BOTULINUM TOXIN, DERMAL FILLERS & LASERS FOR THE MODERN PRACTITIONER

Learn proven clinical protocols to successfully integrate facial rejuvenation into your practice.
ABOUT US

The Pacific Training Institute for Facial Aesthetics is an advanced anatomy-based educational provider known for university level of teaching and patient care practices. For healthcare professionals who are looking for the best in class facial rejuvenation program, PTIFA is the only program that offers an unprecedented depth of clinical teaching, and who’s educational model has been adopted by regulatory boards to help develop the standard of practice.

We are proud to teach proven clinical protocols that will allow you to successfully integrate treatment back into practice. These unique systems developed by Drs. Warren Roberts and Dr. Jan Roberts have enabled them to successfully integrate botulinum toxin, dermal fillers and facial rejuvenation into their Vancouver dental practice – making them the #1 dental provider of Botox® in North America.

We are proud to train physicians, dentists, nurses, specialists and their teams.

OUR TRAINING ADVANTAGE

• Online Courses: we provide all lecture component online so you spend less time away from your practice. Start today with the online Level 1 course (16 CE)

• Advanced Anatomy-Based Education: excel with an extensive foundation of head & neck anatomy (16+ hours including an e-Skull and e-Cadaver laboratory)

• Online & Hands-on Cadaver: attend a hands-on cadaver lab and gain access to online e-Cadaver videos - great for reviewing anatomy in the future

• Team Training: complete practice integration with our extensive hands-on training for the entire team

• Photography: learn the Roberts Facial Rejuvenation Photography series™ - a fast and effective system to improve records and achieve 99% case acceptance

• Marking & Injection Templates: achieve desired results with no negative side effects with the PTIFA marking and injection techniques and templates

• Online Study Club: receive case support back in practice, access to team training videos, patient education materials, and more with the online Botox® Study Club
WHAT DO GRADUATES HAVE TO SAY?

“Often the expense of taking courses away from home discourages us from bringing our team, but in this case it is a must. Having the whole team on-board from reception to hygiene and assistants really helps with seamless integration of Botox® technique into the office. The curriculum for the team was as detailed as mine, and totally different as their part of integrating and preparing patients is very important and totally different than ours. My staff loved Dr. Warren Roberts and his team and left feeling as confident about the process as I did. What a great way to rejuvenate our team learning something that will bring so many positives to our office!! We are booked for level three next year and we can’t wait!! Thank you again.” Dr. Kathryn Sandilands (Edmonton, Alberta)

THE PTIFA MARKING & INJECTION TECHNIQUES

Learn you can make your patient’s experience remarkable with PTIFA’s Therapeutic and Cosmetic Marking Template, as well as the PTIFA Injection Techniques.

It all begins with a deep-understanding of underlying head and neck anatomy which you will achieve after taking the online Level 1 – Applied Anatomy Review & Introduction to Botulinum Toxin. Next, you will attend the Level 2 – Basic Botulinum Toxin: Upper Face & Bruxism course to gain hands-on experience selecting and marking specific muscles, prior to injecting multiple patients in the clinical hands-on. These unique techniques allow you to improve patient care by achieving predictable results with no negative side effects.
Dr. Warren Roberts is a general dentist who has been in practice in Vancouver, BC for over 35 years. After attending several botulinum toxin and facial rejuvenation training programs earlier in his career, Dr. Roberts was concerned with the level of training that was being provided in this field. To be an exceptional practitioner with no negative side effects, Dr. Roberts believes you need not only a deep level of understanding of head and neck anatomy, but also a deep understanding of specific practices and injection techniques that make the patient experience remarkable. The result was the development of PTIFA – a training institute that provides an unprecedented depth of clinical theory, hands-on teaching and practice integration (including team training modules) in the field of facial rejuvenation (Botox®, fillers, lasers, and more) into the dental practice.

Today, Dr. Roberts is now the leading Botox® educator in North America, whose practice is the number one dental provider of Botox® in North America. Since 2008, he has trained over 7,000 doctors nationally and internationally, and has treated hundreds of Botox® patients. Through his commitment to delivering excellence in this field, his program content and educational model is now being adopted by various regulatory boards across Canada.

In addition, the Dr. Roberts has developed the following templates and procedures which are setting the standard for treatment in facial rejuvenation:

- Roberts Facial Rejuvenation Photography™ series - which generates a 99% case acceptance rate
- the PTIFA Cosmetic Marking Template
- the PTIFA Therapeutic Marking Template
- the PTIFA Injection Technique
- the PTIFA Injection Rules - achieves no negative side effects
Known for his dedication to pushing for excellence and being on the leading edge of this field, Dr. Roberts is continually exploring how the properties of these treatments can help improve patient care. This has led him to explore in greater depth the therapeutic use of Botox® in dentistry. His most recent lectures and teaching have covered TMD, parafunctional habits, periodontic, endodontic, surgical, implant, orthodontic, sleep apnea and the use of Botox® in the treatment of headaches and migraines.

Dr. Roberts is an in demand speaker and published author and co-author of numerous articles on Botox® in dentistry for publications such as Dentistry Today, Teamwork and Oral Health.

EDUCATION & ASSOCIATIONS

Dr. Roberts graduated from the University of British Columbia dental school in 1977. He is a well-known and respected Vancouver dentist whose services complement the aesthetic treatment provided by his wife, Dr. Janet Roberts. Their modern dental practice, A Smile Above, is located in Coal Harbour, Vancouver, BC, Canada. Dr. Roberts has taken advanced education at the prestigious Las Vegas Institute for Advanced Dental Studies, as well as at the Frontier Institute (formerly the California Center for Advanced Dental Studies).

Dr. Roberts is a past president of the BC Academy of General Dentistry and the Fraser Valley Dental Society. He is currently a member of the Vancouver and District Dental Society, the American Academy of Cosmetic Dentistry, and the Canadian Academy of Cosmetic Dentistry.
Dr. Jan Roberts is one of the top cosmetic dentists in Vancouver, BC and has been in practice for over 35 years. Along with Dr. Warren Roberts, she co-founded the Pacific Training Institute for Facial Aesthetics (PTIFA) in 2008. Dr. Jan Roberts is a rarity in the dental field. Not only is she a highly trained cosmetic dentist, she is also one of the few international female lecturers and clinical instructors in the North American dental lecture circuit.

Through her work as the Senior Canadian Mentor and a Clinical Director with the Frontier Institute, Dr. Roberts regularly leads hands-on training courses for doctors and their teams on how to achieve outstanding results for aesthetic and restorative cosmetic dentistry. She firmly believes that dentists must continually push themselves to raise the standard of care for their patients. Always one to walk the talk, she is currently in the final stages of AACD accreditation – the world’s most recognized advanced credential program. Upon completion, she will join just a two other female dentists who have achieved this level of accreditation in Canada.

It is this drive for excellence that means that Dr. Roberts is always on the forefront of new advancements. Currently, she is the leading voice on how the combination of cosmetic dentistry and facial rejuvenation treatments can work together to push patient satisfaction to the next level. Through her work with PTIFA and Dr. Warren Roberts – she is creating a new understanding of how doctors can achieve better outcomes in therapeutic and cosmetic cases with the two disciplines working together. As a result, Dr. Roberts is in demand as a...
speaker, and an author having published several articles for international and national publications, including Dentistry Today, Teamwork and Oral Health.

Dr. Roberts is a well-known and respected Vancouver dentist whose services complement the aesthetic treatment provided by her husband, Dr. Warren Roberts. Their modern dental practice, A Smile Above, is located in Coal Harbour, Vancouver, BC and is a model for a cosmetic dentistry practice. It is also the number one dental provider of Botox in North America.

EDUCATION & ASSOCIATIONS

Dr. Roberts is a 1977 graduate of the School of Dentistry from the University of British Columbia. Dr. Roberts has taken advanced education at the prestigious Las Vegas Institute for Advanced Dental Studies.

She is currently affiliated with the following associations:

- Past part-time instructor at the School of Dentistry at the University of British Columbia
- Las Vegas Institute (LVI) Preferred Dentist
- American Academy of Cosmetic Dentistry (sustaining member)
- Canadian Academy of Cosmetic Dentistry (board member)
- Canadian Academy of Esthetic Dentistry
- Invisalign certified provider
- Clinical Director & Senior Canadian Mentor of the Frontier Institute (formerly the California Center for Advanced Dental Studies)
- Certified Botox Provider
- Vancouver and District Dental Society
- College of Dental Surgeons of BC
- BC Dental Association
- Canadian Dental Association
# COURSES

<table>
<thead>
<tr>
<th>COURSE</th>
<th>DESCRIPTION</th>
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<th>CE</th>
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<tbody>
<tr>
<td>LEVEL 1</td>
<td>INTRO TO BOTULINUM TOXIN &amp; ADVANCED ANATOMY REVIEW</td>
<td>ONLINE</td>
<td>16</td>
<td>$1,695</td>
<td>$199</td>
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<tr>
<td>LEVEL 2</td>
<td>BASIC BOTULINUM TOXIN: COSMETIC UPPER FACE &amp; TMD</td>
<td>ONLINE + HANDS-ON</td>
<td>24</td>
<td>$3,400</td>
<td>$799</td>
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<tr>
<td>LEVEL 3</td>
<td>ADVANCED BOTULINUM TOXIN: COSMETIC MID-FACE, LOWER FACE, NECK &amp; MYOFASCIAL PAIN</td>
<td>ONLINE + HANDS-ON</td>
<td>16</td>
<td>$3,400</td>
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<td>LEVEL 4</td>
<td>FACIAL DERMAL FILLERS</td>
<td>ONLINE + HANDS-ON</td>
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<td>LEVEL 5</td>
<td>LASERS</td>
<td>HANDS-ON</td>
<td>16</td>
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<td>$799</td>
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Hands-on courses held monthly in Vancouver, BC and Toronto, ON.

**START TODAY WITH THE ONLINE LEVEL 1 COURSE**
**REGISTER NOW AT PTIFA.COM**

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**ADA C.E.R.P.**
**continuing education recognition program**

**Alberta Dental Association & College**

**Academy of General Dentistry**
**PACE**
**Program Approval for Continuing Education**

VISIT PTIFA.COM
COURSE DETAILS

Level 1 - Applied Anatomy Review & Introduction to Botulinum Toxin

This foundational online course provides 16+ hours of an advanced anatomy learning completed by a 300+ question exam. Practitioners will receive a solid introduction to botulinum toxin type A (aka Botox/Dysport/Xeomin) and what is needed to examine a patient and arrive at a differential diagnosis. Course also reviews the business of botulinum toxins, an extensive review of head and neck anatomy, including an e-Cadaver and e-Skull laboratory, its relevancy to the administration and pharmacology of botulinum toxin and to other aesthetic and non-aesthetic therapies and procedures, proper photography, record keeping and office integration. An online workbook (PDF) is provided.

Objectives:

1) Develop a deep understanding of head and neck anatomy.
2) Understand what clinical systems are required in order to effectively integrate facial rejuvenation procedures, including Botulinum toxin type A, into practice.
3) Understand the importance of detailed history taking and learn the world’s standard Roberts Facial Rejuvenation Photography™ series for photographic documentation.

Practitioner Fee: $1,645     CE: 16     Format: online course
**Level 2 - Basic Botulinum Toxin: Cosmetic Upper Face & TMD/Bruxism**

A comprehensive hands-on botulinum toxin type A certification program. Level 2 will introduce practitioners to the aesthetic use of botulinum toxin type A for the superficial muscles of the upper face (glabella, frontalis, crow’s feet) and the therapeutic uses for bruxism treatment. Level 2 also covers the Roberts Facial Rejuvenation Photography™ series – for improved records and patient communication, the PTIFA Cosmetic Marking Template, the PTIFA Therapeutic Marking Template, the PTIFA Injection Technique, and the PTIFA Injection Rules – to achieve no negative side effects. PTIFA also provides separate and extensive team member training for practice integration & improved patient care. Practitioners will attend a hands-on cadaver integration lab which is provided concurrently with the Level 2 course.

**Objectives:**

1) Understand how to inject botulinum toxin type A to achieve predictable aesthetic results in the upper face.
2) Understand how to inject botulinum toxin type A to achieve predictable therapeutic results for bruxism/TMD/migraines/headaches.
3) Gain extensive hands-on experience integration/clinical applications marking each other after precise anatomical landmark identification on the skull and cadaver

**Practitioner Fee:** $3,400  
**CE:** 24  
**Format:** online (8 hours) + hands-on (16 hours)
Level 3 - Advanced Botulinum Toxin: Cosmetic Mid-Face, Lower Face/Neck Region & Myofascial Pain

Level 3 is an advanced botulinum toxin course which includes the therapeutic and cosmetic uses in the mid-face, lower-face and neck. Level 3 includes a comprehensive in-depth analysis of symptoms, conditions and treatment using therapeutic levels of botulinum toxin that can help treat patients with chronic pain. Learn how EMG analytics are used to assist with the diagnosis, dosage, musculature and injection timing when treating myofascial pain and how you can improve your patient’s appearance aesthetically by reducing the signs of aging in the mid-face, lower-face and neck, in addition to correcting gummy and canted smiles to achieve the ultimate smile. This course also includes extensive team member training for improved patient care.

Objectives:

1) Understand how to treat a patient cosmetically with botulinum toxin in the mid-face, lower-face and neck
2) Understand how to use EMG analytics to assist with the diagnosis, dosage, musculature and injection timing when treating myofascial pain
3) Develop a deeper understanding of the “ideal treatment sequence”

Practitioner Fee: $3,400  
CE: 16  
Format: online (8 hours) + hands-on (8 hours)
Level 4 - Facial Dermal Fillers

This advanced facial dermal fillers course will review the anatomy, injection treatments and results of cases in Level 1 through 3, and present them in combination with dermal fillers to complete the 3D analysis and rejuvenation of lost volume with cautious, predictable results.

Objectives:

1) Understand the aging process and the integration of the multi-treatment modalities, including botulinum toxin, dermal fillers, lasers and pharmaceuticals
2) Understand how the use of botulinum toxin can augment filler treatment, decrease the amount of filler required and enhance the longevity of the treatments
3) Develop a team oriented 3D analysis and injection set-up
4) Understand that the initial diagnosis is critical to presenting the multi-treatment rejuvenation options to the patient

Practitioner Fee: $3,400       CE: 24       Format: online (16 hours) + hands-on (8 hours)
PRACTICE INTEGRATION & SUPPORT TOOLS

We’re proud to offer the following practice integration and support tools:

Online Botox® Study Club

Fee: $998 per year ($1,500/year for non-PTIFA graduate)

Membership includes access to a membership website which includes a number of tools and resources:

• live bi-monthly webinars (CE credits provided)
• case support with your difficult cases with Dr. Roberts
• patient education and marketing tools/templates
• team training videos
• photography tools
• Botox® tray supply replenishment
• research articles
• forum for team questions and ideas
• downloadable/editable medical forms
• much more...
Botulinum Toxin Set-up Tray

Fee: $250

Incorporate PTIFA’s tray system to easily integrate and immediately start providing treatment back in your practice. Tray set-up includes:

- Divided and covered tray (1)
- De-capper (1)
- Reconstituting syringes (6)
- Insulin syringes (40)
- Preserved saline (2)
- Ice packs (30)
- Specialty marking pens – no make-up remover required for removal (4)

*Please note PTIFA does not sell, or include, botulinum toxin in the tray.
Before & After Album (Coffee Table Style Book)

Fee: $299

Show your patients the benefits of botulinum toxin treatment, and how it can complement their smile. Purchase our album today while you work on developing your own portfolio. This hard-cover coffee-table style book includes nineteen 11” x 8.5” botulinum toxin before and after cases, and an professional introduction about your training with PTIFA and the cases.

Before & After Leather Album

Fee: $599

PTIFA’s professional leather bound album comes with 29 high-quality 8”x10” before and after botulinum toxin and facial rejuvenation cases from Drs. Roberts. After you graduate from the Level 2 course, you can begin to replace the photos in the album and develop your own portfolio.
HOW TO GET STARTED

Thank you for your interest in our program; your journey with botulinum toxin, dermal fillers and facial rejuvenation starts here! Our team takes great pride in developing your confidence and helping you successfully integrating facial rejuvenation back in your practice. We’ve outlined some steps below to help you get started on your journey.

Step 1: Learn more about the business of botulinum toxin & the growing opportunity

Download a free copy of Drs. Roberts’ introductory guide to botulinum toxin. This is a great way for you to learn about the growing opportunity that exists in the field of facial rejuvenation (Botox®, dermal fillers, lasers, etc) and the business side of things. It includes a list of frequently asked questions from practitioners, as well as the key questions you should ask if you are serious about adding botulinum toxin, and other cosmetic treatments into your office. Visit Ptifa.com to download the complimentary guide.

Step 2: Take the online Level 1 course (16 CE credits)

A few great things about this course:

- It provides you with a deep level of understanding of head and neck anatomy (16+ hours) as well as a solid introduction and basic understanding of facial rejuvenation (botulinum toxin type A, dermal fillers, lasers, etc).
- You can take it at your own leisure – even at home in your pajamas! Pause it, review it & return to it whenever you like. Best of all, complete the exam as you review the material.
- Engage your entire team by sharing the material with them at no extra charge.
- Once registered, you and your team will have unlimited access to the course for one year, and can refer back to it in the future.
Step 3: Review & understand the importance of PTIFA’s team training

Our goal is to provide you with all of the tools and training to be successful back in practice. That’s why it’s important for you to understand why our teaching philosophy incorporates and emphasizes training the entire team.

Step 4: Register for the Level 2 course with your team

The Level 2 course includes online component (8 hours of video and a exam), as well a two-day hands-on program. On Day 1, practitioners will attend an anatomical and functional cadaver laboratory. Dr. Roberts provides an in-depth review of anatomy, and relates surfaces features with underlying musculature and bones in this hands-on cadaver lab. Understanding the source, pathways and overlap of the cranial nerves provides the foundation for understanding myofacial pain. The synergy of facial and therapeutic botulinum toxin provides you with a new invaluable myofascial pain treatment modality. Day 2 is a full day of clinical hands-on, where practitioners and team members will see patients in clinic, and have the opportunity to inject 10+ patients.

Upon graduating, practitioners will be trained to use botulinum toxin cosmestically in the upper face and therapeutically for TMD/bruxism. Team members attend a separate and extensive training program focused on practice integration, including hands-on photography training + more. Seats are limited and fill up quickly, so view our upcoming course schedule to register, or contact us as soon as possible.

Step 5: Join the online Botox® Study Club

Once you have graduated from Level 2, we recommend that you join the online Botox® Study Club to further support practice integration. You will receive direct support with Dr. Roberts on your cases back in practice, access to live and interactive webinars, team training videos, and other tools and resources including downloadable medical forms/charts and more… Membership is only $998/year, and is your recipe for practice success.
CONTACT INFORMATION

If you’re interested in beginning your journey in facial rejuvenation and pain management, please contact us today. We’re eager to hear from you and to help you get started.

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Email: info@ptifa.com