permission to use your patient's images in marketing.

Questions

1. Briefly detail your profession, career in aesthetics and where you practice. Please include your GMC number, which will be checked to ensure you are active on the register and do not have any restrictions on practice.
2. Describe the initial patient enquiry, detailing their concerns and your consultation process
3. Explain the treatment approach and products you decided upon, detailing why they were appropriate for this patient and their concerns
4. Detail the pre-treatment care you provided and the patient preparation before the procedure
5. Share an overview of the technique used and why this approach was beneficial (e.g. injection points, product amounts)
6. Describe any side effects/complications you may have faced and how you prepared yourself/the patient for them
7. Describe the post-procedure care you gave and how this enhanced results
8. Detail the patient follow-up and final result. Include a testimonial from the treated patient
9. Submit before and after treatment photographs at point of treatment and later stages. Finalists' before and after images of their patient will be displayed at the Aesthetics Awards, on the Aesthetics Awards website, in the *Aesthetics* journal and across social media. By entering the category you confirm you have permission to use your patient's images in marketing.

PLEASE NOTE: Entries will only be accepted if submitted via aestheticsawards.com. For help and enquiries email contact@aestheticsjournal.com