



Masters Facial Aesthetics

The first MFA in clinical aesthetics focused on real practice incorporation. Build upon a strong aesthetic clinical and didactic methodology called Phenoesthetics.



Become a Master of Facial Aesthetics (MFA)

If you thinking of incorporating facial aesthetics into your practice or alternatively specializing in clinical facial aesthetic, University of Florida has an MFA specifically designed for you.

Our curriculum prepare the health care practitioner to build a fundamental core of knowledge that will serve them throughout their career.

We Are Different.

The Phenoesthetics Institute is the first to offer a MFA in clinical aesthetics.

Alumni Career Support.

After graduating with your MFA your journey does not stop it just begins. The University of Florida's MFA alumni are readily available for your continued support and education. Meetings are held biannually for alumni and new students. In these meetings you will enjoy the opportunity to train other professionals and facial aesthetics.



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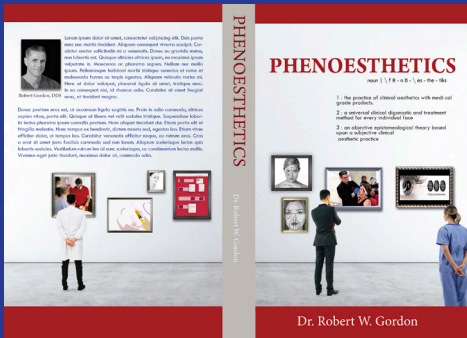
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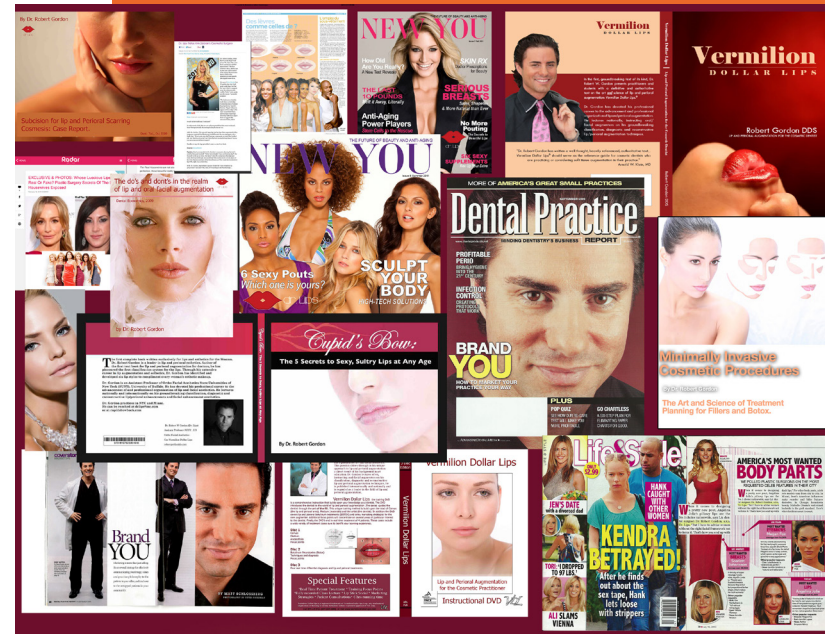
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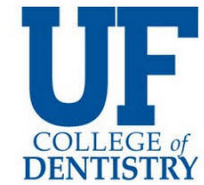
Robert Gordon, DDS, MFA, Ph.D. cnd.

MFA Course Director and Phenoesthetic Founder.



Dr. Gordon's Publications

Becoming a leader in aesthetics requires a framework of education that not only prepares you for your community practice, but your education must also afford future growth and adaptability. The triad of understanding in aesthetics includes; the human body, techniques and an epistemology that will be relevant for the rest of your aesthetic career. These pillars of education will be practiced under leadership skills learned through the Phenoesthetics leadership development curriculum. Helping you make solid choices in new technologies and trends that are beneficial to your clinical aesthetic practice and patients.



Mission

Phenoesthetics MFA continued education mission is to provide the professional practitioner with an innovative style of education, delivered by a staff of contemporary clinical and academic practitioners. Focusing on the goals of each individual clinical aesthetic practitioner.

Our MFA education is delivered via an online and hands-on clinical practice. The program is based upon a strong artistic and didactic foundations. With pragmatic application for the clinician.

Our goal is to foster each individual practitioner's aesthetic potential.

Clinical & Online

Phenoesthetics

Real World Clinical Application.

The Phenoesthetic institute's mission is to provide the professional practitioner with an innovative style of education, delivered by a staff of contemporary clinical and academic practitioners, that addresses the goals of each individual clinical aesthetic practitioner.

Our education is delivered via an online portal, and at a hands-on clinical facility.

Each month there is a different area of study in facial aesthetics that builds upon a summative mastery. These modules can be done at the pace of the participating professional. There are no deadlines on completion, so the participating professional can take their time.

Real world app

Alternating months with hands-on and lab aesthetic practice. Professor Gordon instructs you on time tested artistic skills that are transferable to the everyday practice.

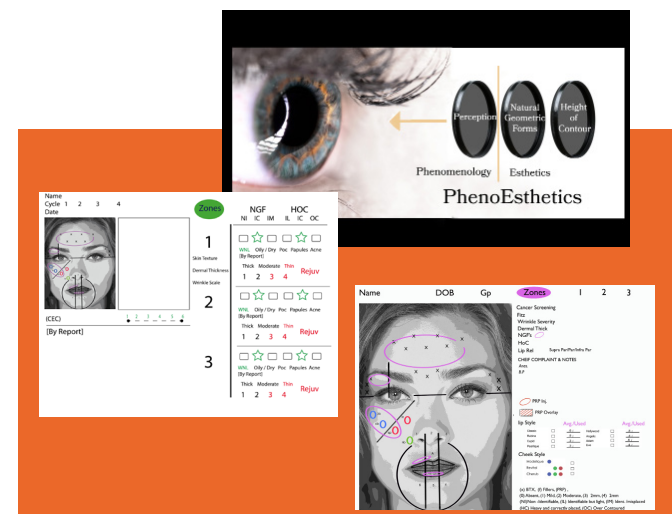


Diagnostic



Video and PDF learning modules are constantly updated with current aesthetic concepts. In addition, the online library is an ever developing resource of cases and thesis presentations for study.

Treatment Planning



Diagnosis to treatment planning involves an active perceptual synthesis. Developing a critical eye for clinical aesthetics is a must. The MFA offers guided training for the clinician to develop the “Artistic Eye”.



DDS, MD, MFA

Dr. Ron Achong

“

*.....University of Florida's Masters in Facial Aesthetics (MFA)
has lead to a remarkable improvment in my clinical aesthetic
practice. I now have a solid foundation to grow and accell in my*

”



Masters of Facial Aesthetics

Clinical

superior hands- on training.

Didactic

Credited courses and instructors with real world experience

Practice Management

Preparatory classes to maximize practice incorporation.

The First MFA ever in Facial Aesthetics



Faculty



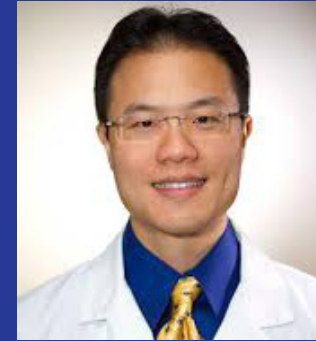
Robert Gordon DDS, MFA, PhD.cnd.

Course Director



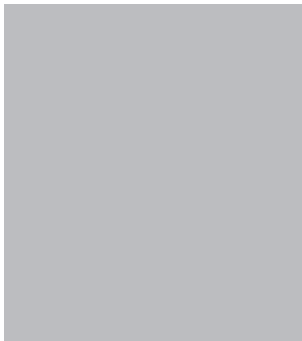
Frank Dimauro DMD, MFA

Director of Operations



Ron Achong DMD, MFA, MD

Director of Medicine /
Assistant Professor



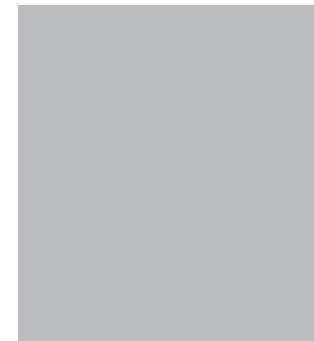
.....DMD, MFA

Assistant Professor



..... DMD, MFA

Assistant Professor



..... DMD, MFA

Assistant Professor

Month 1 & 2 Zone I

Month 1 - Online

The mastery course allows the professional students to map their own path toward achievement by providing a holistic understanding of success, personal motivation, resiliency, and intellectual commitment. This month will expose the candidate to the facial aesthetic operating systems of Phenoesthetics. Phenoesthetics is the operating system behind the clinical diagnosis and treatment planning used within the program. The MFA candidate will also begin their journey with in depth study of Zone 1 (Lip and Perioral) area for clinical aesthetics.

Individual Online Individual Online

Individual Courses

- 6000 (1ce) Mastery
- 6001 (1ce) Aesthetic History
- 6002 (1ce) Phenoesthetics Zone 1
- 6003 (1ce) Anatomy & Aging Zone 1
- 6004 (1ce) Aesthetic Materials for Zone 1
- 6005 (1ce) Aesthetic Techniques for Zone 1

Home Lab

- 6007 (1ce) Home Lab Sculpting Zone 1

Gotomeeting TBD

Month 2 - Online

Hands-On Patient's Aesthetic Needs

Successful aesthetic practitioners understand their patients' desires and can implement treatment strategies to fulfil a successful anticipation of their aesthetic goals. Defining patients expectations begin with a comprehensive treatment planning.

Clinical - Hands On

Clinical Zone I (Hands-on)

This month will require clinical attendance. The two-day hands-on learning will focus on lip and perioral aesthetics and techniques. The use of various products and tools will be presented.

Clinical Individual Courses

- 6020 (3ce) Clinical Diagnosis Zone 1
- 6021 (3ce) Clinical Treatment Planning Zone 1
- 6022 (3ce) Clinical Techniques Zone 1
- 6025 (1ce) Clinical Literature Review 1

Objectives

Mastery of Zone I Diagnosis & Treatment Planning

Total Credits 17

Month 3 & 4 Zone II

Month 3 - Online

This month will be focusing on further developing your aesthetic understanding as it relates to clinical practice. In applying this knowledge to clinical studies relating to mid-face aesthetics (Zone 2), students will gain additional insight into their research that they can then utilize in future practices.

Case Presentations are vital to becoming a master of facial aesthetics. The MFA tasks the candidates with 3 segmented case presentations relating to the 3 zones of the face. These prepare the candidate for their final capstone case presentation.

Individual Online

- 6030 Aesthetic Sciences
- 6031 Aesthetic Theory (individual) 1
- 6032 Phenoesthetics Zone 2 (mid face)
- 6033 Anatomy & Aging Zone 2
- 6034 Aesthetic Materials Zone 2
- 6035 Aesthetic Techniques Zone 2
- 6037 Case Presentation Zone 1

Home Lab

- 6036 Home Lab Sculpting Zone 2

Gotomeeting TBD

Month 4 - Online

Successful Phenoesthetics practitioners are visual and verbal communicators. This month will focus on clinical interpretations of the various patients.

Clinical - Hands On

Clinical Zone I (Hands-on)

This month will require clinical attendance. The two-day hands-on learning will focus on lip and perioral aesthetics and techniques. The use of various products and tools will be presented.

Clinical Individual Courses

- 6041 Clinical Zone 2 Diagnosis
- 6042 Clinical Zone 2 Treatment Planning
- 6043 Clinical Techniques Zone 2
- 6045 Clinical Literature Review 2

Objective

Mastery of Zone II Diagnosis & Treatment Planning

Total Credits 12

Month 5 & 6 Zone III

Month 5 - Online

Up to this point the MFA candidate will be developing a strong aesthetic appreciation for the clinical practice. Aesthetic comprehension will continue with theory and knowledge based courses. This month's focus will be in Zone 3, which includes all the upper face and its aesthetic relationships.

Case Presentations of Zone II will be presented.

- 6050 Aesthetic Science 2
- 6051 Aesthetic Cultural Theory
- 6052 Phenoesthetics Zone 3 (upper face)
- 6053 Anatomy & Aging Zone 3
- 6054 Aesthetic Materials Zone 3
- 6055 Aesthetic Techniques Zone 3
- 6056 Case Presentation Zone 2

Home Lab

- 6057 Home Lab Sculpting Zone 3

6056 Case Presentation Zone II

Goto Meeting 3

Goto meeting TBD

Month 6 - Hands On

This month will focus on upper face clinical applications. Materials used will include botulinums, de-enerators and other applicable materials for Zone 3.

Clinical

Clinical Zone III (Hands-on)

This month will require clinical attendance. The two-day hands-on learning will focus on lip and perioral aesthetics and techniques. The use of various products and machines will be presented.

Clinical Individual Courses

- 6061 Clinical Zone 3 Diagnosis
- 6062 Clinical Zone 3 Treatment Planning
- 6063 Clinical Techniques Zone 3
- 6065 Clinical Literature Review 3

Objectives

Mastery of Zone III Diagnosis & Treatment Planning

Total Credits 12

Month 7 & 8 Skin

Month 7 - Online

This month will focused on understanding your clinic or institution's brand and knowing how to research, analyze, and promote its core values. This is essential in developing effective leadership in the aesthetic community. Didactic focus on the skin will be studied in preparation for next months hands-on.

Case Presentations of Zone III will be presented.

- 6070 (1ce)Clinical Aesthetic 1
- 6071 (1ce)Aesthetic Leadership (institution) 1
- 6072 Integumentary Anatomy 1
- 6073 Aesthetic Materials Skin
- 6074 Aesthetic Techniques Skin
- 6079 Case Presentation Zone 3

Home Lab

6075 Home Lab male & female phenoesthetics.

6079 Case Presentation Zone 3 Goto Meeting 4

Gotomeeting TBD

Month 8- Hands On

This months two-day, hands-on learning will focus on the summative clinical facial diagnosis and treatment planning. Focus will also be on skin and the use of regenerative procedures. The use of various products and equipment will be presented including centerfuge, PRP, micro-needling and peels to name a few.

Clinical

The two-day hands-on learning will focus on skin aesthetics and techniques. The use of various products and equipment will be presented.

- 6086 Clinical Skin Diagnosis
- 6087 Clinical Skin Treatment Planning
- 6088 Clinical Skin Techniques
- 6089 Clinical Literature Review 4

Objectives

Mastery of Skin Diagnosis & Treatment
Planning

Total Credits 17

Month 9 & 10 Laser

Month 9 - Online

This month will be understanding your personal brand and knowing how to research, analyze, and promote its core values is essential in developing effective marketing communications for your personal aesthetic development. The professional students will explore the history and processes of brand development in media design through case studies and learn how to utilize some of the basic tools used in the marketing profession.

Case Presentations of skin will be presented.

Individual Online

- 6091 Clinical Aesthetic 2
- 6092 Aesthetic Leadership (individual) 2
- 6093 Integumentary Pathology
- 6094 Aesthetic Materials for Laser
- 6095 Aesthetic Techniques for Laser
- 6097 Case Presentation Skin

Home Lab

- 6096 Home Lab

6097 Case Presentation Skin Goto Meeting 5

Gotomeeting TBD

Month 10 - Hands On

By exploring the various ways to measure the success of aesthetic treatments, the student gains a better understanding of how to treatment plan cases, and how they are perceived and interpreted by patients. To capture a holistic perspective of the Phenoesthetic experience, students in the measuring treatment effectiveness course examine multiple points of view, further their research, and apply a higher level of critical thinking skills through a variety of assignments and discussions.

Clinical

Clinical Zone Laser (Hands-on)

This month will require clinical attendance. The two-day hands-on learning will focus on laser aesthetics and techniques. The use of various products and equipment will be presented.

Clinical Individual Courses

- 7000 Clinical Laser Diagnosis
- 7001 Clinical Laser Treatment Planning
- 7002 Clinical Laser Treatment Techniques
- 7005 Clinical Literature Review 5

Objectives

Mastery of Laser Diagnosis & Treatment- **Total Credits 18**

Month 11 & 12 Graduation

Month 11 - MFA presentation

MFA Thesis Presentation

This course simulates the conditions of various clinical aesthetic cases. The professional student is required to make a recorded online presentation of their thesis project to the institutes panel of professionals. Using established criteria and guidelines, students in the Thesis Presentation: will present their select case and explain how their research, preliminary investigations, and applications contributed to the process used to arrive at their final facial design solution.

Month 12- Graduation

7021	Aesthetic Leadership 3
7022	Clinical Summations
7023	MFA Final Presentation
7025	Graduation Masters of Facial Aesthetics (MFA)

Individual Courses

- 7010 MFA Capstone Format Requirements
- 7011 MFA Case Selection Requirements
- 7012 MFA Case Consultations (with course director) Requirements
- 7013 MFA Final Submission

Total Credits 12

Goto Meeting

Gotomeeting TBD

Objectives

Mastery of Phenoesthetics Diagnosis &

7026 Final MFA Case Presentation

Training Locations

UF MFA have several locations around the Nation to accommodate your training.



Gainesville Florida

1395 Center Drive
Gainesville, FL 32610

Miami Florida

1395 Center Drive
Gainesville, FL 32610

Tampa / St. Petersburg

1395 Center Drive
Gainesville, FL 32610