

# Premier Image Cosmetic & Laser Surgery

## Image Shaping News

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### Dear Jeanette,

Wow, it's November already and the Holidays are fast approaching. I want to help you look your best this Holiday Season, so I have put all our injectables and laser treatments at the lowest prices ever! If you didn't get the email blast last week on our low prices for November, then give me a call or shoot me an email so you can take advantage of these special prices.



I have just had my second "ArticPeel" and everyone has commented on how great my skin looks! The "ArticPeels" are an affordable way to rejuvenate your face and there is no downtime! I know you are going to love it!

I continue to try to keep you informed with "What's in", "What's out" and "What's new" in the ever-expanding, anti-aging world of aesthetic procedures, treatments and products. Please contact me if there is any information you would like me to

["QT" Mini Face Lift](#)

Join Our Mailing List!

research or include in these Newsletters.

Our last seminar for this year is scheduled for Thursday, November 29th. If you are interested in age management to your best advantage or cosmetic surgery, then this is an event you won't want to miss.

Hope to see or hear from you soon,

Jeanette Hames

### Please Don't Call Me "Dumbo"



**Otoplasty** or **corrective ear surgery** is the only cosmetic procedure that is performed on more children than on adults. The ears are fully developed by the age of four and most parents opt to have their child's **ears surgically corrected before psychological damage** from ridicule and teasing in school occurs.

"Children can be very cruel at school," says Dr. William Silver, CEO and founder of Premier Image Cosmetic & Laser Surgery. "Children with prominent ears get called names like **"Dumbo"** or **"Radar"** and feel self-conscious and can actually be traumatized

from the unwelcome harassment.

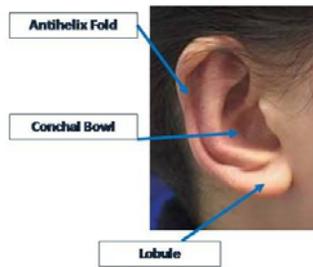
Of course, **Otoplasty** performed on thousands of adult patients each year. Although many of these adults have come to terms with any stigma, many still feel frustrated at not being able to wear their hair pulled back or a shorter hair style and swimming can be embarrassing as the prominent ears protrude through the wet hair. Also, young men entering the professional workplace or military service decide to have corrective ear surgery as they are unable to where a longer hair style anymore.

When determining the best approach for **Otoplasty** with children, one must take the small child and parents into an environment that is non-clinical and comfortable. It is important the child feel at ease.

"I like to show the child before and after **Otoplasty** pictures of other children and then I take their picture and with the video imager software, I morph what he/she will look like after their ear surgery," continues Dr. Silver. "The children enjoy this part, and many giggles are heard as they not only look at other children, but their own ears transforming into perfectly pinned back ears. " Adult patients appreciate the opportunity to see how they will look with normal shaped ears too.

Basically, with protruding ears there are three different deformities and can be present separately or in combination:

- Failure of the antihelix to fold. This is the most common.
- Deformity in the conchal bowl area making the whole ear stick out.
- Deformity in the lobule, the soft lower part of the ear.



**Otoplasty** or ear surgery usually takes about two hours and is performed as an outpatient procedure with a quick recovery time of about a week.

"I fashion a protective bandage for the patient to wear the first few days," says Silver. "It's a good idea to keep the small child out of school the first week, as the wounds are still healing and I don't want the ears to get knocked."

**Otoplasty** is an art, a sculpturing technique performed with surgical instruments. It is always good to get a referral when considering corrective ear surgery and it is important to qualify the surgeon's credentials. Make sure he/she is a board certified facial plastic and reconstructive surgeon with a considerable amount of experience in **Otoplasty**.

**Otoplasty** is one of the most rewarding procedures a facial plastic surgeon performs," says Dr. Silver. "The real joy comes in seeing the smiles that stretch from ear to ear as they look in the mirror when the bandages are removed."

#### The "ArticPeel" - Next Generation Laser Skin Rejuvenation



The beauty of the "**ArticPeel**" is its unrivalled ability to repair a range of facial irregularities and promote **collagen** growth in patients of all skin types. The "**ArticPeel**" laser treatments will renew your skin from the inside out.

**Laser skin rejuvenation** treatments stimulate the production of new skin cells, minimizing surface blemishes and thickening your skin in a positive way.

As the laser energy is directed through the outer layer of your skin into the inner layer of your skin, energy, or heat, from the **laser stimulates your natural collagen**, which gives the skin its natural texture and fullness. The activated collagen responds by renewing itself and gradually plumps up and tightens your skin reducing fine lines, wrinkles, skin imperfections, including pigment and texture irregularities.

Over the 4 weeks following an "**ArticPeel**" the **collagen** is building up and subtly filling out the top layers of the skin. Our patients are thrilled because they can see and feel a noticeable improvement in the surface texture, skin color and topography of surface imperfections after only one to two treatments.

While results are seen after one "**ArticPeel**" treatment, subtle changes will accumulate as sun damage, scars, fine lines and wrinkles improve dramatically.

"**ArticPeel**" laser treatments are safe for all skin types and require no downtime. **Arctic-like cold air** is used during the treatment to eliminate the need for anesthesia.



Following your "**ArticPeel**" laser treatment, the skin may look red and feel somewhat like a sunburn, but this should disappear within 24 hours. A slight darkening of pigment may persist and peel lightly for up to one week following treatments.

It is extremely important to apply a moisturizer and a physical sun block and avoid sun exposure on a daily basis to prevent additional sun damage.

A series of four, "**ArticPeel**" laser rejuvenation treatments, spaced 2 - 4 weeks apart, is our standard recommendation as part of Premier's Age Management program.

Call 770-457-6303 for your complimentary consultation.

#### "**LipoSelection**" - **VASOR** assisted **Liposuction**



As thousands of men and women choose **liposuction** to remove fat in areas that just don't respond to diet and exercise, **liposuction** has become the number one cosmetic procedure in the United States.

**VASOR assisted Liposuction**, also referred to as "**LipoSelection**", is a new technique that dissolves the fat with its ultrasound, thermal energy.

**VASOR LipoSelection** targets fat cells, leaving the vascular, nervous and connective tissues unharmed. Once the **tumescent** fluids fully saturate the treatment area, the **VASOR** is then used to liquefy fat cells, making them easier to remove.

"Smoother results are achieved with use of the **VASOR**," says Dr. Klein. "In addition, I am able to remove more fat while delicately contouring and re-sculpting the area."

With the addition of **VASOR assisted liposuction**, Premier Image Cosmetic & Laser Surgery is able to offer patients "**Lunchtime Lipo**" to treat "love handles", thighs, arms, neck, breasts and abdomen.

**VASOR LipoSelection** offers many added benefits :

- Local anesthesia
- Easier fat removal
- Improved contouring & sculpting

- Less bruising and swelling
- Quicker recovery

"We had a golf tournament scheduled and I found myself more concerned about my belly hanging out over my belt than I did my golf game," Peter confessed. "I had several skin care treatments and **Botox** at Premier Image and really liked the results. I had heard about the great results other men had experienced and decided to schedule a consultation with Dr. Klein.



*"Having the **liposuction** and excess skin removed from my waist not only **made me feel better about myself and improved my self confidence, but my golf game improved!**" exclaimed Peter. "I can swing the club easier and even putting, I noticed I could see the ball without stooping over," said Peter.*

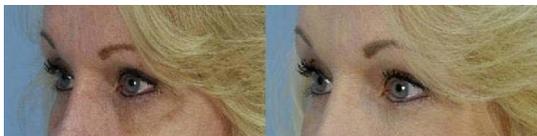
#### "VUE" Volumizing Undereye Enhancement



Are you constantly in search of the perfect concealer to cover the hollow, dark circles under your eyes? Well, search no more.

The hottest new application for dermal fillers is a procedure called the "**VUE**", **Volumizing Undereye Enhancement** developed by facial plastic surgeons, Dr. William E. Silver and Dr. Louis DeJoseph here at Premier Image.

Often, dark circles are the result of fat bulging in the lower eyelid that is exaggerated by loss of volume that creates a hollow area called the "**tear trough**". By placing the dermal filler, **Restylane** into the "**tear trough**" area, there is less shadow and therefore improvement in dark circles, making you look more youthful and rested.



The "**VUE**" procedure restores youthfulness to the eyes by volumizing and supporting this under eyelid area, alleviating the dark circles and tired appearance.

The under eyelid area is uniquely classified and should be treated by only a board certified facial plastic surgeon experienced in advanced techniques of injectable fillers.

**Are you a candidate for the "VUE"? Answer these three questions:**

- Do you have a "sunken" fatigued look of the eyes?
- Do you use creams and cover-ups to smooth out the wrinkles under your eyes?
- Are you constantly looking for the perfect concealer to hide the dark circles under your eyes?

Mention this newsletter for a complimentary consultation, call 770.457.6303

**"QT" Mini Facelift**



The **"QT Mini Facelift"** recently featured on **Fox 5 & 11 Alive News** as the **best low down time alternative to the traditional full facelift** because only local anesthesia and minimal incisions.

A **new low downtime facelift, the "QT Lift" was** developed by Dr. William Silver and Dr. Louis DeJoseph at Premier Image Cosmetic & Laser Surgery for people not quite ready for a full facelift or those who just can't afford much time away from their busy lives, but desire a fresh, rejuvenated appearance.

"The **"QT Mini-Facelift"** offers all the benefits of a traditional full facelift by correcting sagging facial skin, neck and jowls. This includes tightening of the **SMAS** (underlying muscle layer) for added lift, contour and longevity, but with minimal down-time," reports Dr. Silver. "Because smaller and fewer incision are made, the bruising and swelling are greatly reduced and many patients are able to return to work or social functions with just 3-5 days."

The **QT Mini Facelift** is the best low downtime alternative to the tradition full facelift.

**Benefits of the "QT Lift":**

- **Low Downtime Procedure**
- **Less Swelling & Bruising**
- **Affordable**
- **Quick Recover Time**
- **Local Anesthesia**

**Gift Giving - Make it Personal**



Personalized Gifts are the most appreciated and thoughtful gifts a person can give.

With the Holidays fast approaching choosing a Gift Certificate or Gift Basket filled with the finest skin care products and treatments is the ideal gift. Products from Clayton Shagal, Obagi, Premier Dermaceuticals and a full menu of skin care treatments to choose from are available.

Our Medical Aestheticians will help you select skin care products and you can add relaxing bath scrubs, butters, Ergo scented soy candles and more.

Every Gift Basket comes with a Complimentary Skin Care Treatment & Skin Analysis increasing your gift value by \$50.00. Your gift basket will be ready for pick-up or delivery within 24 hours.

Gift Certificates are also available in increments of your choice. Gift Certificates from Premier Image Cosmetic & Laser Surgery are the perfect gift and can be used for any cosmetic procedure, like Botox, a QT Lift, ArticPeels, and more.

Beat the Holiday rush, call now to order 770.457.6303.

**Please be our Guest for an evening filled with fun, food and wine...**

Seminar/Open House (It's our last seminar of the year)

### **"The Truths & Myths of Plastic Surgery"**

**Thursday, November 29th at 6pm**



Double and Triple Board Certified Plastic Surgeons share with you a delightful meal and an informative visual presentation on surgical and non-surgical facial and body plastic surgery.

If you are considering plastic surgery or interested in how to stay looking younger then this is **an event you won't want to miss**. Special Guests include post-operative patients of the QT Lift, Rhinoplasty, Breast Lift, Abdominoplasty and more!

Find out what makes these new low down-time procedures the **hottest trends in plastic surgery today**.

- "QT" Mini Facelift      • "VUE" Volume Undereye Enhancement
- "NSFL" Non-Surgical Face Lift      • "Lunchtime LIPO"
- "LUST" Lipodissolve Ultra-Sound Thermal Treatment

**Limited seating available. Call now to reserve your place.**

**RSVP 770-457-6303 or Toll Free 888-455-FACE**