



# Premier Image Cosmetic & Laser Surgery

## All About Cosmetic Surgery

September 2006 - Vol 3, Issue 1

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### Greetings!

Thank you for subscribing to our E-Newsletter and thank you for all the fun responses. It's so great to hear from you!

This issue focuses on body rejuvenation to fulfill a request from a very special friend who has recently undergone facial rejuvenation and is now desiring information on procedures for body plastic surgery. Oh, I must confess, after researching these procedures I have decided to schedule a "Tummy Tuck". I'm so excited! I really look forward to being able to enjoy the beach again!"



Make your reservations to attend our upcoming seminar on September 26th from 6 to 8 pm. **It's a night filled with food, wine, fun, and great door prizes.** This informative visual presentation covers all the surgical and non-surgical procedures for facial and body rejuvenation. We hope you will join us.

Share this e-newsletter with a friend.

Jeanette Hames

July Newsletter "How to Choose a Plastic Surgeon" August Newsletter "The Bewildering Choices of Face- lifting Procedures"

Liposuction vx. Tummy Tuck



Most people are convinced that if we have a flabby tummy or out of shape mid-line we must have poor eating and exercise habits. But this is not

always true. You have to consider hereditary factors that no one can change or it could be the “Freshman 15” or the last 20 pregnancy pounds you couldn’t get rid of with diet and exercise.

The doctors at Premier Image Cosmetic & Laser Surgery will be the first ones to tell you that no matter how hard you try, if your abdominal muscles are torn, whether from child bearing, weight changes, or physical inheritance, no diet or exercise program in the world will correct this problem. Surgery to correct the abdominal wall is the only complete restorative procedure.

There are plenty of candidates for liposuction only, but these are individuals who are usually under 45, have good skin elasticity, with fatty areas of the waist, abdomen, hips, and thighs. They are great candidates for just liposuction and enjoy excellent results. However, the individual with excess skin and an abdominal pouch that does not resolve itself with diet and exercise can usually bank on the need for a “tummy-tuck”.

Neither liposuction nor abdominoplasty (tummy tuck) is a substitute for dieting and exercise, but both can help diminish stubborn fatty areas that don’t respond to regular weight loss methods. During a tummy tuck, Dr. Tolson flattens the abdomen by making an incision above the pubic area, removing excess skin and fat, and tightening abdominal muscles. Dr. Tolson explains that the best candidates are those who have numerous stretch marks, have lost their skin elasticity are usually better served by a tummy tuck.



Despite their differences, men and women are finding some common ground when it comes to facial plastic surgery.

The newest look of love is the sight of couples undergoing treatment together in the past year. With the average life expectancy well above 65, more couples are undergoing facial rejuvenation simply because they choose to look as young and healthy as they feel.

Even family love is changing the makeup of the facial plastic surgeons waiting rooms, now that mother/daughter teams are seeing the doctor together for rhinoplasty or more commonly known as nose jobs. Many children are teased about their facial features, like their nose or ears. Rhinoplasty should be considered in pre-teen years to help prevent a poor self image and

other emotional problems. Many moms and dads are undergoing cosmetic rhinoplasty together.

Finally, another trend that is gaining momentum is giving facial plastic surgery as a gift. Many men and women would much prefer the support of their loved one and what better way of showing that support than by giving plastic surgery as a gift.

Some 49 percent of women said they would prefer facial plastic surgery as a gift rather than another diamond ring.

**Read on...**

## Liposuction -- "How it Works"



Liposuction helps shape the body by removing unwanted fat deposits, particularly from the abdomen, hips, buttocks, thighs, and upper arms. Very little downtime is needed after liposuction, maybe a day or two.

Michael Tolson, MD of Premier Image Cosmetic & Laser Surgery, says that up to 80 percent of his patients seeking liposuction are women wanting to improve the appearance

of their tummy or thighs. "People who have experienced weight loss through diet and exercise and are no more than 30 percent overweight, are ideal candidates for liposuction." states Dr. Tolson.

Depending on the amount of fat being removed determine the type of anesthesia used and the technique. In most cases, I make tiny incisions in the skin where fat will be removed, and insert a small tube that vacuums out the fat", states Dr. Tolson. "Little pain and downtime with great results are realistic goals.'

Fluid is lost along with the fat, and for this reason, patients must receive intravenous fluids during and immediately following surgery unless, of course, this is just a minor touch-up type procedure. Dr. Tolson advises that removing more than five liters of body fluid would require an overnight hospital stay where the patient can receive careful monitoring. "Risks increase when larger amounts are removed and removing over five liters may cause dehydration resulting in electrolyte imbalances or more serious complications", adds Dr. Tolson.

"Sure, I want extreme results, but patient safety is my main concern", says Dr. Tolson. "I want my patients to have the best results possible, but I also know the importance of patient safety. I ensure the patient is in good health and here at Premier Image

Cosmetic & Laser Surgery we use only board certified physicians of anesthesiology and a fully accredited surgery center. The staff is chosen not only for their credentials, but for their caring attitudes. Patients can truly relax knowing they are in the hands of an experienced, accredited, and caring staff."

"Expect a quick recovery after liposuction" adds Tolson. "Most patients are back to work within a few days". During the first few days following surgery, patients usually experience slight discomfort and fluid drainage. A special body contouring garment is worn for several weeks following the procedure to assist in fluid drainage and to reduce swelling.

After six weeks, most signs of swelling are gone, leaving smoother lines and shapely contours in their place. Most men and women end up losing additional weight and lead a more active lifestyle.

Remember liposuction is not a solution to losing weight. When you are ready to select a surgeon, the doctors at Premier Image emphasize the importance of selecting an experienced, board certified plastic surgeon with significant training in body contouring.

## Liposuction

### Three Dress Sizes



The May 2006 issue of Plastic & Reconstructive Surgery medical journal found 80 percent of 209 patients who had liposuction were satisfied with their results; 86 percent said they would recommend the procedure to friends and family. The study revealed:

- 55 percent reported dropping an average of three dress sizes after surgery.
- 33 percent reported they were exercising more.
- Many former liposuction patients say it is easier and more engaging to exercise because not as much body bulk gets in the way

"The procedure went just as I expected," Susan shared. "I stayed awake through the entire procedure and took only a day off afterwards. About a cup of fat came off each thigh,; overall it makes a huge difference in my clothes. I am so excited about my beach trip now!" "Thank you Premier Image for understanding my goals and making them come true."

### Jump Start Your New Image with Liposuction

### The Perfect Gift



The Perfect Gift from Premier Image Anti-Aging Center allows you to pick and choose from the best skin care services and products. Personalized Gifts are the most appreciated and thoughtful gifts a person can give. This year, make your someone special know how much you care with a customized gift basket filled with the best in skin care products and services from Premier's Anti-Aging Center.

Here at Premier Image Anti-Aging & Laser Center we personalize and customize your gift by simply asking a few questions about your special someone and include a complimentary facial & skin care analysis to ensure products selected are specific to their needs.

We customize your gift basket by filling it with Medical Grade Skin Care Products designed specifically for your special someone and you can add exquisite smelling Soy Candles, Sugar Scrub & Cream Sets that make your skin smooth and radiant, and a Gift Certificates for Micro-dermabrasions or a Luxurious Facial.

All gift baskets have a complimentary Facial & Skin Care Analysis by one of Premier's Certified & Licensed Medical Estheticians to ensure products chosen are customized to what your special someone needs.

15% off all Premier Skin Care products through September 30, 2006.

Premier Anti-Aging & Laser Center 888-455-FACE

**Gift Ideas from Premier Image Anti-Aging Center**

## Breast Lifts & Augmentation



Breast enlargement (augmentation mammoplasty) is a procedure used to enlarge small breast and rebalance breasts of different size or proportion. Breast augmentation can enhance your appearance, improve your self-confidence, and broaden your ability to wear different clothing fashions by changing the shape and size of your breasts to better match your body style.

Breast implants are used to add fullness to breasts that have decreased in size or begun to sag due to age, weight changes, or pregnancy. The implant can be placed under the breast tissue or beneath the chest wall muscle. After surgery, breasts will appear "fuller" and more shapely in contour. Incision scars will fade or disappear over time

Breast Implant options can be narrowed down to two types. Silicone Gel and Saline filled. Most breast enlargement procedures use saline filled implants, however many situations will warrant the need for the Silicone Gel implants which provide better results. The new technologies used with the Silicone Gel implants make them look and feel natural and as safe as any other implant on the market.

The breast lift operation (mastopexy) raises and recontours loose, sagging breast, with reshaping and sizing of the areola as needed. Breast lifts are very common in women with the aging process, and after considerable weight loss or pregnancy.

Premier Image Cosmetic & Laser Surgery offers the latest in breast aesthetic technologies. We offer many sizes and shapes in breast implants, giving Premier Board Certified Surgeons the opportunity to help you choose the look that's right for you.

**Read on...**

## Mommy Make-Over



This time of year while the children are all back in school is the best time to celebrate Mommy's. Moms are like angels, they comfort us, nurture and protect us, and their jobs are the most difficult of all. While extremely gratifying, motherhood may have left some undesirable damage like unsightly stretch marks, saggy breasts, and shapeless tummies.

Many moms lose confidence and self-esteem due to the changes in their body. Pregnancy and the weight changes that go with it, frequently leave torn abdominal muscles and sagging breast tissue. Often the extra 15 pounds seem impossible to lose. Depression following childbirth is common and was associated with hormone changes but more recent studies show the depression is closely associated with undesirable physical changes.

Mommy Make-Over's are on the rise! Cosmetic procedures to restore and lift breast tissue and tighten torn abdominal muscles are common needs after child birth. Many husbands have helped their wives regain their shapely body by giving the gift of a "Mommy Make-Over".

Premier Image Cosmetic & Laser Surgery can give you back your self image and the shapely figure you had before childbirth. Call us today and mention this E-Newsletter for a complimentary consultation with our Board Certified Plastic Surgeon specializing in cosmetic surgery for body contouring and re-shaping.

## The "QT Mini-Facelift"



### The "QT Mini-Facelift" Quick Transformation -- Quick Downtime --- On the "QT"

A new low downtime facelift developed by William E Silver, MD, FACS and Dr. Louis DeJoseph at Premier Image Cosmetic & Laser Surgery 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 News discussing the benefits of the "QT Mini Facelift". "The QT Mini Facelift is for patients who don't have the time or money for major plastic surgery. A good candidate would be someone 45 to 60 who is not quite ready for a full facelift", said Dr. DeJoseph.

The "QT Mini-Facelift" is a local anesthetic procedure developed at Premier Image to offer all the benefits of a traditional full facelift with minimal down-time. "The "QT Mini Facelift" will leave you with smaller incisions, less bruising, and a recovery time of only 3-5 days. It is performed just like a full facelift only a smaller area is addressed. Many patients enjoy the ability to have a facelift and not have to be put to sleep. Others are excited that they will be able to return to work or their busy family and social life right away. And every patient enjoys the monetary savings. It's about half the cost of a Traditional Full Facelift", said Dr. Silver.

### The "QT" Mini-Facelift

## In The News

## PRESS RELEASE

News and Events

Feature Editorial – Making the Cut

August 2006

Your resume is impressive. On the job application, you leave out your age—they call you in for an interview—and you're on stage. In today's competitive society, job talents aren't enough. There's no question that your professional image is critical. Take Marsha Lewis, age 55, marketing director in Atlanta who lost her job when the company re-organized.

"I had several good calls from my resume, but it seemed like after I met with the interviewer in person, they were no longer interested," Lewis admits. "It wasn't hard for me to figure out why. After all, the fear of aging had been haunting me for a couple of years now. I was the oldest person other than the founder at my old workplace," she says. After giving up hope with headhunters, Lewis

consulted with her long-time friend Dr. Sandy McKenzie, a counselor, coach and motivational speaker. "Marsha's dilemma is not uncommon.

"I have 50-year-old clients who tell me they need to look younger because their jobs depend on it," says McKenzie.

"Many suffer daily from the threat of being replaced by someone younger—and the ultimate fear of finding themselves bagging groceries is common," states McKenzie. "I referred Marsha to the doctors at Premier Image Cosmetic and Laser Surgery, where from my own experience, I knew a little nip-tuck could take off 20 years."

Dr. Louis DeJoseph and Dr. William Silver, double board certified facial plastic surgeons at Premier Image Cosmetic and Laser Surgery, often team up together to complete facial rejuvenation. Recently, the two received attention from Fox 5 News and 11 Alive with their new QT Mini Facelift, the procedure Lewis opted to receive.

The name "QT" was coined by Silver because the mini facelift provides "quick time" recovery. Silver says, "It leaves you with smaller incisions, less bruising and a quick recovery time of only a few days. Most patients are back to work in three to four days." The procedure restored Lewis' youthful appearance and her confidence. In addition, she landed an executive position with a leading advertising agency in New York within weeks of her mini facelift. "I feel stronger and I love the way I look," says Lewis. "I look like me—only 20 years younger."

**Read on...**



Premier Image Cosmetic & Laser Surgery, Georgia's first multi-specialty cosmetic surgery practice was 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 needs can be met by board certified doctors of facial and body plastic surgery. Premier Image offers a diversity of cosmetic facial & body plastic procedures, laser treatments for tattoo, hair, & vein removal, and an Anti-Aging Medical Spa for the ultimate in medical skin care products and services. The center is staffed by qualified personnel chosen not only for their superior certifications, but for their caring attitudes. We hope you will visit us soon.

Sincerely,

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