



INTERNATIONAL
INSTITUTE *of*
AESTHETIC
MEDICINE

COURSE OUTLINE
& SCHEDULE

FOUNDATIONS OF AESTHETIC MEDICINE

EDUCATION ROOTED IN INNOVATION

As the world of aesthetic medicine continues to evolve and grow, IIAM is committed to providing exceptional, continuous hands-on training, allowing medical professionals the opportunity to expand on their expertise through various channels. Aesthetic treatment must always begin with safety. Setting and delivering the gold standard in this ever-evolving field is our mission.





FOUNDATIONS OF MEDICAL AESTHETICS

Course Outline

1 FACIAL ANATOMY

- 1.1** Introduction to Facial Anatomy
- 1.2** Facial Layers: Bones
- 1.3** Facial Layers: Periosteum & Deep Fascia
- 1.4** Facial Layers: Retaining Ligaments & Spaces (Deep Fat)
- 1.5** Facial Layers: Muscles and SMAS
- 1.6** Facial Layers: Subcutaneous Space (Superficial Fat)
- 1.7** Facial Layers: Epidermis and Dermis
- 1.8** Facial Structures: Arteries, Veins & Nerves
- 1.9** Facial Danger Zones
- 1.10** The Facial Aging Process

2 FACIAL ANESTHESIA

- 2.1** Overview
- 2.2** Mechanism of Action
- 2.3** Onset & Duration
- 2.4** Dosing
- 2.5** Contraindications, Toxicity & Complications
- 2.6** Types of Anesthetics
- 2.7** Health Canada-Approved Products

3 THE PATIENT JOURNEY

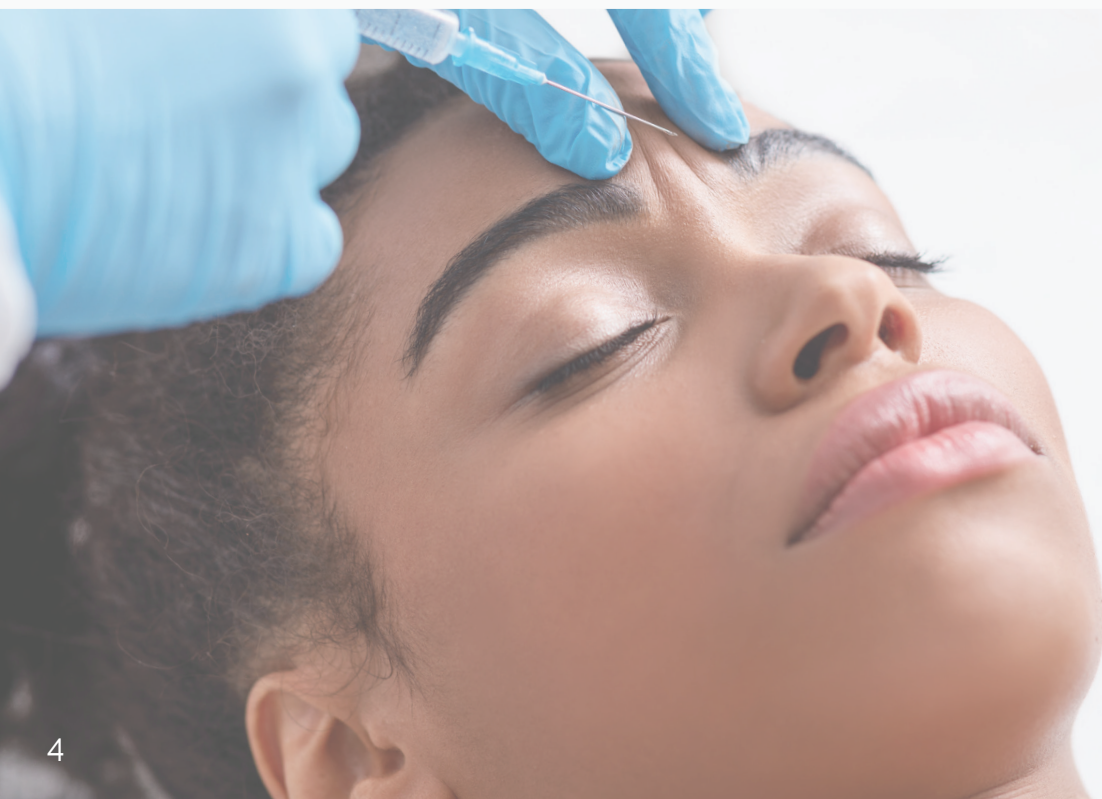
- 3.1** Consumer Purchasing Behaviour
- 3.2** New Patient Acquisition
- 3.3** Pre-Treatment Protocols
- 3.4** Treatment Planning
- 3.5** 360 Consultations
- 3.6** Patient Retention
- 3.7** Overcoming Patient Objections

4 COSMETIC NEUROMODULATORS

- 4.1** History & Chemical Composition
- 4.2** Mechanism of Action
- 4.3** Risks & Complications
- 4.4** Reconstitution & Dosing
- 4.5** Technique: Frontalis
- 4.6** Technique: Glabellar Complex
- 4.7** Technique: Brow Lift
- 4.8** Technique: Crow's Feet
- 4.9** Technique: Dimpled Chin
- 4.10** Technique: Gummy Smile
- 4.11** Technique: Depressor anguli oris
- 4.12** The Follow Up

5 INJECTABLE HA FILLERS

- 5.1** History & Chemical Composition
- 5.2** Types of Fillers Available in Canada
- 5.3** Health Canada-Approved Brands
- 5.4** G Prime & Product Placement
- 5.5** Risks & Complications
- 5.6** Introduction to Aspiration
- 5.7** Needle Technique: Cheeks (Malar Mound)
- 5.8** Needle Technique: Lips
- 5.9** Needle Technique: Chin





NEXT LEVEL KNOWLEDGE

ELEVATE YOUR SKILLS: DAY 3 CANNULA TECHNIQUES

Refine your injection knowledge and treatment offering with IIAM's Cannula Training.

WHAT IS A CANNULA

A cannula is a hollow tube with a blunt tip that is significantly longer and more flexible than needles, making it also capable of delivering dermal fillers to more areas of the face.

HOW IS IT USED

Because a cannula cannot pierce the skin, an entry point is first made using a needle.

Once inserted, cannulas have a greater range of motion, allowing easier product distribution and requiring fewer entry points.

BENEFITS INCLUDE

- Lowers risk of embolisms
- Lowers risk of bruising and swelling
- Increases your injection services portfolio
- Increases patient safety & satisfaction
- Increases range of motion under the skin
- Increases flexibility under the skin
- Reduces injection points

6 CANNULA TRAINING

- 6.1** Introduction to Cannula Techniques
- 6.2** Treatment Protocols with Cannula
- 6.3** Technique: Cheeks
- 6.4** Technique: Lips
- 6.5** Technique: Nasolabial Folds
- 6.6** Technique: Marionette Lines
- 6.7** Technique: Jawline
- 6.8** Technique: Fine Lines
- 6.9** Injectable HA Fillers: Cannula Post-Treatment Care





LAUNCH YOUR CAREER

PURSuing YOUR PATH: BUSINESS, SKIN HEALTH & LASER

Virtual Course

Kick-start your business know-how and gain valuable knowledge on successfully marketing your products and services to attract and retain the right client base.

BENEFITS INCLUDE

- Gain access to business plans, job descriptions, SWOT analysis and other business development exercises
- Receive a free injectable starter kit with supplies to treat your first 25 patients (hyaluronidase included)
- Learn how to cross-sell services such as laser treatments and skincare
- Gain access to a list of business development platforms to help save you time & money in the industry

7 BUSINESS BASICS

- 7.1** Introduction to the Medical Aesthetics Industry
- 7.2** Insurance & Medical Delegations
- 7.3** Alignment: Competitor Analysis & Client Segmentation
- 7.4** Marketing: Social Media Principles
- 7.5** Marketing: Strategy & Content Planning
- 7.6** Finance: Introduction to Accounting Statements
- 7.7** Finance: Cost Allocation in Budgeting
- 7.8** Finance: Pricing Your Services & Promotion Planning
- 7.9** Planning: Putting It All Together
- 7.10** Networking & Next Steps



8 SKINCARE & RETAIL

Deepen your treatment competency to further serve your patients in their skin health journey beyond the clinic.

- 8.1** Skin Anatomy & Physiology
- 8.2** Skin Aging
- 8.3** The Importance of Skin Health
- 8.4** In-house Treatment: Chemical Peels
- 8.5** Sun Protection
- 8.6** Active Ingredients: Exfoliants
- 8.7** Active Ingredients: Antioxidants
- 8.8** Active Ingredients: Vitamins
- 8.9** Clinic Implementation: The Planogram

9 LASER & LIGHT THERAPY TREATMENTS

Extend your specialty with laser and light therapy treatments furthering dermal enhancements.

- 9.1** Introduction to Laser & Light Treatments
- 9.2** History of Lasers
- 9.3** Lasers vs. Light Therapy
- 9.4** Fitzpatrick Skin Typing
- 9.5** Skin Tissue Responses
- 9.6** Laser & Light Therapy Safety Protocols
- 9.7** Aesthetic Treatment: Hair Removal
- 9.8** Aesthetic Treatment: Intense Pulse Light (IPL)
- 9.9** Aesthetic Treatment: RF Microneedling
- 9.10** Aesthetic Treatment: Tattoo Removal



2-DAY SCHEDULE

All course registrants must complete mandatory online training and receive a minimum of 80% prior to attending the hands-on training.
For the safety of our patients, and learning experience of all other students, individuals who do not fully complete the virtual learning will not be permitted to inject live models.

TIME	DAY 1	DAY 2	DAY 3
9:00 AM - 9:15 AM	Orientation		
9:00 AM - 10:30 AM	Neuromodulator Techniques Review	Filler Needle Techniques	Filler Cannula Techniques Review
10:30 AM - 11:10 AM	Neuromodulator Rotation 1	Injectable HA Fillers: Cheek Rotation 1	Cannula Technique: Cheek Rotation
11:10 AM - 11:50 AM	Neuromodulator Rotation 2	Injectable HA Fillers: Cheek Rotation 2	Cannula Technique: Lip Rotation
11:50 AM - 12:20 PM	Lunch	Lunch	Lunch
12:20 PM - 1:00 PM	Neuromodulator Rotation 3	Injectable HA Fillers: Cheek Rotation 3	Cannula Technique: NLF Rotation 1
1:00 PM - 1:40 PM	Neuromodulator Rotation 4	Injectable HA Fillers: Lip Rotation 1	Cannula Technique: NLF Rotation 2
1:40 PM - 2:20 PM	Neuromodulator Rotation 5	Injectable HA Fillers: Lip Rotation 2	Cannula Technique: Marionnette Rotation 1
2:20 PM - 3:00 PM	Neuromodulator Rotation 6	Injectable HA Fillers: Lip Rotation 3	Cannula Technique: Marionnette Rotation 2
3:00 PM - 3:40 PM	Neuromodulator Rotation 7	Injectable HA Fillers: Chin Rotation 1	Cannula Technique: Jawline Rotation 1
3:40 PM - 4:20 PM	Neuromodulator Rotation 8	Injectable HA Fillers: Chin Rotation 2	Cannula Technique: Jawline Rotation 2
4:20 PM - 5:00 PM	Neuromodulator Rotation 9	Injectable HA Fillers: Chin Rotation 3	Cannula Technique: Fine Lines Rotation

Schedule is subject to change based on class size and instructor preference.
Hands-on rotations to be conducted in small groups of three. All product supplied by IIAM.

[BOOK DISCOVERY CALL](#)

Speak with one of our program advisers to discover if our course offerings and opportunities are right for you.

WHERE SCIENCE MEETS ART

