



## IN THE NEWS

Dr. David Whiteman has been selected Chief of Plastic Surgery at the Gwinnett Hospital System in Duluth & Lawrenceville.



The old Glancy Hospital, now called Gwinnett Medical Center-Duluth, has moved in the building adjacent to Southern Plastic Surgery.



**Jezebel Magazine's – Doctors of Distinction:** Dr. Whiteman has been named one of the "Doctors of Distinction" in 2007. He received this honor in January from Jezebel Magazine. The physicians chosen for "The Distinction Series" were chosen based on the exceptional medical care they provide their patients and extraordinary things they accomplish for their community. Dr. Whiteman was 1 out of 7 Doctors who received this special honor.



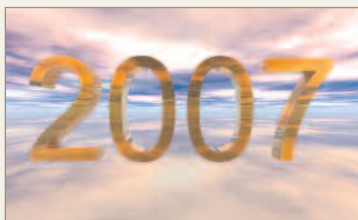
**VolleyFest:** As many of you know, we have been working with VolleyFest, a local breast cancer non-profit 501(C)(3) since its inception in 2001. Every year VolleyFest has an annual fundraiser to support breast cancer care and prevention in the community. VolleyFest participants play in tennis tournaments or "volley" during the month of May and the monies raised go toward selected breast cancer grants. In addition to tennis, golf has been added to the mix under the name of "SwingFest." All golf and tennis tournaments are kicked off with their annual Pink Party where sponsors and participants come together to support breast cancer by raising money through auctions, games and general monetary donations. In May of 2006, VolleyFest raised \$175,000. VolleyFest will kick off this years fundraising event at the Gwinnett Civic Center on Friday, April 27, 2007 at 7 pm. Please visit [www.volleyfest.org](http://www.volleyfest.org) for more information.



The FDA has approved Allergan's INAMED® Silicone-Filled Breast Implants. For more information on this study and topic, please go to [www.allergan.com](http://www.allergan.com). ■

### THANK YOU!

Southern Plastic Surgery would like to offer our most heartfelt thanks to all of our patients. We appreciate each and every one of you and wish you a very happy and prosperous New Year in 2007.



Hope to see you at the Open House in February 2007!

### LIFESTYLE & WEIGHT MANAGEMENT



SPS can help you with your health and appearance goals for 2007. Our Lifestyle & Weight Management coaching sessions offer expert advice, support and guidance. We will teach you how to eat normal and how to manage your weight without having to strive for unrealistic goals. If you would like to sign up for a personalized coaching session with Jackie Madison, Lifestyle & Weight Management Counselor, call **770.622.9100**.

*Mention this newsletter and receive a free consultation which will include a complimentary fat analysis and meal plan advice.*

- Coaching Sessions (Phone / In Person)
- Cost \$39/one hour or \$25/thirty minutes
- "Talk Down the Pounds" Telephone Coaching

**"Talk Down the Pounds" Winter Special**  
\$99 for 6 Weeks

Includes:

- Telephone Coaching
- BMI & Body Fat Analysis
- Evaluate Lifestyle Patterns
- Meal Plan Review and Advice
- Metabolism Evaluation
- Exercise Review and Advice

*\*Special Expires April 30, 2007*

## COSMETIC PROCEDURE QUESTION AND ANSWER

**Q:** I have what people refer to as “man boobs”. Some of my buddies make fun of me—it’s really embarrassing! How do I know if I am a candidate for the surgery and what is involved?

**A:** According to the American Society of Plastic Surgeons, Gynecomastia (Male Breast Reduction) affects 40-60% of men. The procedure involves removing the fat (glandular tissue) from the breast and in extreme cases some skin removal. The surgery should only be performed on healthy men who are not obese. Certain drugs and health problems can cause Gynecomastia, so we would need to evaluate you first to determine if you are a good candidate. Most people return to work or school in 1-2 days and physical activities after 2 weeks. Swelling and bruising should be expected for about 2-3 weeks.

*To learn more about this procedure, please call and schedule a free consultation with Board Certified Plastic Surgeon, Dr. David M. Whiteman at 770-622-9100 and review our website at: [www.southernplasticsurgery.com](http://www.southernplasticsurgery.com).*

Send Dr. Whiteman your questions on plastic surgery and cosmetic procedures to:  
[info@southernplasticsurgery.com](mailto:info@southernplasticsurgery.com)



BEFORE



AFTER

## A NEW FACE ON SKIN CARE

*The “natural look” is in and the “operated-on” look is out.*

Did you know that Southern Plastic Surgery has a skin care product line exclusively available to plastic surgeons? Preventing skin damage and keeping your skin looking young and fresh, is easy with the right maintenance program. We offer skin care products designed specifically for your skin type as well as other non-surgical treatments like Botox®, Restylane®, Radiesse®, facials and laser treatments. We believe the health and appearance of your skin is the foundation of your beauty and we are committed to offering you the best products available. ■

### SPS SKIN CARE SPECIALS

- **January:**  
Receive one free Vitamin C or Vitality Toner when you purchase a cleanser and moisturizer from our private cosmetic line.
- **February:**  
\$10 Off NIA24 or SPS Custom Skin Care Travel Kits:  
**NIA24 Kit includes:** Facial Scrub, Skin Strengthening complex moisturizing repair cream & SPF 30 sunscreen  
**SPS Kits includes:** Cleanser, Toner, Firming Cream and your choice of Complex C Moisturizer or Aloe Mint Mask
- **March:**  
\$5 off SPS private cosmetic line (SPF 15 or 30) or Nia24 (SPF 30) Sunscreen

### VALENTINES DAY SPECIAL

We are offering \$100 off any Restylane® or Radiesse® procedure (Expires March 31, 2007). Restylane® & Radiesse® are both used for treatment of facial wrinkles and folds as well as lip enhancement. (YOU MUST MENTION THIS NEWSLETTER TO RECEIVE DISCOUNT • LIMITED TO ONE VISIT ONLY)

**GIFT CERTIFICATES ARE AVAILABLE FOR ANY AMOUNT REQUESTED**

## NEW YEAR OPEN HOUSE CELEBRATION

**February 2007 • 5-8pm • Please RSVP by 1/26/07 at 770.622.9100**

### Location:

- 8 Product & Service Booths:
  - Botox®
  - Restylane®
  - Radiesse®
  - 3 Skin Care Lines
  - Personal Exercise Trainer (Fitness Demonstrations)
  - Lifestyle & Weight Management Coach (Free BMI & Body Composition Analysis)
- Hors' d'oeuvres & Beverages Served
- Raffle for Prizes
- Free Samples
- 20% off Any Skin Care Product
- Presentations with Q & A:  
**David M. Whiteman, MD**  
*New Procedures & Technologies*  
**Special Guest Speakers (TBA)**

All Guests who attend will receive a free consultation.

All SPS Patients who attend will receive \$75 off Botox®  
 \*Offer Expires April 31, 2007

### 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

## THE CUTTING EDGE: HYPE OR REALITY?

**Lipo Dissolve**, (Mesotherapy) is a new technique used to reduce fat and improve cellulite. However, this procedure is not a “quick fix” and should be approached with realistic expectations and a bit of caution. The Lipo-dissolve procedure involves injecting medicine into the fat layers and connective tissue. Lipo-dissolve is a relatively painless in-office procedure and no sedation is required to receive the injections. Temporary side effects include possible mild bruising, swelling and allergic reaction.

Like most cutting edge technology, there is generally a catch. In the case of Lipo Dissolve, the catch is there are not any consistent studies showing the effects of the medicine traveling through the body; meaning, possible damage to the organs is unknown. The long term results are also not known at this point. We will keep you updated regarding this product.

Since the well-being of our patients is our first priority we have chosen not to offer Lipo Dissolve until it is proven safe.

**Radiesse®** is a facial filler used to improve wrinkles and scars by both filling and increasing the volume in needed areas. This product is considered very safe and has been used in the dental field for over ten years. It recently received FDA approval and clinical studies show it can last one or more years. In addition, Radiesse® can stimulate the growth of new collagen cells. The cost is similar to other facial fillers.

Sculptra® is a filler used to improve facial volume imperfections, wrinkles, and folds. Sculptra® has been used on AIDS patients for \_\_\_ years to improve facial atrophy (hollow, sunken in face) and has recently received FDA approval. Because Sculptra has a risk of granulomas and lumping, Dr. Whiteman recommends patients first try Restylane® or Radiesse®. ■



Southern Plastic Surgery, P.C.

## SPS SUGGESTION BOX



SPS strives to be the best we can be. We value your opinion and would like your help! If you have a suggestion, please feel free to contact us and tell us about it. The best suggestion will receive a \$\_\_\_ gift card. ■

### SOUTHERN PLASTIC SURGERY WEBSITE

The Southern Plastic Surgery website has had a makeover. The new look, feel and educational content is designed for you—our patient. Please check out our new site @:  
[www.southernplasticsurgery.com](http://www.southernplasticsurgery.com)



### SPS PRACTICE PHILOSOPHY



*A*t Southern Plastic Surgery, we are dedicated to our patients' well being. We take a proactive approach by listening to your concerns, evaluating your needs and helping you achieve your goals. We will provide you with the knowledge to make an informed decision and the highest level of care. ■



Southern Plastic Surgery, P.C.

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