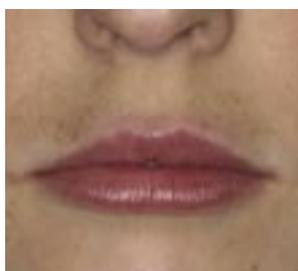


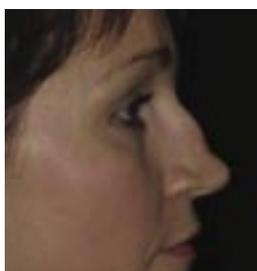
Facial aesthetics...the Dr Bob Khanna way!



Lips before



Lips after dermal filler recontouring



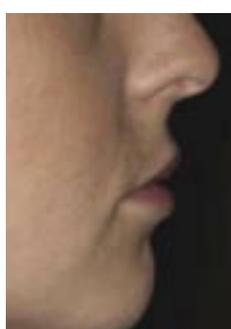
Patient before



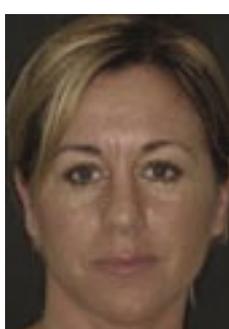
Profile after non-surgical rhinoplasty using dermal filler



Profile before



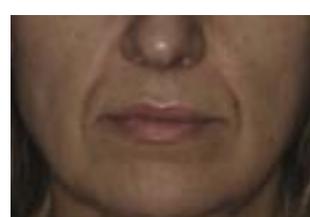
profile after lip recontouring



Patient before



Patient after BTX brow lift



Patient before treatment



Patient: 4 weeks after dermal filler treatment to the nasolabial folds

The Dr Bob Khanna Training Institute for Facial Aesthetics is now in its eighth year and I feel very proud to have created a teaching academy, which not only helps dentists develop their confidence and skills even further, but has revolutionised the modern dental clinic and has substantially increased incomes being generated.

Indeed every dentist has the ability to master the skills required to perform non-surgical facial aesthetics. We undertake extensive under graduate training in head and neck anatomy, physiology, biochemistry and pharmacology, and possess the manual dexterity required to carry out procedures which often prove to be extremely intricate. Another reason why I feel very passionate about dentists carrying out such procedures is due to their understanding of optimum clinical environments, good communication skills, medico-legal considerations and of course the ability to perform intra and extra oral local anaesthetic. This can be particularly beneficial for patients whilst using dermal fillers for lip augmentation and for the treatment of perioral and naso-labial lines in order to perform a totally pain free procedure. Hence, with respect, I not only feel that dentists are entirely capable of carrying out these procedures but they are probably the most competent medical professionals to perform non-surgical facial aesthetic treatments.

I had nothing but extremely positive feedback from my patients when I first started out in this field over ten years ago. Patients seem to inherently understand that dentists are used to giving painless injections in an area which totally invades their "social bubble" and trust them implicitly to do so. This is at the heart of why I believe Facial Aesthetics has become so successful within dentistry.

Being constantly asked by my peers to 'teach them' facial aesthetics inspired me to create the 'Dr Bob Khanna Training Institute.' It was also essential to help create a standard for the practice of botulinum toxin and dermal filler treatments in the UK. Currently, we provide more than six courses a month and that still does not fill the demand. Ironically, many delegates attend following demands by their patients!

At our institute we firmly believe in full day courses consisting of theory, practical demonstrations and the all important hands on sessions. The Beginner Botulinum Toxin courses are designed to help dentists get under way with injecting, it's a great starter course because at the end of the day they will leave with the skills and knowledge to treat patients for the most commonly asked areas. I have taken the approach of beginner followed by advanced courses for Botulinum Toxin because I firmly believe that if practitioners want to be able to treat patients with predict-

able and reproducible results and minimise complications, it is vital that this learning experience is not rushed. I don't believe you can start injecting the most intricate areas of the face having just spent one day training. Indeed the Health Care Commission are particularly concerned about a 'crash course' approach to facial aesthetics. As with all medical professionals involved with such treatments their main concern is that the aesthetic practitioner is appropriately trained and is carrying out such procedures in optimum clinical environments so as to protect patients interests.

We also offer a unique Dermal Filler course where delegates will learn how to confidently treat a patient on the course for lips and nasolabial lines.

After the three courses delegates will have completed the training program enabling them to treat most routine cases.

Additionally, at the Dr Bob Khanna Training Institute, Master-classes are available for those experienced practitioners wishing to extend their knowledge of facial aesthetics even further into total facial sculpturing. This is an ideal way of keeping abreast of the latest developments, materials and techniques required to treat even the most challenging of cases.

The key thing to remember is that it is incredibly straight forward for any dentist to get started once they have been appropriately

trained. They are already based in an ideal clinical environment with a regular throughput of patients. With carefully delivered information, existing patients can be educated in the pros and cons of non-surgical facial rejuvenation. It is amazing how a simple conversation with a knowledgeable receptionist or nurse can result in patient acceptance of treatment.

In fact, it is clear that patients will often try the non-surgical rejuvenation route first, before considering a surgical and thus more invasive alternative. In my practice it is extremely common for a patient having anything from a simple restoration to a full mouth rehabilitation to undergo treatment with Btx or dermal fillers at the same appointment, due to the fact that the patient may already be locally anaesthetised i.e. a win-win situation. It is well established that the synergy of a smile makeover and facial rejuvenation leads to optimum facial aesthetic results.

From a business perspective non-surgical facial aesthetics is a highly profitable source of income for any dental practice. A typical example - if a dentist was to treat just two patients a day for just Btx treatment with an average conservative retail cost of £300 a session per patient. This would amount to a total treatment time of approximately 30 minutes a day, after excluding material expenses this would project a net income of approximately £100,000 per annum! This figure could be substantially increased if dermal fillers are utilised and the number of patients undertaking such treatments increases. Let's not forget that this source of revenue is in addition to any dental treatment carried out in the practice. The additional overheads required to carry out such treatments is entirely negligible.

For many of the reasons discussed above I truly believe that within 10 years the majority of UK dental clinics will be offering some form of non-surgical facial aesthetic treatments.

So for any forward thinking 21st Century dentist out there who hasn't seen the light remember that "the time is always now"!



After completing my A-levels in 1988, I enrolled as an undergraduate in dentistry at Cardiff. I qualified in December 1992 and, after one year VT, went straight into private practice in Ascot. I've spent the last 14 years furthering my interest and skills in cosmetic and implant surgical dentistry, attending post-graduate programmes in the UK and the USA predominantly.

I was introduced to non-surgical facial aesthetics (Botox and dermal fillers) in 1997 while in Canada on an implant training programme. In the same year I was appointed Clinical Dental Director for Intergrated Dental Holdings. I set up my UK Training Institute from humble beginnings in 1999, where I trained dentists in Botox and dermal fillers. Today the Dr Bob Khanna Training Institute attracts dentists, doctors and plastic surgeons from all over the world.

In 2003 I was awarded with a Fellowship to the highly acclaimed International Academy for Dental Facial Aesthetics, and a year later set up private clinics in Harley Street and Manchester. In 2005 I created a non-profit organisation, The International Academy of Advanced Facial Aesthetics (IAAFA), which boasts over 270 members to date.

For all course enquiries at the Dr. Bob Khanna Training Institute please contact Sonia Pal at sonia@drbobkhanna.com telephone 07956 378526.

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