



Southern Plastic Surgery, P.C.

MED NEWS

Volume VI

Fall/WINTER 2007

IN THE NEWS

What's New in Cosmetic Products?

Fulfil™ Lip Implant is a new product to permanently enhance the lips. Fulfil is a safe, saline implant inserted into the top and/or bottom lip. This product is a permanent alternative to adding fullness to the lips and has fewer issues of unevenness that can be felt with some of the other implants and fillers available. Similar to saline breast implants, the Fulfil lip implant can be removed at any time. Dr. Whiteman recommends trying a non-permanent filler for the lips such as Restylane® or Juvéderm™ (both FDA approved to last six to twelve months) before deciding on this more permanent look. Currently the price for the Fulfil™ lip implant is \$2700 including surgical set-up. This minor surgical procedure can be performed in our office with local anesthesia.

Our New Laser Center!

We are excited to announce our new laser center. Dr. Whiteman has recently formed a partnership with Laser Lights Cosmetic Laser Center and it's founder, Patti Currin, R.N. to better meet the needs of our patients. Laser Lights is a full service cosmetic laser center providing personalized treatments to both men and women. Ms. Currin has performed over 50,000 laser treatments and offers 12 different lasers to fit the needs of all skin types. Because Dr. Whiteman and Ms. Currin have worked together over the last ten years, there will be few changes to Laser Lights existing business model. We plan to keep our focus on offering safe, effective laser treatments at a reasonable price including additional products and services (cellulite reduction, facials, etc.) to benefit all patients. The location of our laser center is 4300 Pleasant Hill Road, Duluth, Georgia 30096 which is less than one mile from our plastic and cosmetic surgery office. All patients will receive a free consultation for their first laser treatment. Please call 770.495.9322 to schedule your appointment. ■

SPS REFERRAL PROGRAM

SPS
GIFT CARD

*Refer a Friend and
receive a \$25 gift Card*

LIFESTYLE & WEIGHT MANAGEMENT

"Talk Away the Pounds" Fall/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

FOCUS ON FADS

Smart Lipo™, Band-Aid Face Lifts, Thread Lifts, and so on. Most of us want quick fixes for improving our appearance and everyone today seems to offer them. All of these options have catchy and alluring feel-good monikers which make them even more appealing and many times hard to resist. It really is a "buyers beware" market and patients are given the difficult task of sifting through this daunting decision-making process.

The marketing that you are confronted with has a tendency to "over hype" these products and procedures. The explosion of technologies designed to remove all wrinkles, tighten all skin types and take years off can be found in magazines, the web and on our TV. Corporations selling these products have used specific media outlets to create an illusion that all outcomes are easily achieved through the use of their products.

Many patients are impressed by pieces of equipment, fancy acronyms for operations and advertising which focuses on the product rather than the procedure. After all, how could something as simple as a Band-Aid facelift or Smart Lipo™ be anything but successful and complication free?

Whether surgical or non-surgical, the person performing these procedures and using these products should be experienced; preferably a board certified plastic surgeon. Why is this important? Knowing and clearly understanding the human anatomy and how the body responds to certain products are critical factors in obtaining good as well as safe results. There have been many advances in cosmetic surgery which have resulted in improved patient outcomes and higher patient satisfaction. There has been progression towards more minimally invasive procedures which is certainly a positive for patients and surgeons. But before you, as a patient make the important decision to undergo any surgical or non-surgical procedure, please do your homework and try not to be too quick to jump on the band wagon...It's your body—pamper and protect it! ■



COSMETIC PROCEDURE QUESTION AND ANSWER

Q: *My family and friends are always telling me that I look tired because my eyes are always puffy. . .Is there anything that I can do or a product I can use to eliminate this problem?*

A: Most people have tired, puffy eyes caused from genetics, allergies, age and stress. There is a relatively easy surgical procedure which will remove your swollen, tired look or “bags” as some people call them. Eyelift (aka Blepharoplasty) surgery can be performed in combination with other facial procedures such as a browlift or facelift.

This surgery involves removing the bags and wrinkles around your eyes, resulting in tighter skin around the eyes and a more youthful appearance. The surgery can leave you not only looking younger, but give you more confidence and an overall better feeling.

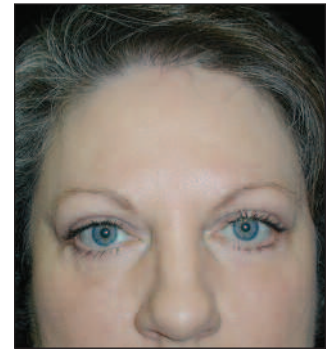
To learn more about this procedure, please call and schedule a free consultation with Board Certified Plastic Surgeon, Dr. David M. Whiteman at 770-622-9100 and review our website at: www.southernplasticsurgery.com.

Send Dr. Whiteman your questions on plastic surgery and cosmetic procedures to:

info@southernplasticsurgery.com



BEFORE



AFTER

EVENTS & FUNDRAISERS

As many of you know, Dr. Whiteman is Medical Advisor and spokesperson for VolleyFest Breast Cancer initiative. VolleyFest is a 501(c)(3) non-profit “grass roots” organization that has donated over \$800,000 to the Gwinnett Medical Center, Northside Hospital Forsyth and other important grants in our community. Over \$215,000 raised at the 7th Annual VolleyFest tennis tournaments was designated for the new mammography screening center at Gwinnett Medical Center – Duluth, their breast cancer treatment handbooks, and for a portion of Northside Forsyth’s new mobile mammography van.



The success of these efforts has also inspired other events such as SwingFest (Golf), KidsFest (Youth Tennis), and RunFest, (5K Run/Walk).

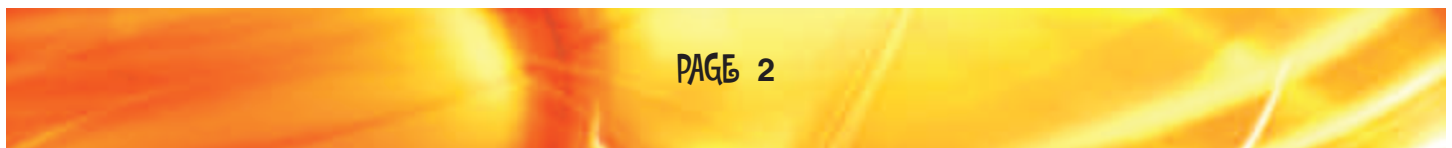
Today, VolleyFest has the support of over 600 participants, 300 sponsors, and over 100 volunteers; they expect to exceed One-Million Dollars raised so far in 2008.

VolleyFest’s vision for the future involves encouraging other clubs and neighborhoods in the Atlanta Metro area to support their grassroots effort in the battle against breast cancer in our community.

To learn more about VolleyFest, become a sponsor, or volunteer visit www.volleyfest.org. ■

ACTIPATCH NEWS

Actipatch is now being used for post eyelid surgery patients as an alternative to regular pain medication. Actipatch is a non-narcotic patch placed directly on the skin after surgery which reduces the amount of bruising, swelling and medication needed during & after the procedure. ■





HOLIDAY OPEN HOUSE - NEW LASER CENTER

Please join us on Thursday, December 6, 2007 from 5:00 pm-8:00 pm
Laser Lights Plastic Surgery & Cosmetic Laser Center • 4300 Pleasant Hill Road, Duluth, GA 30096
Please RSVP by 12/3/07 at 770.622.9100

- Hors' d oeuvres & Beverages Served
- Raffle for Prizes
- Botox®, Restylane®, & Juvéderm™ Discounts
- Licensed Estheticians
- Free Paraffin Wax Treatment for Hands
- Free Microdermabrasion (Hands)
- Free Laser Test Spot or Mini-Treatment
- Certified Personal Trainer
 - Lifestyle & Weight Management Coach
 - Free Body Composition Analysis
 - Fitness Demonstrations
- Skin Care Samples & Discounts
 - 20% off Any Skin Care Product
- Guest Speakers
- Free Demonstrations



***Attend the Open House and receive a free consultation for both centers. Up to 50% off Customary Laser Services. \$100 off Botox® and facial fillers; No injections will be performed that night. Call for an appointment to receive these discounts.**

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?

Lipodissolve—As we discussed in our previous newsletter, Lipodissolve is a new procedure offered by SPS which may reduce fat and improve cellulite; some even claim that it can increase collagen production. Currently, Lipodissolve is under examination by the FDA to determine if these results are permanent or just a temporary fix. Lipodissolve should not be used for large areas. We are exploring the effectiveness in our own patient population beginning with small isolated areas of fat only. To date, Liposuction is the only scientifically proven method available to permanently remove fat. Most people require anywhere from 6 to 8 treatments before they see the benefits of lipodissolve. The treatments take 15 to 30 minutes and the cost starts at \$350 per treatment. Lipodissolve may be a good alternative for a small area if you are not quite ready for surgery.

Artefill® is an FDA approved permanent filler. ArteFill® is not absorbed by the body and provides the permanent support your skin needs for long-lasting wrinkle correction. Unfortunately, like many permanent fillers, there are risks involved. Because Artefill® has collagen in it, there is a risk of allergies and a skin test is required prior to any injection. There has been some incidences of skin reaction, granuloma's and unevenness due to it's composition. Southern Plastic Surgery does not offer Artefill®. ■



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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 \$50.00 gift card. ■

SPS SKIN CARE SPECIALS

■ *Fall/Winter Specials:*

Buy Any 2 products below and Receive One Free SPS Vital Hydrating Toner

Product Descriptions:

- Skin Lightener (Improves sun spots & melasma prone skin) \$25
- Nia24 Skin Strengthening Complex (Replenishes moisture, improves fine lines & stimulates healthy skin cells) \$85
- Complex C Daily Moisturizer w/SPS 15 (Replenishes moisture, improves fine lines & dry skin) \$45

**Offer Expires February 2008*

SPS PRACTICE PHILOSOPHY



At 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. ■



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3855 Pleasant Hill Road

#370

Duluth, GA 30096