FACIAL PLASTIC SURGERY

TODAY

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Personalize your solutions for optimum natural results

Your facial features are unique. If you have any concerns or desires for enhancement, reconstruction, or rejuvenation, trust your face to a facial plastic surgeon. Not only will you receive expert advice and care, but also a specialized approach to provide optimal results.

No two patients are alike, therefore, the plan for each surgery is tailored to each patient. The process begins with the consultation appointment. Your physician will thoroughly evaluate your physical features, as well as take the time to get to know you, your expectations, and your motivations. Assist your facial plastic surgeon by taking the following steps before your appointment.

- *Become educated*. Spend time researching the procedure(s) that peak your interest. Are there multiple options that may meet your needs? Talk to friends and family members about the procedure; they may be able to provide feedback or information. Advantage: You will feel more comfortable discussing your options, the risks, benefits, alternatives, and reasoning for proposed treatment.
- *Prepare questions*. Don't feel silly about writing down your questions and bringing them to your appointment. This is your chance to ask the expert! Advantage: Targeting your areas of concern and answering your questions will help you make a well-informed decision with your doctor.
- *Get personal*. Discuss what you like or dislike about your features, your reasons for seeking treatment, and any short or long-term goals you have regarding the process. Advantage: You will assist your facial plastic surgeon in creating a treatment plan that is as unique as you are.

Sometimes patients schedule and have the exact procedures that they researched and expected to have. Alternatively, other patients discover after the consultation that their treatment plan is very different from what they thought it would be. For example, it is not unusual for a patient to come in thinking that his or her nose is too prominent and believe that rhinoplasty (nose surgery) is the solution. However, your surgeon may explain that it is a receding chin that is causing the imbalance of your nose, which can be improved through a chin implant instead of rhinoplasty. Trust the process. You may have set ideas on what you think will improve your face; however, be open to the surgeon's expert opinion and recommendations.

Regardless of treatment, your facial plastic surgeon will make sure that your results are natural. The goal is to enhance your features, not drastically modify your appearance. Today, more than ever, minimally invasive techniques make it possible for patients to see improvements that require minor monetary investment, little recovery time, and major satisfaction. Your physician will ensure that you receive the best, most natural results for you. ■

Why trust your face to a facial plastic surgeon?

A facial plastic surgeon is recognized for his or her extensive training, qualifications, and proficiency in cosmetic and reconstructive surgery of the face, head, and neck. Doing your homework in selecting a facial plastic surgeon maximizes the benefit you will gain from your chosen treatments. When considering the improvements you may gain in health, appearance, and self-esteem from facial plastic surgery, it is imperative that you trust your face to a facial plastic surgeon.

Relax, refill, refresh your look this spring … which treatment is

Spring is a great time to consider your options for rejuvenating your appearance. Whether you want to reduce fine lines or bring back a healthy glow, your facial plastic surgeon can offer a treatment that is right for you. Neurotoxins, injectable fillers, microdermabrasion, and laser resurfacing are effective, minimally invasive options to consider. Now is the time to match how you feel on the inside--youthful and invigorated--with how you look on the outside.

Relax

The most popular minimally invasive treatment is Botox; it can be used to improve wrinkles, lines, and furrows caused by excessive facial movements. Dysport is another neurotoxin approved for cosmetic use by the Federal Drug Administration (FDA).

Your facial plastic surgeon will use a small needle to inject the purified protein into the muscles. It blocks the nerve impulses and weakens the muscle; this reduces the skin creasing or wrinkling. Within days, you will see improvement; results can last up to four months. Neurotoxins are a quick and easy step toward the revitalized and more relaxed-looking you. Treatments must be continued in order to maintain results.

Refill

Fillers can be used in the forehead, cheek folds, and lips to produce volume and to efface deep facial creases. The treatment is completed via a fine gauge needle, with little discomfort. Results may last anywhere from a few months to permanent, depending on the substance used.

Fillers are derived from collagen, hyaluronic acid, or synthetic material. Collagen (bovine or human derived) typically lasts between three to six months. Hyaluronic acid (Restylane® or Juvederm®) is biodegradable with results lasting six to 12 months. A synthetic material such as Radiesse® is made from synthetic calcium composite and lasts two to five years. Sculptra® is made of synthetic polylactic acid that is contained in microspheres; it can last up to two years. A permanent filler like ArteFill® contains non-resorbable, particles and is used to improve the smile lines (nasolabial folds). The results are permanent; however, touch up injections may be necessary within the first couple of weeks to achieve the desired results. Besides the permanent filler, all other filler treatments must be repeated to sustain the desired results.

Which filler is right for you? There is no one filler that is ideal for all sections of the face. Different fillers work better in certain areas and have various durations. Your physician will recommend the filler based on what will best meet your needs.

Refresh

Rejuvenate your skin's tone and texture through microdermabrasion, fractional laser resurfacing, or intense pulsed light (IPL) therapy. These methods are particularly effective for fine lines, sun damage, rosacea, spider veins, and age spots. The treatments are minimally invasive, which means little irritation and you can resume normal activities immediately following treatment.

Microdermabrasion offers advanced exfoliation by a gentle rotary tool or by blowing crystals over the surface of the skin to remove the upper epidermal tissue and stimulate cell turnover. The treatment evens the tone and texture of the skin, smoothing fine lines and improving clarity and radiance. It may also be used in combination with a laser resurfacing technique. The treatment is appropriate for all skin types.

Fractional laser skin resurfacing uses a precision laser to target only a fraction of the skin at a time. Small wounds are created deep in the dermis, which prompt your body's natural response system to heal those wounds. This "fractional" process allows your body to heal the skin faster than if the entire area were treated at once. It also expedites your body's

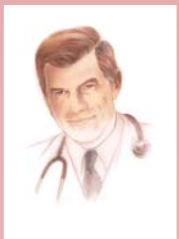
right for you?

rebuilding of collagen and elastin, which results in tighter, more youthful-looking skin. Fractional laser skin resurfacing is a comfortable procedure with minimal downtime. Results can be seen in as few as three treatments.

Intense Pulsed Light (IPL) therapy, also referred to as photofacial, emits a broad spectrum of light with each pulse, adjusted for your skin color and type. The top layer of skin remains intact, as the heat energy penetrates the tissue and is absorbed by either the blood when treating vascular lesions or the melanin when treating pigmented lesions, thus damaging them. The body's natural processes then remove the injured tissue giving the skin a more even and youthful appearance. IPL works well to improve conditions such as hyperpigmentation, enlarged pores, and acne scarring. There is no down time with the procedure and results can be seen in as little as a week.

Relax, refill, and refresh your look this spring. You can achieve a younger, more vibrant look without surgery. You may be an excellent candidate for one treatment or a combination of treatments that will meet your needs and your budget. Talk to your facial plastic surgeon to discuss which would work best for you. ■

Ask the Surgeon



I am considering laser hair removal for the hair above my lip. Is it permanent? I have heard that the hair still may grow in after treatment. Depending on your skin type and hair color, laser hair removal can be permanent as long as you follow your doctor's full treatment plan. Laser hair removal uses a beam of high intensity light to penetrate the skin tissue, where it is absorbed by the dark pigment of the hair shaft, destroying the follicle. The darker the hair is, the more effective the laser treatment. Blonde, gray, and some red hair pigments may not respond to the treatment. Results are permanent, although multiple sessions are required to treat new hairs as they come into cycle, usually over an 18-month period. Getting rid of unwanted facial hair can be liberating and a real confidence booster. If you are self-conscious about the hair on your face, come in to discuss your options with your physician. ■

Health Tip

Are you considering having more than one treatment or procedure? If so, combining those procedures might be the right option for you. This discussion should begin during the consultation appointment. Talk with your facial plastic surgeon about what areas you are considering enhancing. Each case is considered based on the unique needs, goals, and health of the patient.

Patients see the opportunity to combine procedures as a good way to save time and money—while gaining improvements and satisfaction sooner! As one patient states, "I had limited vacation time and didn't want to use it all on two separate surgeries. Thankfully, I was able to have the nose surgery and cheek implants done at the same time. This also meant only one recovery period."

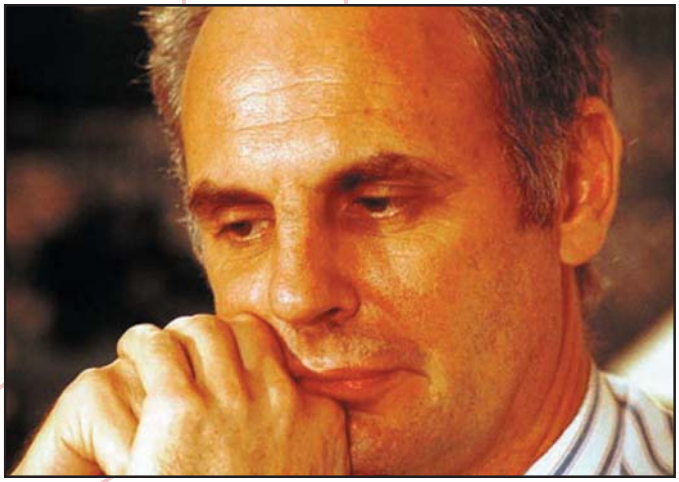
Whether it is a combination of treatments, such as a photofacial and Botox; a combination of surgeries, such as blepharoplasty (eyelid surgery) and forehead lift; or a mix of both, your physician will explain your options and what may or may not be combined for optimal results. ■

What's New?

Virtual consultations are on the rise. Some prospective patients are sending e-mails with photographs, requesting an evaluation and opinion from their physician. Other patients schedule a Web-cam and phone interview appointment. Some physicians see this as another way to reach out to prospective clients that otherwise would not make an appointment—whether it is from embarrassment, lack of time, geographic location, etc. Other physicians are not sold on using technology for this purpose, citing the exchange offers less of a connection than face to face visits. Prospective patients state the convenience and non-committal interface are advantages. Stay tuned to see if virtual consultations continue to become popular or become a secondary means to contact a physician. ■

Troubled about hair thinning and hair loss … know the facts

Hair loss affects up to 40 percent of American men and 25 percent of American women. Approximately 95 percent of all hair loss is hereditary. It can affect men as early as their late teens and early 20s. For women, by age 40, nearly 40 percent have experienced some degree of thinning hair. Are you one of those affected? The hair provides a natural frame of your face. Take a minute to look at your hairline and where your hair parts. Although it may be hard to admit it to yourself, the sooner you address hair thinning or hair loss, the better.



Although many are impacted by hair loss, a recent survey conducted by Wakefield Research of 1,001 men and women over the age of 18, revealed that Americans have little understanding of the causes and treatments for thinning hair and hair loss. Over 75 percent of respondents incorrectly cited stress as the leading cause of hair loss; 35 percent thought that frequently wearing a hat caused hair loss and 34 percent thought over-styling contributed to hair loss. When asked about treatment options, the responses indicated that people may not understand the difference between hair health and hair regrowth. Fifty percent would try a healthy diet; 49 percent would take hair vitamins like Biotin; and 46 percent would try hair thickening shampoos, conditioners, and serums to treat thinning hair. These address the health of the hair and are not solutions for hair regrowth.

Most people don't realize their hair is thinning until they have lost 50 percent. The key is to take action now. One option with a very high success rate and permanence is hair restoration surgery. This is done through follicular unit transplantation, where follicular units of one to four hairs are harvested--with their surrounding collagen and glands intact--from other areas of the scalp and transplanted to the targeted area. A skilled surgical team uses microscopes to dissect the natural hair units before implanting. A small needle is used to create tiny slits in the recipient area; the follicular units are inserted approximately one millimeter apart. The procedure, performed under local anesthetic, may take several hours or be done over a number of visits. The transplanted follicles take a full year to grow and mature. Additional transplants can be performed to increase thickness.

Forty-five percent of survey respondents admitted to hiding their hair loss or thinning--in other words, they knew there was an issue but hadn't done anything about it. If you find yourself becoming self-conscious about your hairline or less thickness, contact your facial plastic surgeon. It is worth checking out if you are a good candidate for follicular unit transplantation or maybe another treatment option.

Get your facts straight and consider if you might benefit from a consultation appointment today. ■