Hybrid Professional Master's Degree Comprehensive Aesthetic Medicine for Dentists





# Hybrid Professional Master's Degree Comprehensive Aesthetic Medicine for Dentists

Modality: Hybrid (Online + Clinical Internship) Duration: 12 months Certificate: TECH Global University 60 + 5 ECTS Credits

Website: www.techtitute.com/in/dentistry/hybrid-professional-master-degree/hybrid-professional-master-degree-comprehensive-aesthetic-medicine-dentists

# Index

01	02	03	04	
Introduction	Why Study this Hybrid Professional Master's Degree?	Objectives	Skills	
p. 4	p. 8	р. 1	2	р. 18
	05	06	07	
	Course Management	Educational Plan	Clinical Internship	
	p. 22	р. 2	6	p. 34
	08	09	10	
	Where Can I Do the Clinical Internship?	Methodology	Certificate	
	p. 40	p. 4	4	p. 52

# 01 Introduction

The growing importance that Aesthetic Medicine has been acquiring in other clinical disciplines has led to a revolution in various professional fields. Thus, for some years now, this area has played a fundamental role in Dental Offices, which have seen how the number of patients has increased due to the current demand for Aesthetic Treatments. With this program, the professionals have the opportunity to update and integrate the most advanced knowledge into their work, for which they will be able to complete an up-to-date educational itinerary that includes a practical stay of 3 weeks in a prestigious clinical center.

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This Hybrid Professional Master's Degree includes a practical stay in a prestigious clinical center, where you can be up to date in the latest techniques of Aesthetic Medicine applied to Dentistry"

# tech 06 | Introduction

More and more people are demanding aesthetic treatments by specialists such as dentists. Thus, Aesthetic Medicine has been gradually integrated into various disciplines, and Dentistry is one of the main areas that has adopted its techniques and procedures. Thus, nowadays, the professionals in this field have to keep up to date with these advances, for which they need a program like this one, which has been able to incorporate all its innovations.

Throughout this Hybrid Professional Master's Degree, the specialists will be able to delve into issues such as the management of the patient undergoing dermal filler treatments, the possible complications associated with hyaluronic acid treatment, the main techniques of hyaluronic acid infiltration in the mandible or the materials necessary for the treatment and collection of platelet-rich plasma.

The methodology used to develop this degree has two distinct phases. The first is carried out in a 100% online format which will adapt to the circumstances of the dentists, since they can study when and where they wish. They will also have at their disposal the best multimedia resources with which the learning process will be effective and simple. Thus, they will have 24-hour access to all program materials: videos, master classes, theoretical and practical exercises, multimedia summaries and case studies.

At the end of this stage, the professionals will have the opportunity to carry out a faceto-face internship in a prestigious clinical center. This internship will take place over 3 weeks, a period in which students will not only receive the supervision of specialists from the hospital itself, but will also have access to its equipment and patients, making this a great option to update their skills in a completely real environment. This **Hybrid Professional Master's Degree in Comprehensive Aesthetic Medicine for Dentists** contains the most complete and up-to-date scientific program on the market. The most important features include:

- Development of more than 100 clinical cases presented by dental professionals specialized in Aesthetic Medicine
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Evaluation of patients for the application of Aesthetic Treatments
- Comprehensive systematized action plans for the main Aesthetic Interventions
- Presentation of practical workshops on diagnostic techniques
- An algorithm-based interactive learning system for decision-making in the clinical situations presented throughout the course
- Practical clinical guides on approaching different pathologies
- With a special emphasis on evidence-based medicine and research methodologies in Dentistry
- All this will be complemented by 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
- In addition, you will be able to carry out a clinical internship in one of the best hospitals in the world

During the internship program you will be able to apply all the procedures and techniques presented throughout the online learning, so this program is one of the best options available for dentists to update their knowledge" Prestigious working professionals will accompany you throughout the process, guiding you and resolving your doubts immediately"

In this Hybrid Professional Master's Degree proposal, of a professionalizing nature and blended learning modality, the program is aimed at updating dental professionals. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge into medical practice.

Thanks to the multimedia content, developed with the latest educational technology, dental professionals will benefit from situated and contextual learning, i.e., a simulated environment that will provide immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the physician must try to solve the different professional practice situations that arise during the course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned experts. Thanks to this program, you will delve into aspects such as bichectomies and the application of botulinum toxin.

You will have at your disposal the best multimedia materials: case studies, videos, interactive summaries, master classes, etc.

# 02 Why Study this Hybrid Professional Master's Degree?

Aesthetic Medicine in Dentistry is one of the most demanded in the health field and with a wide projection for the future, thanks to the constant scientific and technological advances that facilitate the use of new techniques and more effective treatments. In that sense, professionals in the field must update and keep their skills up to date with the demands of the patient, in order to provide the best possible service. With this Hybrid Professional Master's Degree and high academic level, you will be able to approach different techniques such as fixed and removable dental prosthetic rehabilitations.

Why Study this Hybrid Professional | 09 **tech** Master's Degree?

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You won't find a program like it. TECH incorporates this theoretical-practical program where you will learn the most advanced techniques of Aesthetic Medicine applied to Dentistry from the comfort of your digital device. In addition, you will apply what you have learned in the best clinical center in a practical training of 3 weeks"

# tech 10 | Why Study this Hybrid Professional Master's Degree?

#### 1. Updating from the latest technology available

To learn the most advanced and effective methods in aesthetic medicine, TECH has developed this 100% online program that combines the most avant-garde methodology and technology with the technical equipment of a prestigious clinical center where the student will develop their practice activities. The best way to learn is in situ, doing, relating and executing the knowledge with real patients.

#### 2. Gaining In-Depth Knowledge from the Experience of Top Specialists

TECH has a multidisciplinary team that will attend at all times the doubts of their students, also this program has been configured by a medical office specializing in Aesthetic Dentistry Medicine so the content is adjusted to the reality of the market. In addition, the practical stage constitutes an incorporation to the medical staff of the dental center and thus, to carry out the activities tutored by an expert. This will accompany you throughout the process, until the goal of your training is achieved.

#### 3. Entering First-Class Clinical Environments

In order to provide the best possible learning experience for its students, TECH carefully selects all the centers available for practical training. Thus, the dentists will have guaranteed access to a prestigious clinical environment in the area of Aesthetic Medicine. In this way, they will be able to see in the field how the new procedures and techniques for improving the health of patients are applied.



#### Why Study this Hybrid Professional | 11 **tech** Master's Degree?

#### 4. Combining the Best Theory with State-of-the-Art Practice

TECH, in order to remain at the forefront of higher education, has chosen an educational model that combines the most advanced theory with the most complete business agreement that allows the student access to practical training in the best professional centers of their choice and according to the subject of study. Therefore, in only 12 months the professionals will acquire a distinctive and unbeatable preparation.

#### 5. Expanding the Boundaries of Knowledge

Thanks to this new educational model promoted by TECH, the students have the opportunity to take this Hybrid Professional Master's Degree from the comfort of digital availability, since it is 100% online, thus breaking the barrier of distance and time. In addition, to broaden your perspective and deepen your learning, it offers the most prestigious clinical centers in different parts of the world, where you will perform the practical training. An unparalleled opportunity that opens the door to professional success.

**66** You will have full practical immersion at the center of your choice"

# 03 **Objectives**

This program is presented as a great option for professionals who wish to update their knowledge, since it offers a comprehensive learning process that starts with online contents and ends with the on-site stay. Thus, with this degree, the dentist will not only be able to learn about the latest advances in Aesthetic Medicine, but also apply them immediately in the 3-week internship that TECH offers.

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Achieve all your professional goals thanks to this degree, specially designed for the practicing dentist"

## tech 14 | Objectives



## **General Objective**

• The general objective of this Hybrid Professional Master's Degree is to learn about aesthetic medicine treatments applicable to the dental clinic, being able to expand the portfolio of services and acquire a specialty whose demand is booming. In addition, it is also a goal of the program that the professionals can recommend to each patient the ideal and personalized treatment in each case, as well as know the business structure of the dental clinic from different angles, to be able to optimize the necessary resources in the search for maximum profitability of the business

All the latest developments in Aesthetic Medicine can be found in this program, integrated into a single educational itinerary"



# Objectives | 15 tech



### **Specific Objectives**

#### Module 1. Aesthetic Medicine

- Have a 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 the optimization of existing resources to materialize them in an increase of the clinic's operating activity and monthly turnover
- Learn 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 capillarity 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 surrounding aesthetic treatments and integrate them as beauty treatments, with social networks being the main means of communication
- Acquire the necessary skills to create quality content, being social networks 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 patients' features at the macro-aesthetic level, such as facial proportions and their measurement according to different facial patterns
- Analyze the facial profile knowing the different measurement parameters in order to make a better diagnosis and treatment
- Anlayze the mini-aesthetic of the smile
- 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 impact of different dental malocclusions on facial aesthetics

# tech 16 | Objectives

#### 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 different dermal fillers
- Learn to analyze and understand 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 the hyaluronic acid infiltrative techniques for lips, perioral rejuvenation and masculinization
- 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 Face

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



# Objectives | 17 tech

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

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

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

- Deepen in 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 ball 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 the toxin, avoid them and knowhow to handle 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

# 04 **Skills**

Throughout this Hybrid Professional Master's Degree in Comprehensive Aesthetic Medicine for Dentists, the professionals will update their skills in this complex medical field, delving into issues such as the application of dermal fillers in the middle and lower third of the face, to prevent aging or in the most current techniques of *Peeling* and Mesotherapy.

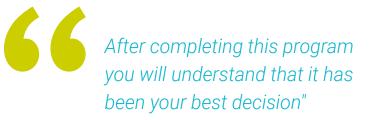
Update your skills immediately, with total comfort, meeting the real needs of patients"

# tech 20 | Skills



**General Skills** 

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





## Skills | 21 tech

## Specific Skills

- 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 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 to 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

# 05 Course Management

One of the most relevant aspects of this program is its teaching staff, which is composed of leading specialists in Aesthetic Medicine and its application in the field of dentistry. Thus, the professional will be able to be updated by the hand of great experts who know the current reality of this medical field and will be able to incorporate the most advanced techniques and procedures in this field to their own practice.

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The teaching staff of this program is composed of internationally renowned experts in the field of Aesthetic Medicine applied to dentistry"

# tech 24 | Course Management

#### Management



#### Ms. González Rodríguez, Paloma

- Surgeon specializing in Oral Surgery, Implantology and General Dentistry
- Owner of Chamberí Dental Oral Surgery, Implantology and General Dentistry
- Oral Surgeon at Vivanta Clinic
- Oral Surgeon and Comprehensive Dentist at Dental Clinic D. Montero
- General dentist and prosthodontist in ADESLAS SEGURCAIXA
- Endodontist Dentist exclusively at ADESLAS DENTAL
- International Cooperation as a Dentist with the NGO Dentistas Sin Limites in Nicaragua
- International Cooperation as a Dentist with the NGO Dentalcoop in Rwanda
- Master in Oral Surgery, Implantology and Periodontics at the University of Malaga
- Specialist in Dental and Facial Aesthetics Harmonic, Dr. Sandra Duque
- Degree in Dentistry at the University CEU San Pablo

#### Professors

#### Ms. Benítez Durbán, Mónica

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

#### Ms. Carrión Candelas, Carlota

- Nurse, specialist in aesthetics Chamberí Clinic
- Nurse in the Intensive Care Medicine Unit. Isabel Zendal Hospital
- Degree in Nursing. Francisco de Vitoria University
- Intensive Care Unit and Resuscitation. Quirón Salud Sur Hospital
- Paediatric Intensive Care Unit. Sanitas La Moraleja Hospital

### Course Management | 25 tech

#### Ms. Calderón Cabello, María

- Director of Oral Surgery, as well as responsible for Facial and Dental Aesthetics at Clínica Dental y Estética 28. Seville
- Oral surgeon at Dental Center clinics
- Dental Aesthetics and Oral surgery at Clínica Maxilodental Acero. Dr. Javier Acero Seville
- Degree in Dentistry. CEU San Pablo University, Madrid
- Master in Oral Surgery, Implantology and Periodontics University of Malaga
- Course of Aesthetic Medicine, Hyaluronic Acid, Tensor Threads and Botox Madrid
- Course in Use of Hyaluronic Acid in the Perioral Area for Dentists Seville
- Course of Oral Anatomy Applied to Implantology and Implantoprosthesis. University of Seville

#### Ms. Palos Bonilla, Irene María

- Communications and Public Relations Specialist in MRA PR Agency
- Public Relations Manager at MRA The Swatch Group Spain PR Agency
- Fashion stylist at Cosmopolitan Magazine
- Master in Digital Marketing by The Power MBA
- ELLE Executive Education in Marketing and Communication for Luxury and Fashion Brands by the Complutense University of Madrid
- ELLE Executive Education in Public Relations, Visual Merchandising and Styling at the Complutense University of Madrid

#### Mr. Carrión Candelas, Alejandro

- Monitor at Oak International Academies
- Consultor en Euro-Funding Advissory Group
- Head of Cost Control Soldeser
- Manager of the restaurant Club Hípico Somosaguas, Madrid
- Double Degree in Law and Business Administration. Rey Juan Carlos University, Madrid
- Degree in Civil and Territorial Engineering. Polytechnic University of Madrid

#### Mr. Carpintero Navarro, Fernando

- Business Development Lawyer and Advisor to ThePowerMBA
- Advisor at ThePowerMBA
- Businessman and Business Consultant
- Account Executive PLN distribution
- Leader of Sales Teams. To Good to Go
- Head of Business Development Jobin App
- Double Degree in Law and Business Administration. Carloss III University of Madrid
- Integral Development Program for Young Professionals, Fundación López Quintás + ICADE

# 06 Educational Plan

This Hybrid Professional Master's Degree in Comprehensive Aesthetic Medicine for Dentists is composed of 10 specialized modules, through which the specialist will be able to delve into issues such as the management and direction of an aesthetic clinic, the use of digital marketing to promote aesthetic treatments, protocols for infiltration of calcium hydroxyapatite or the anatomy and aesthetic proportions of the midface, among many others. With this knowledge, the dentist will be prepared to face all the challenges of Aesthetic Medicine of the present and the future.



*You will enjoy all the content available from day one on your 100% online study platform, for consultation or download*"

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## tech 28 | Educational Plan

#### 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 the Patient
  - 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 Techniques and Stock Control
  - 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 Softwarewith 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. Capture
  - 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

### Educational Plan | 29 tech

- 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

### tech 30 | Educational Plan

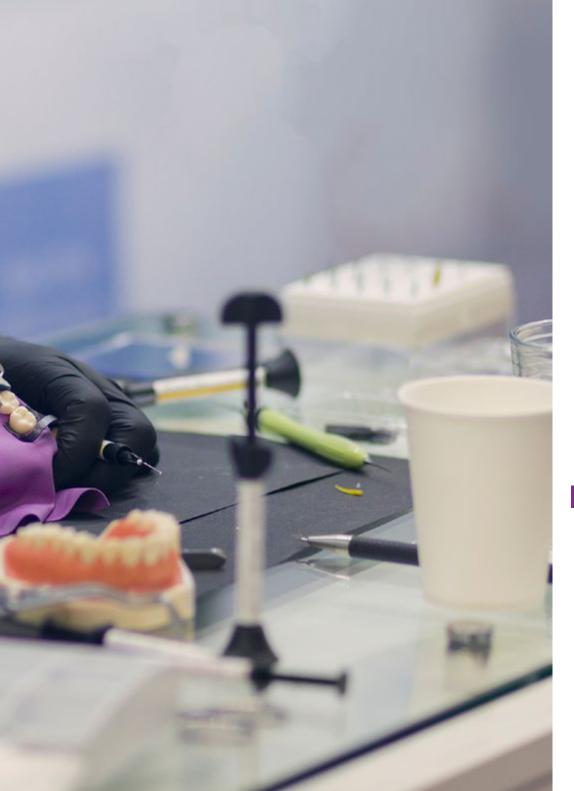
- 5.10. Pharmacological Medical Treatment
  - 5.10.1. Pharmacology Associated with Post-treatment Effects
  - 5.10.2. Hyaluronidase
  - 5.10.3. Treatment Protocol for Ocular Pain or Blindness Due to Dermal Fillers

#### 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



### Educational Plan | 31 tech



- 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

### tech 32 | Educational Plan

- 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. Post Procedure Care 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

### Educational Plan | 33 tech

#### 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 Protocol
  - 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

# 07 Clinical Internship

After completing the online period, the dentists have the opportunity to spend time in a prestigious center in the field of aesthetic medicine. Thus, throughout 3 weeks of practice, the professional will carry out numerous clinical activities in this health area, updating in an immediate way in a real environment and with the accompaniment of specialists attached to the center itself.

66

You will carry out an on-site internship in a prestigious center, where you will receive guidance from the clinic's professionals during the 3 weeks of your stay"

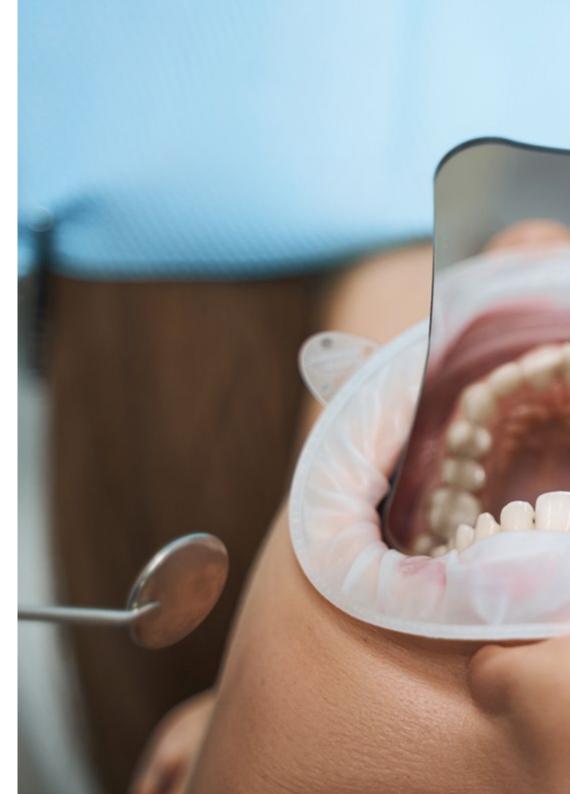
### tech 36 | Clinical Internship

The level of demand of patients is increasingly higher in terms of the application of new efficient methods in Aesthetic Dentistry. Therefore, they demand more complex, less invasive and effective treatments in terms of the whole process. In view of this, it is essential to update the knowledge and technical resources available. In addition, to be part of a multidisciplinary team, where the indications, contraindications and novelties of each of the treatments are discussed and thus to have a specialized consulting office.

This program consists of a practical stay in a clinical center, in addition to the theoretical but dynamic study stage, thanks to the amount of multimedia resources available on TECH's virtual platform. The internship lasts 3 weeks and is carried out from Monday to Friday, with 8 consecutive hours of learning with an assistant specialist. This stay will allow the dentists to meet real patients alongside a team of reference professionals in the area of aesthetic medicine applied to dentistry.

The internship will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for Quality praxis (learning to be and learning to relate).

The procedures described below will form the basis of the practical part of the training, and their implementation is subject to both the suitability of the patients and the availability of the center and its workload, with the proposed activities being as follows:



### Clinical Internship | 37 tech



Module	Practical Activity
Administration and management techniques of the dental clinic and aesthetic medicine	Participate in activities related to the management of an aesthetic clinic
	Apply methods of patient care related to psychology and psychiatry applied to aesthetic medicine
	Apply the practice of photography and imaging
	Practice good communication with patients
	Support in the management of materials and suppliers
	Practice new sales techniques
Aesthetic Medicine Techniques applied to to Dentistry	Practice fixed and removable dental prosthetic rehabilitations
	Apply hyaluronic acid for esthetic dental treatments
	Prepare the patient undergoing dermal filler treatments
	Apply calcium hydroxyapatite and evaluate the use of pharmacological medical treatment
	Perform facial analysis, anatomy and aesthetic proportions for harmonization
	Apply peri-oral rejuvenation, infiltration and rhinomodeling techniques
Other Medical- Aesthetic Treatments	Apply Plasma Rich in Growth Factors (PRP)
	Practice Technique for Obtaining PRP and Treatment Protocols
	Intervene in the practice of Bichectomy, <i>Microneedling,</i> Peelings, mesotherapy, botulinum toxin
	Combine Treatments for Facial Harmonization and Rejuvenation
	Communicating to the patient about pre- and post-treatment to an esthetic dental treatment
	Address general complications



**666** You are looking at the most complete and up-to-date program on the market and up-to-date program on the market in Aesthetic Medicine for Dentists"

### tech 38 | Clinical Internship

#### **Civil Liability Insurance**

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this educational entity undertakes to take out civil liability insurance to cover any eventuality that may arise during the internship during the stay at the internship center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



#### **General Conditions for Practical Training**

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE**: If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor. **4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

## 08 Where Can I Do the Clinical Internship?

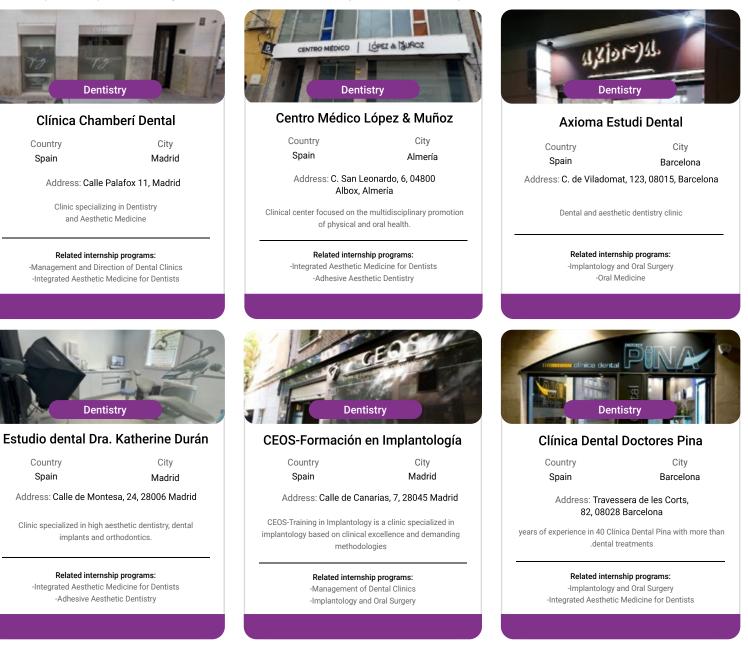
In its desire to offer the best learning to professionals, TECH has selected the most prestigious centers so that they can carry out their on-site internships. Thus, the clinics chosen are run by highly prestigious specialists and have the most advanced technological and sanitary equipment, making enrollment in this program a great opportunity for the dentist seeking a complete and thorough update in this medical field.

### Where Can I Do the Clinical Internship? | 41 tech

TECH has selected the best centers for you to carry out your internship, with access to the latest technological equipment, and with the guidance of the most prestigious professionals in this medical field"

### tech 42 | Where Can I Do the Clinical Internship?

Students will be able to take the practical part of this Hybrid Professional Master's Degree in the following centers:





### Where Can I Do the Clinical Internship? | 43 tech



Odontoiatria Polito

Country Italy

Campania

City

Address: Via Serafino Pionati, 12, 83100 Avellino AV, Italia

Dental and aesthetic dentistry clinic

Related internship programs: -Implantology and Oral Surgery -Integrated Aesthetic Medicine for Dentists



Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology"

# 09 **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.

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"

### tech 46 | Methodology

#### 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.

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.



### tech 48 | Methodology

#### **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.



### Methodology | 49 tech

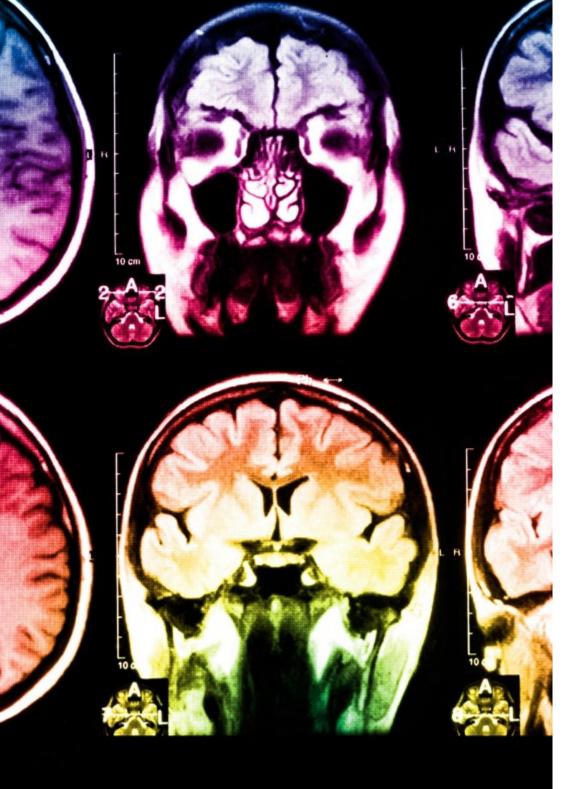
At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

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.



### tech 50 | Methodology

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.

20%

15%

3%

15%

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.

### Methodology | 51 tech



#### **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.

20%

7%

3%

17%



#### **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.

## 10 **Certificate**

The Hybrid Professional Master's Degree in Comprehensive Aesthetic Medicine for Dentists guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree diploma issued by TECH Global University.



66 5

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

### tech 54 | Certificate

This program will allow you to obtain your **Hybrid Professional Master's Degree certificate in Comprehensive Aesthetic Medicine for Dentists** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: Hybrid Professional Master's Degree in Comprehensive Aesthetic Medicine for Dentists Course Modality: Hybrid (Online + Clinical Internship)

Duration: 12 months

Certificate: TECH Global University

Recognition: 60 + 5 ECTS Credits



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

tecn global university Hybrid Professional Master's Degree Comprehensive Aesthetic Medicine for Dentists Modality: Hybrid (Online + Clinical Internship) Duration: 12 months Certificate: TECH Global University 60 + 5 ECTS Credits

Hybrid Professional Master's Degree Comprehensive Aesthetic Medicine for Dentists

