

No.3/June 2010

**MEDIA
PLANET**

COSMETIC SOLUTIONS

HOW TO BECOME THE BEST YOU

Find out about popular cosmetic procedures, how to choose a cosmetic surgeon, and how everyone can benefit from these life-changing services

3

TIPS

**TO CONSIDER FOR
THESE ENHANCING
PROCEDURES**

Industry experts
Look inside for
testimonials from leading
plastic surgeons



Cosmetic surgery market
Learn about procedures
being performed in our
own community



CHALLENGES

The decision to have a **plastic surgery** procedure performed should be made after careful consideration of one's options. It is especially important for prospective patients to be educated about the credentials of the surgeon with whom they are consulting.

How to choose the right surgeon

Board certification is an important concept to understand. The American Board of Plastic Surgeons (www.abplsurg.org) certifies plastic and reconstructive surgeons who have completed a recognized residency training program in that specialty. The surgeon achieves this certification after passing comprehensive written and oral examinations.

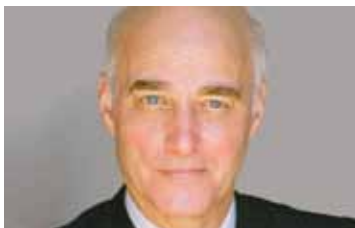
Another important credential patients should look for is licensure or accreditation of the surgery facility where the procedure is to be performed. A licensed or accredited facility adheres to rigorous safety standards. California requires

accreditation or licensure by law, but thirty-five states have no requirements.

Ask the right questions

Patients should ask the surgeon during the consultation what specific specialty training the surgeon has acquired. It is important to obtain an indepth understanding of the procedure in which they have interest. Additional questions to pose should include his or her experience with the procedure. View photographs of patients who the surgeon has operated upon. Also, an awareness of potential complications related to the specific surgical procedure is important.

Most board certified plastic and reconstructive surgeons are



Geoffrey R. Keyes, MD, FACS
President of California Society of Plastic Surgeons, President of Los Angeles Society of Plastic Surgeons, President of Aesthetic Society Educational and Research Foundation

BEST TIP**Consider your options**

1 The decision to have a surgery performed should be made after consideration of one's options. It is important for patients to be educated about the credentials of the surgeon with whom they are consulting.

members of the American Society of Plastic Surgeons (ASPS) and/or the American Society for Aesthetic Plastic Surgery (ASAPS). Membership in one or both of these societies is a further indication of the surgeon's background and training.

Dr. Geoffrey R. Keyes is certified by The American Board of Plastic Surgery and The American Board of Otolaryngology—Head and Neck Surgery. He is president of the California Society of Plastic Surgeons, the Los Angeles Society of Plastic Surgeons, as well as the newly appointed president of the Aesthetic Surgery and Research Foundation (ASERF), affiliated with the ASAPS. To learn more about Dr. Keyes and his practice, visit his website at www.keycare.com or www.nasalsurgery.org.

**WE RECOMMEND****Choosing a surgeon**

Know what to consider when selecting your cosmetic surgeon.

PAGE 2

What's hot now**p. 4**

Learn about the latest surgeries being performed in Los Angeles.

MEDIA PLANET

We make our readers succeed!

COSMETIC SOLUTIONS
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Raquel Welch – Beyond the Cleavage (pages 102-104).

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NEWS

Post-operative: What to expect

Although it's called cosmetic surgery, it is still real surgery with real post-operative issues similar to other surgical procedures.

Cosmetic surgery patients are hoping for minimal downtime and the ability to get back to work without everyone knowing they had 'something done.'

■ **Body liposuction** may leave you with severe soreness and bruising for two to three weeks after surgery. It is not debilitating, though, if you are reasonably tough. The incisions are small punctures and the treatment is superficial (above muscle). Physical activity may help decrease your chance for dangerous conditions such as (DVT) deep venous thrombosis.

■ **Abdominoplasty**, the classic 'tummy tuck,' can be more debilitating. Lifting anything heavy is a no-no for the first week or two. Tummy tucks have one of the higher rates of DVT formation so walking is a must.

■ **Breast surgery** is typically most sore when placing implants under the pectoralis muscle and may require two weeks before you feel back to 'normal.' Light lifting and exercise can be performed as early as one week after surgery. However, bouncing-type exercise such as jogging should be avoided for six weeks.

■ **Scar treatment** has improved markedly over the decades. Most surgeons use dissolvable sutures then topical scar care post operatively. Probably the best post-

operative treatment for belly or breast scars is the use of continuous topical silicone sheeting under your bra or light compression girdle.

Recovery following facial surgery varies. A full facelift will likely require a month to feel 'back to normal.' Eyelid surgery alone is rarely painful and looks reasonable after seven to 10 days. Using ice on the areas of surgery the first 48-72 hours will help decrease bruising and swelling. Finally, avoid aspirin, and fish oil for at least 10 days prior to elective surgery to decrease bruising.

ANGELO CUZALINA, MD

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TRAVEL

Surgery in the sun

While the availability and popularity of cosmetic surgery has grown, the fact remains that it can also present a financial burden.

It is unsurprising that clients are exercising their consumer instincts and looking for the best deal. Traveling outside of the US for procedures is now widespread. Nearby countries, such as Costa Rica or Mexico, offer facilities on par with those found at home, and clinics in places further afield—Brazil, Argentina, and India—welcome patients willing to make the journey to save thousands of dollars on treatment.

"India is a world leader in cosmetic tourism due to its high

medical standards, English speaking doctors and competitive pricing due to lower infrastructure costs. It is also a vacation paradise," says Jitin Ghai, CEO, Global Cosmetic Tourism.

Planning your trip

Unlike visiting a clinic at home, however, such trips require careful planning. Recognizing this, many companies now offer complete packages targeted directly at the 'cosmetic tourist.'

"Cosmetic Tourism companies act as a conduit between patients and medical experts overseas and provide personalized services to ensure the best treatment at a fraction of the costs along with a relaxing vacation," explains Ghai.



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NEWS



QUESTIONNAIRE

What are the steps of a follicular unit hair transplant?

JON GAFFNEY
Medical Director, Hair Club Medical Group

■ After we make sure the patient's goals are realistic, I select the hair to be transplanted. This takes time—you have to use the proper type and texture.

Grafts are then harvested from the donor area in the back of the head.

My team uses stereomicroscopes to dissect the donor material into individual follicular unit grafts. I create tiny recipient sites where the hair is thinning. I have to consider how the hair will sit. There's a lot of artistry involved in creating the hair line.

Once the hair is transplanted, the grafts heal quickly. The hair goes through an initial resting phase, then starts to grow again in three to four months. Full growth usually occurs within the first year.

WHAT'S HOT NOW IN PROCEDURES

According to the American Society of Plastic Surgeons, 12.5 million cosmetic surgery procedures were performed in 2009 and the top three surgical procedures were breast augmentation, nose reshaping, and eyelid surgery. Minimally invasive procedures increased slightly by one percent, and BOTOX® Cosmetic, soft tissue fillers, and chemical peels ranked as the top three respectively. With shorter recovery times and less risk, non-surgical techniques for facial and body rejuvenation continue to have widespread appeal.

■ **"Invasive"** or traditional surgical procedures such as facelifts, "tummy tucks" or breast augmentations involve incisions and some form of anesthesia and recovery.

■ **"Minimally Invasive"** procedures fall in between bigger procedures and the least invasive category. These may be performed under local anesthetic, such as laser lipolysis and follicular unit hair transplantation.

■ **The "Non Invasive"** or non-surgical category encompasses injectable agents for filling, relaxing and volumizing like BOTOX Cosmetic, intense pulsed light treatments and peels, and fat

reduction and skin tightening systems. The trend is to have smaller procedures at a younger age to delay the need for more drastic nips and tucks later on.

As scientific innovations increase, cosmetic surgeons often customize a program of several minimally invasive treatments to produce the most long lasting results. Combination therapy is a popular choice for those who are not ready for more invasive procedures. "Consumers should be aware that although some of these procedures are non-surgical, they are not non-medical, and should be performed in an appropriate setting under the direction of a qualified and experienced practitioner," says Z. Paul Lorenc, M.D., F.A.C.S., a plastic surgeon in Santa Rosa and New York. "These treatments all help forestall the need for lifting, and preserve the results after a lift, but they are less effective when it comes to more advanced skin sagging." With non-invasive procedures, you should expect to need additional treatments periodically to maintain results.

WENDY LEWIS

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NEWS

TIP

1

UNDERSTAND AND
RESEARCH ALL
YOUR OPTIONS



RHINOPLASTY
Pre-operative and post-operative example of a contemporary rhinoplasty
PHOTO: PROVIDED BY GEOFFREY R. KEYES, MD, FACS

Advancements in facial rejuvenation

According to Los Angeles Plastic Surgeon Leslie H. Stevens of The Lasky Clinic, "In LA, you only notice the bad facelifts; the good ones go unnoticed."

The era of the "extreme" plastic surgery seems to have become a thing of the past as more consumers are opting for a more subtle lifting that produces a naturally younger state without a pulled or distorted appearance.

The gold standard

In general, the younger you are and the less damaged your skin is when you undergo facelift surgery, the better the result. You may be able to have a more natural looking result when the signs of aging are just beginning to appear. A facelift is still the gold standard to correct a sagging neck and jaw line. A facelift does not address sagging brows, excess eyelid skin or forehead wrinkles, although eyelid surgery and brow or temple lifting can be done at the same time. Surgery does not treat surface

lines and wrinkles, and it does not really address volume loss, unless fat or fillers are added. The use of cell enhanced fat transfer with facelift surgery, as well as a standalone procedure, is creating tremendous interest among cosmetic surgeons.

Technology advancements

Beverly Hills Plastic Surgeon Dr. Lawrence Koplin is one of the first surgeons to work with a new advanced technology in fat grafting, the PureGraft System from Cytori Therapeutics. "Fat grafting with the application of this advanced system allows me to use special mechanical delivery devices to inject the processed fat grafts back into my patients to provide optimal volume filling into deficient areas, such as the face, hands or body. The process is very efficient with gratifying results." The whole adult fat derived stem cell area of research is an exciting development that has the potential to revolutionize plastic surgery in the near future.

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QUESTIONNAIRE

What is involved in a face-lift procedure?



Andrew S. Florea, MD
Board Certified, American Board of Otolaryngology, Head and Neck Surgery

■ As people age, we begin to notice sagging of the skin and soft tissue of the face, neck, and eyelids. In addition, people will frequently develop platysmal banding, which is commonly referred to as a "turkey neck." A facelift repositions the underlying muscle which is the foundation of the face, and removes the excess skin, ultimately resulting in a refreshed, rejuvenated facial appearance. Frequently, depending on the individual person's signs of aging, they may require additional procedures such as a platysmaplasty, liposuction, or an eyelid lift which can all be done at the time of the facelift.

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INSPIRATION

Reconstructing a life after cancer



Question: What’s most important when it comes to surviving breast cancer?

Answer: A positive attitude is just as instrumental as a good doctor.

Jeannette Vagnozzi, of Rancho Cucamonga, Calif., was 39 when she was diagnosed with stage 1 extensive invasive lobular carcinoma, or breast cancer.

Immediately following the diagnosis, Vagnozzi underwent the aggressive course of treatment that she and her oncologist decided was necessary to effectively eliminate the cancer and limit its chances of recurring.

Because of Vagnozzi’s strong family history of breast cancer, the type of cancer she had, and

her age, her treatment plan included several months of chemotherapy, followed by a bilateral mastectomy (removal of both breasts) and reconstructive surgery, and then five years of estrogen suppression drug therapies.

The next stage

After enduring several months of chemotherapy, Vagnozzi was ready for the mastectomy and her breast reconstruction. The first stage includes the bilateral mastectomy and the implantation, underneath the chest muscles, of tissue expanders, which are very similar to breast implants except that they are temporary.

Once Vagnozzi had started to



Jeannette Vagnozzi
At 39 years old, Jeannette was diagnosed with stage 1 extensive invasive lobular carcinoma, or breast cancer.
PHOTO: PRIVATE

heal from the initial surgery, she visited her doctors several times over the next six months to have saline injected into the expanders until the remaining breast tissue had been stretched the desired size.


Recovery

In many ways the two surgeries were easier to recover from than the chemotherapy leading up to them, and the longer-term hormone therapies afterwards.

“After surgery there were a few days where I was uncomfortable, but by the third day I felt like I had turned a corner,” says Vagozzi, adding that by comparison, the weakness and side-effects associated with chemo can drag on much longer.

But Vagnozzi stays positive. In a blog she started writing to document the long process. She writes: “My attitude is strong, my faith is strong, and my sense of humor keeps me going. If you don’t think you can handle my somewhat irreverent sense of humor, then read no further. But if you want to share my journey...then by all means visit and comment often.”

MARY GUSTAFSON
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DID YOU KNOW

LOS ANGELES

Post-surgical treatment options

One major side effect of cosmetic surgeries is post-surgical bruising and swelling. To help with this, many plastic surgeons recommend products with “Arnica Montana” to limit a patient’s postoperative edema (swelling) and ecchymosis (bruising). Arnica Montana is an herb that grows in the Swiss Alps. Known simply as “Arnica,” it’s been used for hundreds of years shorten the recovery period after physical trauma.

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Information about breast, body and facial cosmetic procedures.

Physician Finder • Before & After Gallery • Testimonials



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NEWS

One of the top five most **popular surgical procedures** for men is hair transplantation, according to the American Society for Aesthetic Plastic Surgery.



The frontier of hair transplantation

Question: What is the most common cause of hair loss?

Answer: Androgenetic alopecia, or male pattern baldness.

The condition results when testosterone combines with an enzyme to produce dihydrotestosterone (DHT), which causes hair follicles to shrink. Balding is progressive, and often begins when men are in their 20s. "Fifty percent of men experience some level of hair loss by the time they're 50," says Darryll Porter, president and CEO

of Hair Club. Unfortunately, you probably won't notice you're balding until you've lost half your hair.

It's often an emotional subject, but there are options. If you're in the early stages of hair loss, an FDA-approved prescription pill, Finasteride (brand name: Propecia), or an over the counter topical application, Minoxidil (brand name: Rogaine), may help.

Thanks to technology...

The only permanent solution for men, though, is transplantation. Thankfully, technology has evolved from the "hair plug" look

of earlier decades. Surgeons can now use individual hair follicles, called follicular unit grafts, which can be inserted closer together to create a more natural look.

During a hair transplant, hair follicles are removed from the back of the head and relocated to where they are needed and will continue to grow. In the past, this procedure was done by the naked eye, but now surgeons can use stereomicroscopes to divide the donor hair, ensuring better results. Experts have also become more skilled at creating realistic hairlines and textures, but vet

your surgeon diligently. Find out how many procedures he or she has performed, ask about the size of the surgeon's team and meet in person to make sure you have a good rapport.

Follow-ups

Patients are given local anesthesia before the procedure, and can go home the same day, but they'll have to come back for follow-up treatments and may need subsequent transplant procedures.

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QUESTIONNAIRE

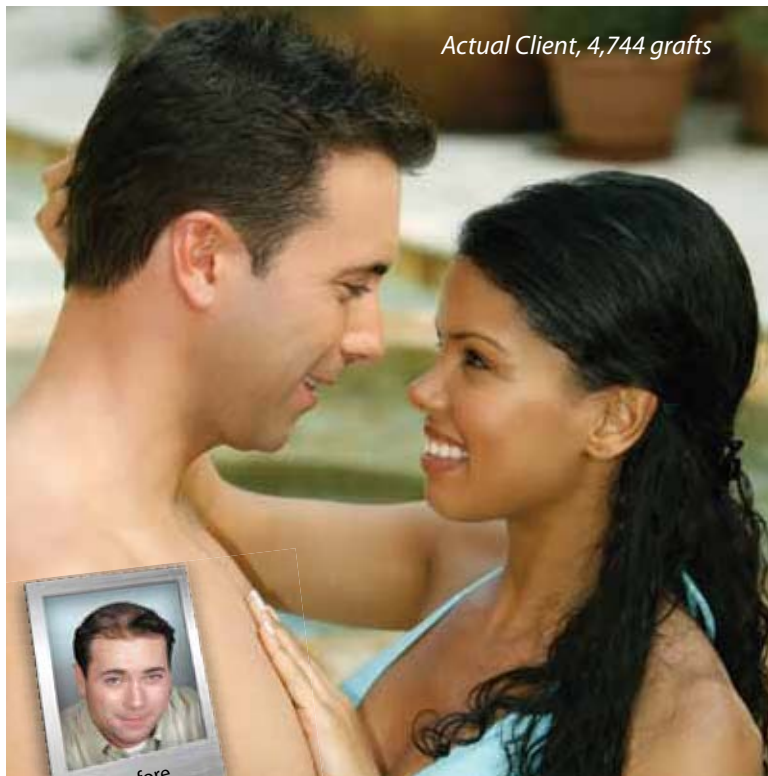
How do you choose a cosmetic doctor?



Wendy Lewis
President, Wendy
Lewis & Co. Ltd
Founder of
Beautyinthebag.com

■ There is never only one "best" doctor; there are many doctors who can give you excellent results. Do your research and prioritize your concerns. Consider location. It may be plausible to travel for a surgical procedure, but less so for repetitive treatments. Get referrals from credible sources. See at least two surgeons, preferably three or four, before scheduling a procedure, and be specific when communicating what you want to change.

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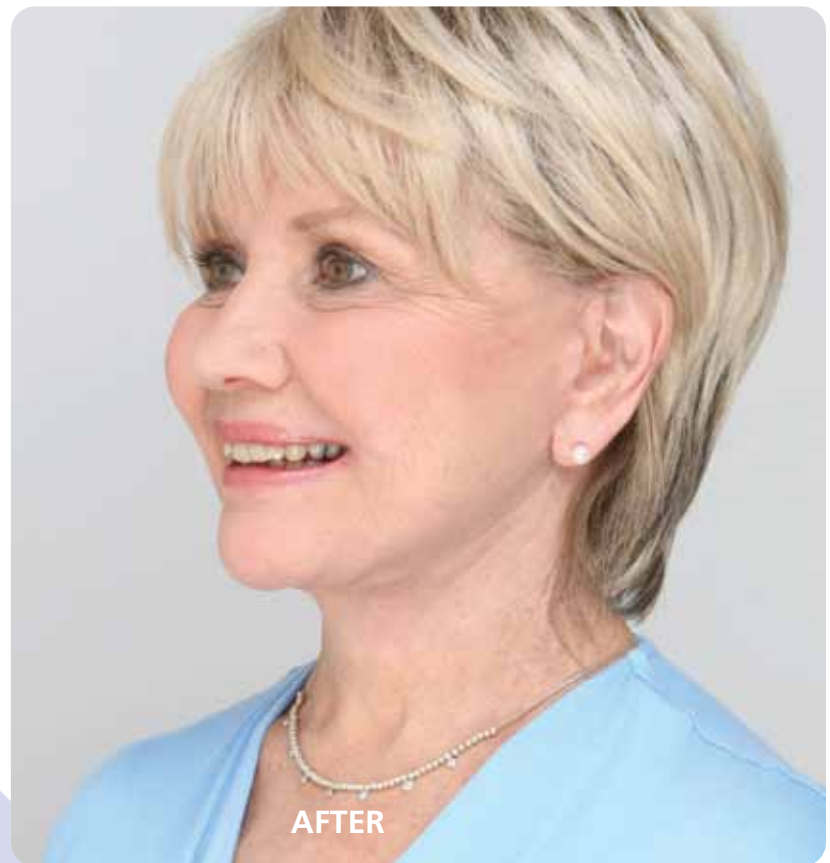
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