

# Premier Image Cosmetic & Laser Surgery Newsletter

## Image Shaping News

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### In This Issue

The "Liquid Lift"

Age-Reversing Power of Lasers & "RF" Thermal Energy

Gynecomastia Correction

Breast Enhancement Options

How the Skin Ages

The "QT Mini-Facelift"

Make it Personal with a Gift Basket from Premier

### Sign Up

SIGN-UP!

### UpComing Events

Complimentary Seminar

"The Truths & Myths of Plastic Surgery"

Jan 22nd 6 PM

### Greetings!

Holidays are fast upon us and I feel the "Rush" and "Excitement" in the air. I love this time of year, the Holiday parties and festivities. I so enjoy the more quiet times too with friends, family, and the smell of food baking in the oven.

I started my Holiday shopping and I confess, much is being done on the Internet. I've ordered Nike ID shoes, the "I" phone and I ordered some Premier Gift Baskets too.

Anyway, I hope your Holidays are filled with love, peace and joy.

Jeanette Hames



### The "Liquid Lift"



In the past only a traditional facelift could restore the balance of a youthful face, but renowned facial plastic surgeons, Dr. William E. Silver and Dr. Louis DeJoseph have mastered a liquid solution.

"Deep wrinkles, smile lines, hollowed out eyes, and loss of fat in the cheeks can be corrected with the right filler, or combination of fillers and Botox," says Dr. Silver.

"We use the "**Liquid Lift**" or injectables to plump, fill and smooth deep lines and wrinkles," explains Dr. Silver.

"Creating a more youthful appearance with only injectables provides immediate results and there's no downtime," says Dr. DeJoseph. "Here's our **"Liquid Lift"** recipe:

**Frown Lines & Brows:**

Botox injected between the brows to reduce muscle contractions that lead to vertical lines. Injected above the brows can lend a subtle lifting effect by reducing downward pull of the depressor muscles. Sometimes referred to as a **"chemical browlift"**

**Crows Feet:** Botox around the eyes to prevent muscle contractions that cause crow's feet.

**Undereye Area:** The **"VUE"** Volume Undereye Enhancement fills the lines around the eyes that remain after Botox treatment and to fill the hollow **"tear trough"** area to correct volume loss and eliminate the dark circles and tired look. Creates a smooth contour down to the cheeks.

**Cheek Area:** Cheek Enhancement with injections of Perlane and Sculptra to the Cheeks to restore volume and create lift.

**Smile Lines/ML Folds:** Injections of Radiesse or Juvaderm to fill and plump up the nasolabial folds restoring youthful volume.

**Lips:** Restore volume to the lips and fills the perioral "smokers" or "bleed" lines surrounding the lips themselves with Restylane.

**Jawline:** Radiesse & Perlane add definition to the jawline and address mildly sagging skin by restoring volume.

The **"Liquid Lift"** smoothes out wrinkles, restores volume and enhances facial contours, creating youthful harmony to the face. Men and women who cannot afford downtime, yet desire a more youthful appearance can have the **"Liquid Lift"** done on their lunch hour.

The **"Liquid Lift"** should be performed by only board certified facial plastic surgeons experienced in advanced techniques of injectable fillers. (the under eyelid area and is uniquely classified)

Are you a candidate for the **"Liquid Lift"**? Mention this newsletter for a complimentary consultation. Call 770.457.6303

[learn more](#)

## Age-Reversing Power of Lasers & "RF" Thermal Energy



The **age-reversing** power of lasers and energy-based treatments takes age management to another level. Technology is advancing at the speed of light, and a steady stream of new laser and energy-based treatments continue to enter the marketplace.

The world of laser and energy-based **"magic wands"** is a confusing one, but we can help you navigate the waters.

"One type of treatment during one appointment will not address all of the changes to the skin that occur with aging," says Dr. DeJoseph.

"One needs to schedule a consultation to identify the problems and then go through the different types of procedures available. I explain your options and recommend what I think would work best and together we can come to a decision based on your individual needs," DeJoseph explained.

### SKIN RESURFACING

**ArticPeels & MicroPeels:** An Erbium:YAG laser is used superficially to resurface the top layer of skin. No real downtime is needed.

**Erbium:YAG:** The laser can be used for deeper results that are more significant and require downtime of about 5-6 days.

**CO2:** The most aggressive laser for resurfacing and requires about 10 days of downtime.

Laser resurfacing dramatically improves deep lines and wrinkles, sun damage, pigmentation disorders, and acne scars. The new skin is smooth, tight and radiant.

"I've done 4 "ArticPeels" and my skin is tighter, smoother and more radiant and I had no downtime!" said Rebecca Dixon.

### SKIN TIGHTENING & BODY CONTOURING

**Radiofrequency:** ("LUST", Thermage, Accent) are high-radio frequency, thermal energy based treatments that are used to tighten skin and causes the remodeling of collagen deeper within the tissues, resulting in smoother, tighter skin.

Typically four or five "LUST" treatments are needed for the face. The entire face can be done in 30-40 minutes. For the body, we strive for six to ten treatments. Initially the interval was every week, but every two to three week intervals allow more time for the body to make collagen and lose fat.

"I decided to do six more LUST treatments after the first series of 6 and lost three inches in my waist," exclaimed Victoria Keller.

"The cellulite literally dissolved, it's gone! And my skin feels smoother and tighter. I love the results!" says Marta Ramirez.

Mention this Newsletter for a complimentary consultation, call 770-457-6303.

[more about "LUST"](#)

## Gynecomastia Correction



The term "**gynecomastia**" comes from the Greek words **gyne** meaning "**woman**" and **mastos** meaning "**breast**." Abnormal breast on men.

The condition is relatively common in adolescent boys. About **90% of the time symptoms will disappear** over time, but the **remaining 10% are burdened** with a social handicap that causes emotional damage.

Obesity may be a contributing factor, but often the problem is due to **endocrine hormone imbalance** combined with **pectoral fat storage** and some element of **glandular tissue enlargement**.

**Gynecomastia can be emotionally devastating.** In most cases, **Gynecomastia** is not an indication of disease, however when "**one-sided**" or **unilateral breast tissue enlargement occurs it should be followed by a physician** and often biopsy is warranted.

Feelings of shame, embarrassment and humiliation are common. One does not feel masculine in a society where masculinity is exalted.

A **man or boy with gynecomastia struggles with anxiety** over taking off his shirt at the beach, changing for gym in front of classmates, and often the adult male suffers with loss of **intimacy in their relationships**.

Certain **medication may also contribute** to the development of breast tissue, especially **medication used in the treatment of certain cancers**, more specifically prostate cancer. **Steroid abuse** is another strong contributor.

For many men, the **best solution is surgery**. Treatment usually entails a combination of **Tumescent Liposuction** and direct removal of excess glandular breast tissue when too fibrous to be removed through liposuction technique.

Insurance companies view the treatment of breast reduction as a **cosmetic procedure**.

The procedure takes about one hour, is fairly simple, and requires **very little down time**. Most patients are back at work or school within two days.

Consultation is needed to determine cost and surgical approach. Don't let your loved one suffer unnecessarily.

### Breast Enhancement Options



#### Silicone Cohesive Gel Implants

Thanks to the recent FDA approval of silicone gel breast implants, women now have a new option for breast augmentation surgery.

Dr. Marc Klein of Premier Image is experienced in performing breast augmentation using silicone gel implants since he was part of the silicone breast implant clinical trials years prior to their approval.

"I'm excited to offer these implants to women because they have such a natural look and feel," says Dr. Klein. "These are some of the most extensively studied medical products and their safety has been proven in over 1 million women worldwide."

With the **FDA approval**, physicians and patients can be assured of the safety of the silicone gel implant.

Silicone is the second most abundant element on earth, next to oxygen. Silicone is found in hairspray, suntan lotion and medical devices such as heart valves, skeletal prosthetics, catheters, tissue expanders, and more.

The new silicone gel implant are **cohesive polymers**, not liquids. This means that the gel filler acts as a solid unit rather than a liquid. This prevents the leaks that were found in old silicone implants and in current saline implants.

You can feel confident that these new silicone gel implants are safe and provide the most natural look and feel available today.

[learn more about Breast Enhancement](#)

### How the Skin Ages



**Intrinsic aging**, known as the natural aging process begins in our mid-20's, but is not visible for years to come. **Extrinsic aging**, or external factors act together with the normal aging process to prematurely age our skin. Most premature aging is caused by sun exposure. **Sun damage compounds the aging process**. The sun's UV light penetrates not only the outer layer, but also the underlying support structure. Other external factors are gravity, sleeping positions and smoking.

Cells divide slower and the dermis, or lower layer of skin, gets thinner during the aging process. The dermis is comprised of connective tissues, cells, and proteins, including **Elastin** and **collagen**. **Elastin** gives the skin its elasticity, and **Collagen** keeps the skin taut, it gives the skin its strength.

Eventually both of these proteins (**Elastin & collagen**) begin to break down, causing the skin to thin and loosen. The loss of elasticity makes the skin and underlying tissue more susceptible to the effects of gravity.

Instead of springing back when pulled, the skin sags. Additionally, the muscle and tissue composition under the skin changes, leading to deeper lines and wrinkles.

Although it is not possible to **turn back the hands of time**, effects can be dramatically slowed down and improved with the **arsenal of anti-aging treatments and medical-grade skin care products**.

Using **UV sun protection with an SPF of at least 30** is the most important weapon needed to combat the aging process. A **skincare protocol** is necessary to help reverse aging and maintain anti-aging remedies. This includes a treatment plan combined with a home skin care program.

There is no one right way to correct aging facial skin as we all have a different set of genetic triggers and what may work well for one person may not work well for another. Our job as physicians and medical aestheticians is to determine a treatment plan to get the best possible results for each patient.

Mention this Newsletter for a complimentary mini facial and skin care analysis. Call 770-457-6303

[more about skin care](#)

### The "QT Mini-Facelift"



A new low downtime facelift procedure developed by William E Silver, MD, FACS and Louis DeJoseph, MD at Premier Image Cosmetic & Laser Surgery.

The "**QT Mini-Facelift**" offers a more youthful look in half the time and at half the cost of a traditional facelift.

Dr. DeJoseph was featured on **Fox 5 & 11 Alive News** explaining the benefits of the "**QT Mini Facelift**" and how it is the perfect alternative to a traditional full facelift, for patients who don't have the time or money for major plastic surgery.

The "**QT Mini-Facelift**" is a local anesthetic procedure developed to offer all the benefits of a traditional full facelift with minimal down- time.

Dr. Silver says the "**QT Lift**" will leave you with smaller incisions, less bruising, and a recovery time of only 3-5 days.

"**Patients generally return to work within 3 to 5 days**", said Dr. Silver. "The benefits are the same as a the traditional full facelift, just more focused on the lifting the lower part of the face, jowls and neck, which is where early signs of aging is noticed."

[Read on...](#)

### Make it Personal with a Gift Basket from Premier



Men and women today want to feel good about themselves and restoring their sexy, youthful appearance is only a **Gift Certificate** away.

**Gift Certificates** can be purchased in any monetary increments and used for any procedure or product.

Mrs. Duffy's husband surprised her with a **Gift Certificate** for a "QT Mini Facelift" and do I need to tell you he is not just her "Knight in Shining Armor," but our entire office loves Mr. Duffy.

Daniel surprised Brian with a **Gift Certificate** for Botox . He knew Brian had been talking about getting Botox to get rid of the wrinkles between his brows.

Mrs. Palmer's daughter, Stacy surprised her mother with a "Premier Mini Make-Over". It's a **Gift Certificate & Gift Basket** with a combination of non- surgical treatments like Botox (anti-wrinkle treatment), Restylane (soft dermal filler), and medical skin care treatments like Microdermabrasion, ReJuv-A Triple Facial and the ultimate in skin care products. Show

them how much you care and make this **Holiday Season** special with a **Gift Certificate** or Gift Basket from Premier Image.

Beat the Holiday rush, call now to order 770-457-6303.

Premier Image Cosmetic & Laser Surgery, Georgia's first multi-specialty cosmetic surgery practice founded by Triple-Board Certified Facial Plastic & Reconstructive Surgeon, Dr. William E. Silver in answer to his dream of bringing you a luxurious and comfortable center where all your cosmetic facial & body plastic procedures can be met by board certified surgeons in their specialty fields.

Premier Image offers an array of surgical and non-surgical cosmetic procedures. Privacy and personal care is provided in our state of the art, Triple A accredited out-patient surgery center should surgery be decided. The center is staffed by qualified personnel chosen not only for their superior certifications, but for their caring attitudes.

On location is our Anti-Aging Medical Spa for the ultimate in medical skin care products and services including laser treatments for skin resurfacing, laser tattoo, hair & vein removal.

We hope you will visit us soon.

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Premier Image Cosmetic & Laser Surgery

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