

ESSENTIALS OF FACIAL ASSESSMENT AND CONSULTATION

CBAM Aesthetic Mastery Series



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ABOUT AUTHORS



Dr. Reza Akef is a highly experienced and respected cosmetic physician, with over 15 years of experience in teaching and practicing cosmetic medicine. He is currently the Assistant Professor at McMaster University and the Chairman of the Canadian Board of Aesthetic Medicine (CBAM), where he shares his knowledge and expertise with other healthcare professionals to provide the best care for their patients.

Dr. Akef is board certified by the College of Family Physicians of Canada in both Family and Emergency Medicine. Additionally, he is deeply involved in interventional pain practice cooperation for the treatment of Migraines, chronic pain, TMJ, Myofascial pain, and Fibromyalgia. He is a leading cosmetic physician and an internationally recognized specialist in non-surgical cosmetic procedures.

Dr. Akef is dedicated to understanding his clients' concerns and creating personalized treatment plans that meet their needs and goals. He is committed to thoughtfully and strategically creating individualized combinations of leading, safe treatments that exceed client expectations. He is also the founder of Angel Gloss spa in Toronto, an established, leading destination for non-surgical cosmetic procedures for individuals seeking leading physicians with proven experience, the latest technology, and cutting-edge techniques.

Dr. Akef is actively involved in multiple training courses, webinars, and conferences all around the world, including prestigious international conferences such as IMCAS, AMWC, and Dubai Derma. He participates as a speaker at these events and is always looking to stay up to date with the latest developments in the field of cosmetic medicine.

Mohsen Talani is the Director of CBAM. He has over 18 years of experience teaching anatomy in Canada and internationally to students and healthcare practitioners in different fields of medicine such as physicians, dentists, nurses, chiropractors, and physiotherapists.

After graduating from medical school at a young age, he became a medical doctor in his home country, Iran, and practiced in the field of emergency medicine. While pursuing his Master's thesis in neuroscience at McGill University, he discovered his passion for teaching. Since then, he has been working in the field of medical science education, with a focus on anatomy.

He strongly believes that with the rapidly growing aesthetic industry, all practitioners should have a profound knowledge of skin basics, fat compartments, muscles, blood vessels, and nerves, in order to provide safe and effective care to clients and prevent or minimize post-treatment complications linked to lack of anatomy knowledge.

He is currently training healthcare practitioners who seek to have a deep knowledge of anatomy. He incorporates fun, innovative, and easy-to-understand methods of teaching in all of his classes, guest lectures, and presentations. Additionally, he supervises the cadaver lab dissections and hands-on practicals.



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CHAPTER 1:

INTRODUCTION TO AESTHETIC MEDICINE CONSULTATION



Introduction to Aesthetic Medicine Consultation

The Role of Consultation in Aesthetic Medicine

In the field of aesthetic medicine, where the goal is to enhance beauty, restore harmony, and elevate self-confidence, the consultation process serves as the foundation of every successful practice. More than just a conversation or a procedural checklist, the consultation is a structured, strategic interaction that sets the tone for the entire patient experience. It is here that clinical expertise meets human connection, and where trust begins.

A well-conducted consultation is often the deciding factor in whether a patient chooses to proceed with treatment—and whether they choose your clinic to provide it.

The Purpose of Consultation: More Than Just Assessment

For many aesthetic patients, their first visit to a clinic isn't just about gathering information—it's about making a decision. By the time they walk through your doors, they have likely already decided to pursue treatment. The real question is: **Will they do it with you?**

This makes the consultation a kind of interview, where the practitioner must not only demonstrate competence but also establish rapport, listen with care, and create a sense of safety and clarity. The aim is to understand each patient's goals, expectations, and motivations—both aesthetic and emotional—and then use this understanding to co-create a personalized treatment plan that aligns with their vision, lifestyle, and budget. Initial consultations should be comprehensive and unhurried, ideally lasting between 45 minutes to an hour. This dedicated time allows practitioners to gather medical history, evaluate anatomical and aesthetic concerns, and—most importantly—educate patients about their options.

Creating a Patient-Centered Experience

At its core, the consultation is not about selling a procedure—it is about **serving a person**. In aesthetic medicine, patients don't just buy treatments—they invest in people they trust. That trust is earned by showing genuine interest in their concerns, by educating without pressuring, and by offering solutions that are both clinically sound and realistically achievable.

CONSULTATION: MORE THAN JUST ASSESSMENT

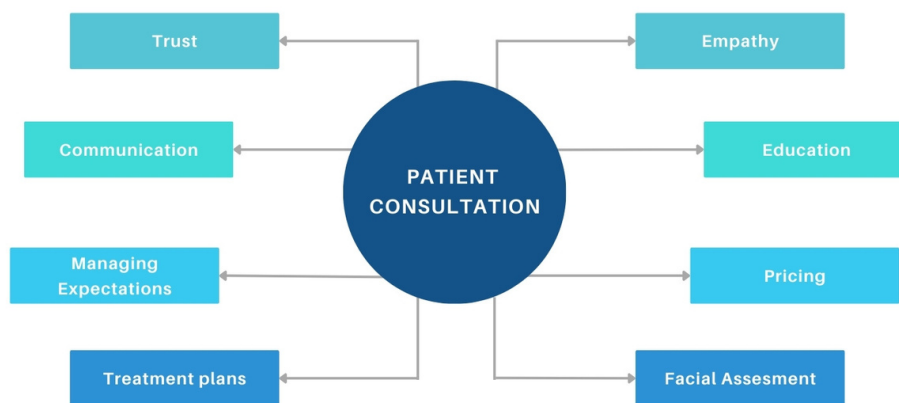


Fig I.1. The Purpose of Consultation: More Than Just Assessment

Patients are more likely to return to a practice where they feel heard, respected, and cared for. Taking the time to answer questions, discuss limitations, and explain each recommendation in simple terms helps create an environment where patients feel confident and in control of their decisions.

This rapport-building isn't a side benefit—it's the heart of successful consultation. Aesthetic medicine is a relationship-based specialty, and long-term patient loyalty is built not just on results, but on how the patient feels throughout their journey.

Setting and Managing Expectations

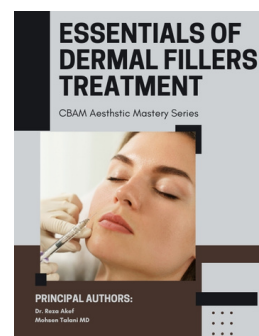
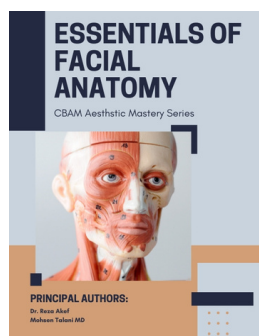
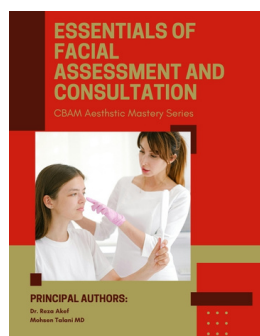
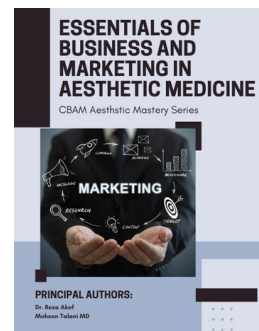
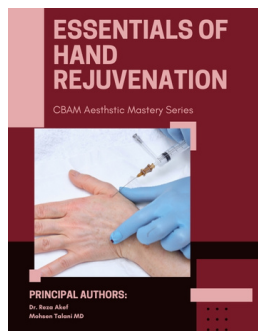
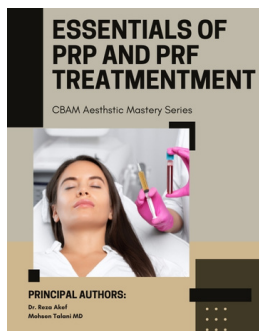
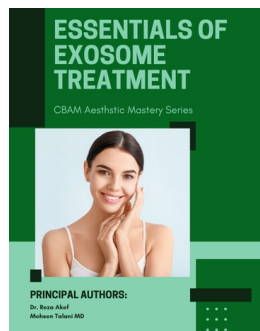
One of the most critical roles of the consultation is **aligning patient expectations with clinical reality**. This involves a careful conversation about:

- What results are realistically achievable
- How many sessions may be needed

- What limitations and risks are involved
- What level of investment—financial, time, and emotional—the treatment plan may require

Misaligned expectations are a major cause of patient dissatisfaction. Practitioners must be prepared to guide patients toward **safe, effective, and appropriate treatments**, even if that means saying no to unrealistic requests. In addition, a well-structured consultation allows patients to **express concerns and ask questions** freely, reducing anxiety and preventing misunderstandings. Open, two-way communication ensures that the final treatment plan is not only effective but also embraced by the patient with confidence.

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