



Image Shaping News

All About Cosmetic Surgery Newsletter

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Sign Up

SIGN-UP!

Up-Coming Events

FEB 9TH 9 - 2

"Filler Friday"

\$50 off Restylane & Juvederm

\$100 off Radiesse & Sculptra

FEB 12th 6:30pm

Windward Athletic Club

Seminar on

"All About Plastic Surgery"

It's a Valentine's Day Event filled with Fun, Food & Wine
Fabulous Door Prizes too!

FEB 20th - 6pm

BOTOX NIGHT

Lowest Prices Ever

Greetings!

"Be Mine, Valentine!"

Valentine's Day is fast approaching and I bet many of you will buy a diamond for your "Sweetheart". You may want to do something different this year as one of the ladies here the other day said, "Tell him to get me a Gift Certificate from Premier Image instead of diamonds." Just a suggestion that sounds like a great idea to me.



We'll be in Alpharetta at the Windward Athletic Club for a Wine Tasting & Seminar on "Plastic Surgery Today". Join us February 12th for a Special Valentine's Day Event filled with Fun, Food & Wine. Complimentary facials, massages, make-overs and more. Great Door Prizes too!

Happy Valentine's Day!

Jeanette Hames

Minimal Incision Face-lifting Procedures



Many patients who need facelift and brow-lift surgery can benefit from the **minimal incision or endoscopic surgery techniques** pioneered by facial plastic surgeons, William E Silver and Louis M DeJoseph here at Premier Image Cosmetic & Laser Surgery.

Instead of larger incisions used with the traditional browlift and full facelift, many patients can have endoscopic procedures performed through very small incision placed back in the hairline. Smaller incisions mean **less recovery time** and less

bruising for patients.

Younger patients with primarily drooping of the cheek tissues will also find the **endoscopic mid-face lift** a great procedure for facial rejuvenation. However,

FEB 27th 6 - 8pm
Seminar/Open Houser
"The Truths & Myths of Plastic
Surgery"
Join us for an evening filled with
Fun, Food & Wine
Fabulous Door Prizes

MAR 2nd 9-2
Permanent Make-Up Day 10% off

MAR 3rd 9-2 Laser Saturdays

patients with significant jowling and loose skin of the face and neck may be better candidates for the "**QT Mini Facelift**" a minimal incision, low down-time procedure developed here at Premier Image Cosmetic & Laser Surgery for people on the go.

The "**QT Mini Facelift**" is a minimal incision facelifting procedure that offers the same benefits as a full facelift on a smaller scale and with minimal incisions. This means low down-time benefits and the "**QT Lift**" is most often done under local anesthesia.

The **endoscopic browlift** is a great low- downtime procedure for men and women who have drooping browline with the angry or fatigued look around the eyes. This procedure is ideal for thinning hair as only 2 or 3 tiny incisions are made in the hairline and the brow is lifted from inside.

With the minimal downtime the **endoscopic browlift**, **mid-facelift** and **QT Lift** provide, many professionals now have an opportunity to afford facial rejuvenation and return to their busy lifestyles within 3 to 4 days.

Read more...

BOTOX Reduces Wrinkles...but Treats Clinical Depression



Most people are familiar with **BOTOX** and its use to **reduce the appearance of wrinkles**. In April 2002, the FDA approved the use of **BOTOX** for the treatment of moderate to severe glabellar lines (the vertical lines between the eyebrows) in adult men and women. **BOTOX** is injected under the skin to weaken the muscles in the forehead and around the eyes that pull the skin and cause wrinkles. The procedure is quick, painless, and requires no downtime. The overlying skin remains smooth and unwrinkled for three to six months.

This past May 2006, **BOTOX** was used for a different remedy. Eric Finzi, MD, PhD, and psychologist Ericka Wasserman, PhD, conducted a study that found **BOTOX** to be an effective new **treatment for clinical depression**. Nine out of 10 patients injected with **BOTOX** between the eyebrows were no longer clinically depressed two months after treatment. The complete study can be found in the May 15, 2006 issue of Dermatologic Surgery.

People who are depressed often display external symptoms such as furrowed brows, raised eyebrows, or an anxious expression. Dr. Finzi wanted to determine whether inhibiting facial frowning by injecting **BOTOX** could improve the depressive symptoms.

The study found patients unable to express external facial symptoms also had difficulty feeling sadness. In addition, significant depression diagnoses showed up in patients with very strong frown lines.

Dr. Wasserman evaluated 10 clinically depressed patients between the ages of 36 and 63. The patient never had previously received any **BOTOX** treatments. Dr. Wasserman re-evaluated the patients two months after the **BOTOX** treatments and administered a repeat test for depression and confirmed the absence of glabellar frown muscle activity.

The study found that nine out of the 10 patients treated with **BOTOX were no longer depressed two months after treatment**; the tenth patient reported an improvement in mood. A larger scale study will be conducted to confirm findings and determine if **BOTOX** treatments would have to be repeated, as the effects are temporary.

Body Contouring Liposuction



Have you ever wondered why no matter how much you diet

and exercise that some areas of your body will not change?

Fat located in any area of the body, especially the **abdomen, hips and under the chin is often resistant to diet or exercise**. Similarly, after pregnancy, the fat on the abdomen and hips may persist despite concerted efforts at dieting and exercising.

Localized accumulations of fat are often **inherited and frequently impossible to eliminate** by exercise or dieting. After the age of 30, an individual often gains fat according to a genetically predetermined pattern. For these people, liposuction is literally a dream come true.

Liposuction is the only realist means of **significantly changing the body's silhouette**. In effect, liposuction is equivalent to being able to focus the effects of dieting to specific areas of the body.

Should I diet first? Naturally, diet and exercise should be part of your daily life. However, the total number of fat cells in the human body does not increase when a person gains a large amount of weight. There is a maximum size to which fat cells can grow. With significant weight gain new fat cells are created from fibroblasts.

On the other hand, when a patient loses a substantial amount of weight, the fat cells simply shrink in size but do not diminish in number. Thus, if liposuction is done on a patient who had previously been obese but had lost a considerable amount of weight, the surgeon will typically need to remove the same number of fat cells as if the person had remained obese.

Liposuction is not a good treatment of obesity. However, an overweight person whose weight has been stable and has certain problem areas of fat are good candidates for liposuction. A reduction in caloric intake (diet) and an increase in caloric expenditure (exercise) is insurance for your great results. Most patients loose three dress sizes in three months following their liposuction. Many former liposuction patients say it is easier and more engaging to exercise because not as much body bulk gets in the way.

After liposuction, the new body's shape is more or less permanent. If a person does gain weight, it will simply be a larger version of the new body shape. In fact, fat accumulates in the body in proportion to the fat cells in each area. Areas where fat cells have been removed will accumulate little fat, while areas not treated by liposuction will have more fat deposited. Example, if a woman gains weight after liposuction of her hips, thighs and abdomen more fat will be deposited in the breast, face and buttocks where fat cells have not been removed.

Tumescent Liposuction is a safe, outpatient procedure with a minimal downtime. After the procedure, patients wear a tight-fitting garment that reduces swelling and helps re-tighten the skin. Most patients are able to return to normal activity within 2 -3 days after the procedure.

Consultation is necessary to evaluate the patient and to discuss individual needs and goals.

1. The May 2006 issue of Plastic & Reconstructive Surgery medical journal found 80 percent of 209 patients who had liposuction were satisfied with their results
2. 86 percent said they would recommend the procedure to friends and family. The study revealed
3. 55 percent reported dropping an average of three dress sizes after surgery
4. 33 percent reported they were exercising more

Read on...

Eyes are the Mirrors of the Soul



A Yiddish proverb says, ***“The eyes are the mirror of the soul”***. Your eyes are one of the most communicative features of your face, your eyes truly do say a lot about you.

“You look tired” or ***“Are you upset?”*** are often heard by those suffering from droopy upper eyelids, bags or puffiness under the eyes, and sometime a brow-line that has dropped causing an angry look.

“I used to walk around lifting my brows just so you wouldn’t see the extra fold of skin above my eyes and I never put on eye make-up because it would smear so badly.” T. Miles

My husband often asked if I was mad or tired. I would get frustrated and answer ***“No, this is just how I look now”***. "I am 53 years old and I think I look pretty good for my age, but I am so tired of dealing with this part of the aging process." G. Wilson

“Upper eyelid surgery or blepharoplasty is the single most dramatic change one can get with cosmetic surgery”, said Dr. William Silver. “The surgical procedure removes the excess fat and skin from the upper or lower eyelids. It is a very simple procedure that can be done under local sedation and recovery is at most a week,” he added.

“A consultation is necessary to evaluate the patient. In the photos here, I actually performed an upper and lower blepharoplasty,” Silver continues. “She looks natural, more pleasant and rested.” Our goal is to restore a healthy, natural more youthful appearance.

read on...

"LUST" Lipo UltraSound Treatment



“LUST” is a non-surgical lipolysis treatment that utilizes high-frequency thermal energy to break down fat and tighten loose skin. Treatments melt away inches by breaking down fat cells with its lipolysis facilitation to help control obesity & enhance body shape while, tightening and smoothing your skin.

“LUST” sessions remove fat and biological wastes through a high-frequency thermal massage that acts deep on a patient’s subcutaneous fat, and increases skin elasticity by regenerating the collagen tissues.

Treatments are administered by licensed medical aestheticians under direct supervision of board certified plastic surgeons.

No down-time following procedure is required, however 1 to 2 treatments per week for a series of 6 to 8 treatments is recommended.

“LUST” sessions can be purchased individually or in packages. Low Introductory Prices for a limited time only:

1 Treatment \$175.00

6 Treatments \$600.00

Laser Skin Rejuvenation & ReSurfacing



Laser resurfacing is a process where the upper layers of aged or damaged skin are vaporized by applying a controlled laser beam. The resulting healing and restructuring of the skin reduces the appearance of wrinkles. Facial laser treatments should only be **performed by board certified facial plastic surgeons**.

Over the last two decades laser resurfacing (a.k.a. laser peel) has become one of the most popular procedures in cosmetic surgery. Claims of the benefits of laser resurfacing, depending on the source, range from remarkable to minimal. The dangers of laser skin resurfacing -- again, depending the source, -- range from relatively minor and infrequent to rather significant. The situation is very confusing to a person trying to decide whether to go ahead with laser resurfacing and, if yes, how to best proceed.

Most research studies agree that properly performed **laser resurfacing can visibly reduce fine lines and even deeper wrinkles**. The advantages of laser over other resurfacing methods (deeps chemical peels and dermabrasion) include greater precision, less bleeding and discomfort and shorter recovery time.

Some people experience results exceeding their expectations. The results of laser resurfacing depend on the technique and skill of the surgeon and patient physiology. Use a board certified facial plastic surgeon.

Read on...

Educate Yourself



EDUCATE YOURSELF

Educating Yourself About Your Procedure is Important, but Educating Yourself About Your Doctor is Paramount.

BOARD CERTIFICATIONS

There are a number of "boards" that certify surgeons performing facial plastic and general plastic surgery, which are either member boards of the American Board of Medical Specialties (ABMS) or have been deemed equivalent to the boards of the ABMS. These boards include the American Board of Otolaryngology, the American Board of Facial Plastic & Reconstructive Surgery, and the American Board of Plastic Surgeons.

When considering procedures for the face, neck, nose or ears it is most important to require the surgeon to be double board certified by the American Board of Facial Plastic and Reconstructive Surgery and by the American Board of Otolaryngology.

Likewise, when considering procedures of the breast and body it is important to require the surgeon be board certified by the American Board of Plastic Surgeons.

DO YOUR HOMEWORK

Board Certification in area of Specialty is number one (see above for explanation). The AAFPRS and the ASPS offer a toll-free physician referral hotline which can be utilized to confirm a plastic surgeon's board certification. The AAFPRS hotline is 1-800-332-3223 and the ASPS hotline is 1-888-475-2784.

Be sure to find out how many years the doctor has been practicing facial plastic or general plastic surgery and how much experience he/she has in the particular procedures that you are inquiring about. A doctor may have formal training and board certification, but experience is equally important.

Ask to see before and after pictures of the procedures the doctor has performed, particularly the ones you are interested in and if he has patients willing to talk with you about their experience.

Check to make sure the doctor has privileges at local area hospitals and that he/she is in good standing with local hospitals and the medical society.

BE INFORMED

Ask for brochures on the specific procedures you are considering to better understand the procedure and the post operative period. The AAFPRS and the ASPS hotlines can also be utilized to obtain complimentary material, however the surgeon should have these brochures readily available.

YOUR SAFETY, TOP OF MIND

Your surgery should take place in a state accredited surgical facility. These facilities must pass all the same rules, regulations, guidelines and be fully equipped just like a hospital. This will give you the comfort of knowing that although you will not have to stay in a hospital, you will still be receiving high quality care in a very personal setting and the facility is equipped to handle any emergency that might arise.

Make sure that a Board Certified Doctor of Anesthesiology is administering and personally monitoring your anesthesia. should be monitoring you during your entire surgery.

Here at Premier Image Cosmetic & Laser Surgery, we are proud to meet all of these guidelines and recommendations. Our out-patient surgery center is fully licensed and triple "A" accredited. The surgery center is actually owned and operated by Northside Hospital with our exclusive use to provide safe, yet personal care. We pride ourselves in using only board certified MD anesthesia and a surgical staff chosen not only for their credentialing, but for their caring attitudes.

learn more...



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 facial & body plastic surgery can be met by board certified surgeons in their specialty fields.

Premier Image offers an array of surgical and non- surgical cosmetic procedures including laser treatments for facial rejuvenation, tattoo removal, hair removal and vein removal.

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 microdermabrasion, medical peels and the new Lipolysis UltraSound Thermal treatment.

We hope you will visit us soon.

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