



Southern Plastic Surgery, P.C.

MED NEWS

Volume VII

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WHAT'S NEW?

Turn back "The Hands" of time?

While plastic surgeons can't remove the signs of age with the ease of an airbrush expert, they have begun to offer their patients non-surgical rejuvenation techniques that can temporarily shave 10 to 15 years off a hand within the course of an afternoon. Skin texture, color changes and age spots are an unmistakable "tell". There are a number of different laser options used to eliminate spider veins, freckles & age spots.

Injectable fillers are used to plump up thin, skeletal hands either with injections of fat harvested from the patient's own stomach, thighs or buttocks or with a cosmetic dermal filler such as Radiesse®, Restylane® or Perlane®. All have been FDA approved for the correction of facial folds and wrinkles.

Currently Southern Plastic Surgery is conducting a search for a few case studies for this procedure. If you are interested, please take photos of your hands and send them to info@southernplasticsurgery.com. ■



Laser Lights Cosmetic Laser News:

Dr. Whiteman and Patti Currin, R.N. recently became members of the American Society for Laser Medicine and Surgery (ASLMS), the world's largest scientific organization dedicated to promoting research, education and high standards of clinical care in the field of medical laser applications. Founded in 1980 The ASLMS is considered the world's preeminent resource for laser research, safety, education and clinical knowledge. ■



THE SKINNY OF 2007

Top Five in 2007 – From The American Society for Plastic Surgeons



| SURGICAL | NUMBER OF PROCEDURES |
|---|----------------------|
| Liposuction | 456,828 |
| Breast augmentation | 399,440 |
| Eyelid Surgery | 240,763 |
| Abdominoplasty | 185,335 |
| Female breast reduction | 153,087 |
| NON-SURGICAL | |
| Botox injection | 2,775,176 |
| Hyaluronic acid (Hylaform, Juvéderm, Restylane) | 1,448,716 |
| Laser hair removal | 1,226,974 |
| Microdermabrasion | 829,658 |
| Laser skin resurfacing | 647,707 |

The top five surgical procedures for women were:

- Breast augmentation
- Liposuction
- Eyelid surgery
- Tummy tuck
- Breast reduction

The top five surgical procedures for men were:

- Liposuction
- Eyelid surgery
- Rhinoplasty
- Breast reduction to treat enlarged male breasts
- Hair transplantation



COSMETIC PROCEDURE QUESTION AND ANSWER

Q: *I'm a male in need of hair removal from my chest and back. I have dark hair but fair skin and I want to clean up so I can tan nicely for the beach when Spring rolls around. Is laser hair removal effective for this request? Will it last a few months until Spring?*

A: Laser hair removal is an effective treatment of unwanted hair for both men and women, though the most common areas of treatment differ by gender, age, and skin type.

The best candidates for laser facial and body hair removal will often be people with darker hair, regardless of skin tone (light or dark). This is because less of the laser's energy is absorbed by the skin, leaving the darker pigment of the hair follicle to receive the majority of the laser's strength. The pigment of the hair follicle is the target of the laser. With that in mind, while today's advanced laser technology can cover all shades of skin tone with darker hair, there are still difficulties treating people with blonde or gray hair because the hair follicles contain little, if any, pigment and are thus not effectively treated by laser.

Though laser hair removal does not ensure that hair will never regrow in the problem area, it does provide permanent hair reduction and an extended period of relief from unwanted hair in the treatment area. Results will vary, but typically, hair removal lasts from several months to several years. Repeated treatments can enhance

results, allowing patients to enjoy the benefits of laser hair removal for much longer.

Virtually any area of the body can be treated, but the most common laser hair removal areas include the arms, legs, face, neck, back, chest, feet, armpits, and bikini area. Check out our competitive pricing online at www.atlaserlights.com or call and schedule your consultation with free laser test spot. ■

To learn more about this procedure, mention this newsletter and receive a free consultation and test spot with Patti Currin, R.N. at 770-495-9322 and review our website and pricing at: www.atlaserlights.com

Send Dr. Whiteman your questions on plastic surgery and cosmetic procedures to: info@southernplasticsurgery.com



LASER HAIR REMOVAL BEFORE



LASER HAIR REMOVAL AFTER

EVENTS & FUNDRAISERS



Educating our community about breast cancer care and prevention is of the utmost importance. As many of you are aware, Dr. Whiteman is the medical adviser on the Sport of Giving Board of Directors.

The Sport of Giving 501 (c) (3) Update:

- As of 2008, 1 million dollars in cumulative giving raised
- \$200,000 donated to Gwinnett Medical Center & \$50,000 donated to Women's Center Northside Forsyth Hospital.
- Mammography Center of Gwinnett Medical Center – Duluth
- Mobile Mammography Care-A-Van at Gwinnett Medical.
- Implementation of Gwinnett Medical's digital technology.
- Digital Screening Center at Gwinnett Medical – Duluth.
- Mobile Mammography van for Northside Hospital – Forsyth.



COSMETIC SURGERY: MYTH VS. FACT

Myth: “Extreme Makeovers” are routinely performed.

Fact: Reality TV is the main component of this false truth. The procedures on such shows are neither common nor routine. The majority of patients only request treatment on one part of their body. The surgeon will ask a series of questions to better understand the patient’s goals for plastic surgery and weighs a professional opinion on them instead of agreeing to sculpt an entirely new body for every patient.

Myth: Silicone breast implants aren’t safe.

Fact: This myth originates from the FDA’s decision to ban silicone implants in 1992. In 2006, this decision was

reversed as the majority of women in 60 other countries have not experienced unsafe side effects. If you want to learn more about the safety of silicone implants, please visit www.breastimplantsafety.org.

Myth: Plastic surgery is a luxury only for the rich and elite.

Fact: This is another myth perpetuated by television. In 2005, a study revealed that nearly 60% of people who either recently had or were seriously considering plastic surgery had an estimated income of \$30,000 - \$90,000 per year. The majority of these people had an income under \$60,000; only 10% reported an income over \$90,000. ■

MEN & COSMETIC SURGERY: IS IT RIGHT FOR YOU?

Whether we like it or not, people judge us by the way we look and our looks can make a difference in our opportunities for success. In the past, most men felt uneasy and embarrassed to inquire about cosmetic surgery. Today, more and more men are improving their appearance with procedures that offer natural and often dramatic results.

The best thing about cosmetic procedure results is that people will notice you look better, but it will be difficult for them to identify exactly what has changed.

Our eyes are one of the first things that get noticed when we first meet somebody. Droopy or puffy eyes tend to age a person more than anything. Eyelid Surgery or Blepharoplasty produces a younger and more rested appearance.

No matter how much we diet and exercise, most of us have a small problem area that won’t go away. Liposuction is the most popular plastic surgery procedure for men today and for good reason. Dropping a pant size or two will make any man consider this procedure! Common trouble areas for men include the mid-section (Love handles) and underneath the neck (double chin).

Male Breast Reduction / Gynecomastia can be embarrassing and humiliating. “Man boobs” as they are often referred to can be mentally trau-

matizing to any man who suffers silently. This is a common yet rarely talked about medical condition that is mostly genetic. In a little more than an hour, the chest changes into a normal contour with rewarding results.

There are a variety of things that can be done in our office with minimal downtime such as Botox® (sometimes referred to as the wrinkle eraser) or facial filler injections (such as Restylane® & Juvederm™) that can temporarily erase and improve facial creases, scars or facial deflation.

Appearance is an important aspect of modern life. Men today not only want to feel good inside; they also want to look good on the outside. It is a known fact that improving your appearance will improve your confidence level; a higher confidence level translates into greater success. ■



BEFORE



AFTER



Southern Plastic Surgery, P.C.

SPS SKIN CARE SPECIALS

■ *Fall/Winter Specials:*

Purchase any private label skin care through December 2008 and receive 25% off

Cleanser:

- Glycolic Gel (Normal-Oily to Acne Prone Skin)
- Limu (All Natural – Normal to Dry Skin)

Toner:

- Aloe
- Lavender
- Cucumber
- Vitamin-C Plus

Moisturizer:

- Vitamin-C Plus (with SPF 15) for all skin types

In addition to the Private Skin Care label, we also carry NIA24™ & their newest product - NIA24™ Eye cream – Call us for pricing!!!

DAVID M. WHITEMAN, M.D., FRCS



- Certified by the American Board of Plastic Surgery
- Certified by the Royal College of Physicians & Surgeons of Canada
- Member of the American Society of Plastic Surgery
- Spokesperson, VolleyFest (Breast Cancer Initiative)
- Director, Breast Cancer Survivors Information Network
- Director, Breast Cancer Buddy Group
- Chief of Plastic Surgery at Gwinnett Hospital System

Just In Time For The Holidays!

Make a New "You" for the New Year at our Open House on December 2nd • 9am - 6pm*
***APPOINTMENT REQUIRED • Call 770.622.9100**

- **Restylane® & Perlane® Special:**
\$100 off each syringe or Buy 1 syringe and receive 50% off the second
- **Botox® & Juvèderm™ Special:** \$100 off one syringe (today only)
- Buy any laser hair removal package and receive \$220 off
- \$50 for each 15 minutes of laser treatment(s)
- Free Microdermabrasion or Paraffin Wax of the hands
- Free Cellulite Reduction mini treatments
- All reps available for product education
- Food and beverages served
- Free nutritional scans
- Free laser test spots
- 15% off skin care products
(Nia24 products excluded)
- Drawing for free gifts



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■
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