



DR. JUAN PABLO MENÉNDEZ
PLASTIC SURGEON

MEDIA / SPEAKER KIT

ALWAYS INNOVATING

Dr. Juan Pablo believes that innovation is a mindset and has adopted a push-the-boundaries approach in everything he does. He relies on his rich multicultural, multi-disciplinary experience to innovate his patients' aesthetics journey to achieve the ultimate goal of beauty through personal reinvention.



Book Dr. Juan Pablo for Your Next Event!

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Career Highlights

- Recognized as a Key Opinion Leader (KOL) in Plastic Surgery.
- Harvard Medical School – Masterclass to Harvard Plastic Surgery on High Definition Liposculpture.
- Associate Professor of Surgery at UEES University.
- Fellowship in Regenerative and Aesthetic Facial Plastic Surgery in Belgium.
- Fellowship in Rhinoplasty in Turkey.
- Sub-Specialty in Facial Plastic Surgery at the Jurado Institute of the University of Maringa, Brazil.
- Graduated in Plastic, Reconstructive, and Aesthetic Surgery at the Hospital das Clínicas of the University of São Paulo – USP, Brazil.
- Endocrinology and Nutrition Postgraduation at the University of Maringa, Brazil.
- Trained by the “Fathers of Liposculpture”, Prof. Dr. Giorgio Fischer and Prof. Dr. Pierre Fournier.
- World Ambassador of “Total Definer”, considered the best international community of renowned doctors that study and practice the most innovative techniques for High Definition Liposculpture & Body Contouring.
- Co-Chair of “Total Face”, a specialized group within the Total Definer community that focuses on cutting edge techniques that refine facial rejuvenation (Facial RejuveniPHication) and beautification (BeautiPHication).
- Rotation in Harvard Medical School at the Plastic Surgery Program of the Mass General Hospital.
- Launched The Menéndez Foundation in 2010 to provide medical care to disadvantaged children.
- Founder of BellaNova Clinic, promoting Luxury Medical Tourism in Ecuador.



FACULTY OF TDABS WORLD CONGRESS
Cartagena, Oct 2022

Recent International Congresses & Panel Discussions

Peruvian Plastic Surgery Congress - November 2024

Brazilian Plastic Surgery Congress - Cabo Branco, November 2024

TdAbs The Meeting - Cartagena, October 2024

IJCR Congress - Guayaquil, September 2024

Rinoface - Florianopolis, September 2024

Ecuadorian Plastic Surgery Congress - Guayaquil, August 2024

Brazilian Association of Plastic Surgeons Congress - Balneario Camburiú, August 2024

Jornada Carioca - Rio de Janeiro, August 2024

ISAPS World Congress - Cartagena 2024

- Moderator during Facial Live Surgery
- IG: @isapsplasticsurgeons

Brazilian Plastic Surgery Congress - São Paulo 2023

Speaker on:

- RejuveniPHication: Mini-Invasive Facial Rejuvenation Technique
- Hi Def Liposculpture on the Arms: Men and Women

Recent International Congresses & Panel Discussions

IMCAS World Congress – Cartagena 2023

Speaker:

- Facial Rejuvenation: Deep Neck Lift
- Preservation Rhinoplasty: New Concepts and Basic Principles
- Neck Rejuvenation: Deep Neck Lift
- Facial Harmonization of the Upper Third
- Facial Harmonization of the Middle Third
- High Definition Liposculpture on the Arms: Men and Women

TD Abs – The Meeting 2023 – Los Cabos, Mexico

- Lectures & Member of the Discussion Panel on Facial Rejuvenation, HD Liposculpture, Deep Neck Lift
- IG: @totaldefiner_abs, @totaldefiner, @alfredohoyosmd

Full Face Anatomy Course – Madrid 2023

- The Global Facial Aesthetic Plastic Surgery Anatomy Course
- IG: @fullfaceanatomy

Paraguayan Society of Plastic Surgery Annual Meeting – July 2022

Honor Guest:

- Facial Rejuvenation: Deep Neck Lift
- Preservation Rhinoplasty: New Concepts and Basic Principles
- Neck Rejuvenation: Deep Neck Lift
- Liquid Rhinoplasty: 3 Points Technique
- Facial Rejuvenation: Surgery VS Non-Surgical Procedures
- IG: @spacpre

TD Abs – The Meeting 2022 – Cartagena, Colombia

- Member of the Discussion Panel on Facial Surgery
- IG: @totaldefiner_abs, @totaldefiner, @alfredohoyosmd

Medical Article by Dr. Juan Pablo Menéndez – April 2023

- “The Efficacy of Cryotherapy in Reducing Edema and Ecchymosis in Patients who Underwent Rhinoplasty: A Narrative Review”
- Published in the Journal of Plastic, Reconstructive & Aesthetic Surgery

Global Recognition

Dr. Juan Pablo tirelessly travels the world to promote the future of aesthetic surgery and his passion for innovation to better address patient needs.

He has already spoken to audiences in the following countries:

- Costa Rica
- Argentina
- Spain
- Paraguay
- Brazil
- Dominican Republic
- Panama
- Peru
- USA
- México
- Colombia
- Ecuador
- United Arab Emirates

Dr. Juan Pablo is fluent in Spanish, Portuguese and English.



DR. JUAN PABLO AT TDABS WORLD CONGRESS
Cartagena, Jun 2023

Keynote Topics

Typically, Dr. Juan Pablo talks about aesthetic surgery procedures and of his holistic approach to patient well-being and beauty. He also extensively addresses the incredible progress in plastic surgery and the technological innovations that allow him to always push the boundaries of the possible.

- High Definition Liposculpture
- Eyelid Rejuvenation
- BeautiPHication: Facial Beautification
- Preservation Rhinoplasty
- Liquid Rhinoplasty: 3-Point Rhinomodeling
- HD Liposculpture in Arms
- Facial Analysis in Plastic Surgery
- FAT CODES of Facial Rejuvenation
- Deep Neck Lift
- Gluteal Augmentation (Brazilian Butt Lift) with Safety
- Non-Surgical Facial Rejuvenation
- Lip Augmentation: Vertical Technique
- Facial Rejuvenation with Stem Cells
- Facial Rejuvenation: Surgery VS. Non-Surgical Procedures
- Liposculpture Complications
- Preventive and Anti-Aging Medicine: The New Medicine
- Lip Rejuvenation



DR. JUAN PABLO RECEIVING THE CERTIFICATE
FOR 2ND BEST ARTICLE PUBLISHED BY IJCR
Beirut, Sep 2023

Keynote 1

The Importance of Naturalness and Prevention in Plastic Surgery

Dr. Juan Pablo, an expert in plastic and aesthetic surgery, discusses the importance of naturalness in aesthetic procedures and prevention in plastic surgery. He addresses the combination of science and art in his practice, the relevance of professional consultation, and the influence of inner beauty on self-image. Techniques such as high-definition liposculpture and the use of botulinum toxin and hyaluronic acid are also discussed. Emphasis is placed on post-operative care and the doctor-patient collaboration to maintain long-term results.

Audience Takeaways:

- 1 The importance of prioritizing naturalness in aesthetic procedures to achieve harmonious and long-lasting results.
- 2 The significance of preventive measures in plastic surgery, including post-operative care and doctor-patient collaboration.
- 3 The use of advanced techniques, such as high-definition liposculpture and the application of botulinum toxin and hyaluronic acid, to enhance aesthetic outcomes.
- 4 The emphasis on the doctor-patient relationship and the collaborative effort to maintain long-term results.
- 5 The insights into the art and science behind Dr. Juan Pablo's approach to plastic and aesthetic surgery.

What You Will Learn:

- The combination of science and art in Dr. Juan Pablo's practice of plastic and aesthetic surgery.
- The relevance of professional consultation in achieving natural-looking results.
- The influence of inner beauty on self-image and its impact on aesthetic procedures.



Keynote 2

Personalized Skin Care, Supplements, and Aging

Skin care, supplements, and everything we want to know to look younger and about aging. The importance of specialized and personalized medicine. The significance of blood or saliva tests to determine exactly which foods and supplements each individual needs.

Audience Takeaways:

- 1 The value of personalized skin care and supplement regimens based on individual needs and preferences.
- 2 The importance of specialized medicine in addressing the complexities of skin health and aging.
- 3 The insights into the role of blood or saliva tests in identifying personalized nutritional requirements.
- 4 The understanding of a comprehensive approach to skin care and anti-aging that goes beyond surface-level solutions.
- 5 The awareness of the latest advancements in personalized skin care and supplement therapies.

What You Will Learn:

- The importance of specialized and personalized medicine in addressing skin care and aging concerns.
- The role of blood or saliva tests in determining individualized nutritional needs and supplement requirements.
- The significance of a holistic approach to skin health and anti-aging strategies.



Keynote 3

The Importance of Preventive Medicine in Plastic Surgery

The importance of preventive medicine and complementing plastic surgery with nutrition before and after surgery. As surgeons, we must take care of our patients, and one way to do this is by conducting all the necessary preoperative tests to ensure they are healthy before operating.

Audience Takeaways:

- 1 The recognition of the crucial role of preventive medicine in plastic surgery to ensure patient well-being and long-term results.
- 2 The understanding of the comprehensive approach that surgeons must take to care for their patients, including conducting necessary preoperative tests.
- 3 The awareness of the importance of incorporating nutrition and lifestyle factors into the overall plastic surgery experience.
- 4 The insights into the holistic approach that integrates preventive medicine and plastic surgery for optimal patient outcomes.
- 5 The emphasis on the surgeon's responsibility to prioritize patient health and safety throughout the entire surgical process.

What You Will Learn:

- The significance of preventive medicine in complementing plastic surgery procedures.
- The role of preoperative testing and health assessments in ensuring patient safety and optimal outcomes.
- The importance of integrating nutrition and lifestyle factors before and after surgical interventions.



What I Believe

1

Certified Plastic Surgeon

Dr. Juan Pablo Menéndez is a board-certified plastic surgeon in Ecuador, Brazil, and Dubai. Trained by the most respected doctors globally in facial rejuvenation, liposculpture, and body contouring, he is a member of over a dozen international medical societies like ISAPS, ASPS, The Aesthetic Society, SECPRE, SBCP. As a Key Opinion Leader (KOL) in the global plastic surgery community, Dr. Menéndez frequently lectures and teaches the latest minimally invasive procedures. His clientele includes international celebrities, royalty, politicians, and other prominent figures, who are drawn to his exceptional skill and commitment to excellence.



2

Artistic Mastery

Dr. Juan Pablo's passion for the arts from a young age has been key to his unique approach to plastic surgery, blending surgical precision with an artist's eye for aesthetics. Captivated by illustration, painting, and sculpting, he creates natural, harmonious results that enhance his patients' beauty and confidence. His 25 years of martial arts practice have instilled in him discipline and excellence, ensuring optimal outcomes through meticulous attention to detail and surgical expertise. This discipline keeps him calm under high pressure, maintaining his steady and reliable disposition while operating.



What I Believe

3

Humanitarian & Philanthropic Endeavors

Through the Menéndez Foundation, Dr. Juan Pablo provides medical care to disadvantaged children with congenital malformations or injuries. As a humanitarian, he is actively involved in promoting human welfare and reducing suffering, often through direct aid and relief efforts. As a philanthropist, he focuses on long-term improvements in quality of life by donating time, resources, and expertise to various causes. His philanthropic efforts reflect his compassionate nature and dedication to making a meaningful difference in the lives of others.



4

Professor & Innovator

As a KOL, Dr. Juan Pablo enjoys teaching innovative techniques to improve patient care. Currently, he is developing a unique online course for certified plastic surgeons in English, Spanish, and Portuguese, as well as an AI-assisted app for facial analysis and treatment diagnosis. Dr. Juan Pablo has been invited to speak in over 20 countries, including Harvard Medical School (USA), Universidad Alfonso X El Sabio (Madrid), and Universidade de Sao Paulo (Brazil). He remains at the forefront of plastic surgery advancements through continuous learning and professional growth.



What I Believe

5

Cultural Sensitivity & Multilingualism

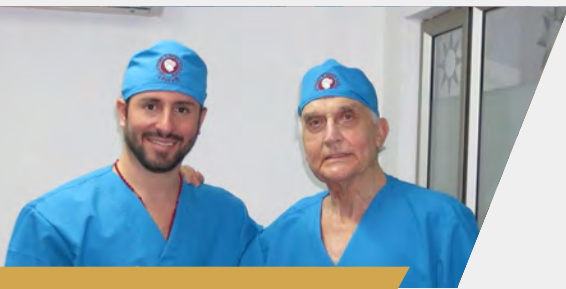
Dr. Juan Pablo's fluency in multiple languages fosters trust and comfort among international clientele seeking his services. His commitment to honoring cultural traditions and standards of beauty ensures a uniquely sensitive approach to plastic surgery that resonates with diverse cultural backgrounds.



6

Safety & Ethics

During each patient consultation, Dr. Juan Pablo places a priority on educating patients and empowering them to make their own aesthetic decisions. He adheres to the highest standards of international medical ethics and dedicates himself to ensuring the well-being of every patient under his care, a commitment highlighted in his TED Talk on ethical medical practice.



7

Patient Connection & Empowerment

Dr. Juan Pablo prioritizes patient education and empowerment, ensuring transparent communication and involving patients in the treatment planning process. By educating patients about their options and empowering them to make informed decisions, he fosters a collaborative approach that enhances patient satisfaction and outcomes.



About Dr. Juan Pablo

Dr. Juan Pablo Menéndez a distinguished plastic surgeon renowned for his expertise in Plastic, Reconstructive, and Aesthetic Surgery. He honed his skills at the prestigious Hospital das Clínicas of the University of São Paulo (USP), Brazil, where he completed his training.

An artist at heart, Dr. Juan Pablo mastered illustration, painting, and sculpting from a young age. With 25 years of dedicated practice in martial arts, Dr. Juan Pablo embodies discipline and excellence. This highlights his ability to remain focused under pressure, ensuring optimal outcomes for his patients through meticulous attention to detail and surgical expertise with an artistic view.

Dr. Juan Pablo has a lifelong fascination for the Divine Proportion of Beauty, Phi (1:1.618), and has pursued advanced training in Aesthetic Facial Plastic Surgery with fellowship in Belgium, and in Rhinoplasty in Turkey. Mentored by the fathers of liposculpture, Prof. Dr. Giorgio Fischer and Prof. Dr. Pierre Fournier. He mastered body contouring techniques in Colombia, with Dr. Alfredo Hoyos, becoming a World Ambassador of Total Definer, a cutting-edge approach to High Definition Liposculpture.

With a global perspective on plastic surgery, Dr. Juan Pablo has trained with leading experts worldwide and earned recognition as a Key Opinion Leader (KOL). His clientele includes international celebrities, royalties, singers, actors, politicians, and other prominent figures, drawn to his exceptional skill and commitment to excellence.

He shares his expertise through Masterclass lectures all over the world in meetings, universities, TV, Magazines and Social Media interviews across the Americas, Europe, and the Middle East.



The Menéndez Foundation

Founded in 2010 by Dr. Juan Pablo and his family, the Menendez Foundation is dedicated to providing life-changing medical care to disadvantaged children, adolescents, adults, and the elderly suffering from congenital malformations and other health conditions. Driven by a deep commitment to humanitarian service, the foundation has positively impacted countless lives around the world, offering hope and healing to those in need.



OUR MISSION

At the Menéndez Foundation, our mission is to transform lives through compassionate and innovative medical care. We believe that everyone, regardless of their background or circumstances, deserves access to high-quality medical treatment. Our goal is to bridge the gap in healthcare access for underserved communities, providing specialized surgical interventions, medical treatments, and holistic care to enhance the quality of life for our patients.



OUR WORK

The foundation's initiatives are multifaceted and globally oriented, reflecting Dr. Juan Pablo's international expertise and dedication to making a difference. Our key areas of focus include:

Surgical Interventions:

- Providing free and subsidized surgeries for children with congenital malformations such as cleft lips, palates, and other craniofacial anomalies.
- Offering reconstructive surgery for individuals who have suffered from traumatic injuries or debilitating medical conditions.



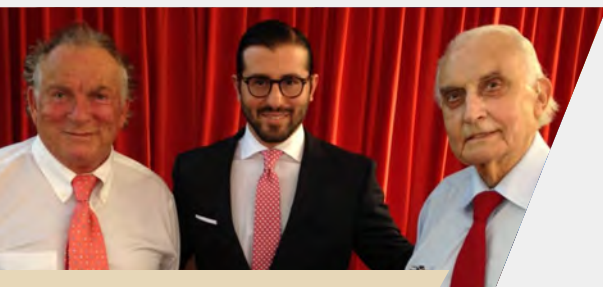
Medical Outreach Programs:

- Organizing medical missions to remote and underserved areas, bringing essential healthcare services directly to those who need them most.
- Collaborating with local healthcare providers and institutions to build sustainable healthcare infrastructure and capacity.



Patient Support & Rehabilitation:

- Offering comprehensive post-surgical care, including physical therapy, psychological support, and follow-up treatments to ensure optimal recovery and reintegration into society.
- Providing educational resources and support to patients and their families to help them navigate their healthcare journeys.



Research and Innovation:

- Investing in research and development to advance medical knowledge and techniques in the field of reconstructive surgery and congenital malformations.
- Promoting the dissemination of best practices and innovative approaches through conferences, workshops, and publications.

A Passion for People



Dr. Juan Pablo and Sir Richard Branson - Decker Island, Jun 2023



Dr. Juan Pablo with Sage Robbins at Tony Robbins Finance Mastery - Sun Valley, Feb 2023



Dr. Juan Pablo and Mauricio Hoyos (Founder of Sharktank Colombia) - Decker Island, Jun 2023



Dr. Juan Pablo as a part of TV Show Los Doctores



Dr. Juan Pablo with Tony Robbins at Tony Robbins Finance Mastery - Sun Valley, Feb 2023.



Dr. Juan Pablo with David Sinclair at Tony Robbins Finance Mastery - Sun Valley, Feb 2023



Dr. Juan Pablo with Romero Britto (Brazilian artist) at his studio in Miami, Jan 2023



Dr. Juan Pablo with Ricardo Leiva (Sharktank Colombia Founder) EXMA Meeting - Mexico City, 2022



Dr. Juan Pablo with Ricardo Leiva and Mauricio Hoyos EXMA Meeting - Mexico City, 2022.JPG



Dr. Juan Pablo with Pandora (huge and famous Mexican group), Guayaquil - August 2022





Dr. Juan Pablo and Sir Richard Branson at Necker Island, Dec 2022




Dr. Juan Pablo with Tony Robbins at Tony Robbins Finance Mastery - Sun Valley, Feb 2023

For Enquiries, please contact

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