



## WHAT'S NEW

### ■ Patient Education

Southern Plastic Surgery in cooperation with the ASPS (American Society of Plastic Surgeons) presents the Cosmetic Surgery Educational Series. These informative DVD's will educate you on every aspect of the surgical procedure you are considering. They are offered during your consultation with Dr. Whiteman and are now available for viewing at all of our seminars.

### ■ Cosmetic Surgery Insurance (CSI)

Although post-op complications are rare, we have learned that our patients' feel more comfortable knowing that unexpected hospital costs will be covered in the event they may be needed. As a courtesy to our patients CSI is provided at no cost to you.

### ■ SPS Product Picks

Our most important priority at Southern Plastic Surgery is our patients' well-being. That's why we spend a great deal of time educating ourselves on the latest products and technology. It is important to understand that just because something is the newest rave, doesn't mean it is safe and effective. On the same note, once we find a particular product or technology we believe in, we like to share it with our patients. Please see our latest product picks below:

- **SinEcch** is an inexpensive, homeopathic medication made from the herb, Arnica Montana and it is used to reduce bruising & swelling. Patient feedback has been great, we believe this simple treatment will truly enhance your results.
- The **On-Q Pain System** is now available for surgeries performed by Dr. Whiteman. On-Q will reduce the amount of medicine needed during & after your surgery, minimize post-operative pain, and speed up your healing process. Because On-Q is a local anesthetic and not a narcotic, it provides pain relief only where it is needed. On-Q is a great alternative to medicines that carry side effects such as nausea, constipation, occasional breathing problems & sleepiness. Our patients' response has been remarkably positive. ■

## LIFESTYLE & WEIGHT MANAGEMENT



Achieving a healthy weight prior to any surgical procedure will always produce a better and safer outcome. Southern Plastic Surgery is now offering Life-style & Weight Management Classes & Seminars.

**Jackie Madison**, our Office Administrator is currently working on her certification for Lifestyle & Weight

Management and is already bringing valuable information to anyone interested in improving their general health & well-being. Jackie teaches methods on how to easily understand & realistically manage nutrition, exercise & stress and can design a program to fit your individual needs.

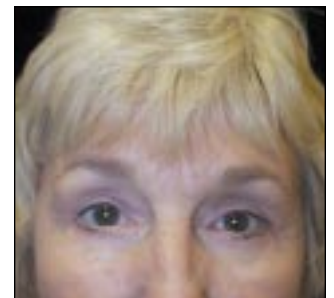
We will offer a free Lifestyle and Weight Management Seminar on **Thursday, August 26, 2004 from 6-7:30 pm**. We will have a drawing for one free Lifestyle and Weight Management Session (\$45 Value). **Please RSVP.**

## EYELIFTS

Eyelifts, also known as "Blepharoplasty" modify the effects of ageing on the eyelids, giving a rested appearance. Below is an example of Upper & Lower Lid Blepharoplasty "Eyelift."



BEFORE



AFTER

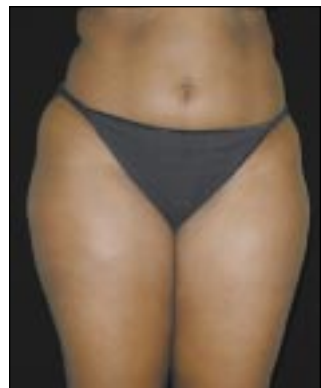
**DAVID M. WHITEMAN, M.D., FRCS**



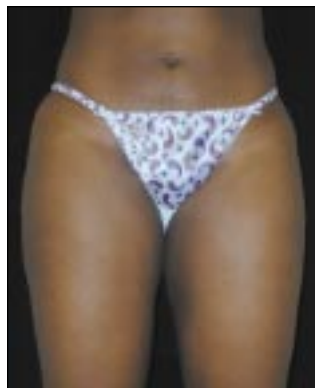
- Certified by the American Board of Plastic Surgery
- Certified by the Royal College of Physicians & Surgeons of Canada
- Member of the American Society of Plastic Surgery
- Member of the Board of the American Cancer Society
- Director of the Breast Cancer Survivors Information Network
- Director of the Breast Cancer Buddy Group
- Medical Director of Joseph Michaels Salon & Day Spa

## LIPOSUCTION

Due to our genetic makeup, we do not have total control over our body size. Liposuction is a surgical procedure which can take care of stubborn bulges that are difficult to lose even with diet and exercise. Below demonstrates liposuction of the Abdomen & Thighs.



**BEFORE**



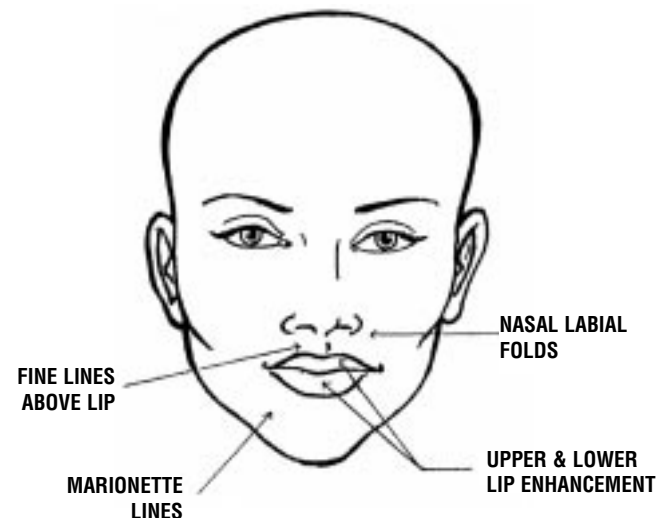
**AFTER**

## SKIN CARE

### RESTYLANE

The majority of our patients are now using Restylane as their #1 choice to take care of wrinkles around their mouth area (see diagram). Restylane has proven to be very effective with upper & lower lip enhancement, improving fine lines above the upper lip and softening the "Nasal Labial Folds" (the wrinkles in between the nose & the corners of the lips) and the "Marionette Lines" (the wrinkles between the corners of the mouth and the edge of the jaw). One treatment of Restylane will last 6-12 months.

- Ask us about our Restylane Price Packages •



### SPS SKIN CARE BENEFITS

- Our Licensed & Experienced Medical Esthetician will create a Skin Care Plan Most Appropriate for Your Individual Needs
- Our Dermatologic Medical Technician & Clinique Trained Skin Care Consultant Offer Extensive Product Knowledge
- Valuable Advice Available From Dr. David Whiteman

#### SUMMER/FALL SKIN CARE SPECIALS

- Purchase one skin care product & receive 20% off any additional Skin Care Products
- Receive free skin care consultation when purchasing any of our products
- We offer one complimentary 30 minute facial or post surgery massage to our patients (\$65 Value)

## SPS SPECIALS

### MONTHLY PRODUCT SPECIALS

Purchase any skin care product or service and receive \$5 off our product of the month.

#### Autust - "Beauty Control"

Lip Appeal

- Exfoliates
- Moisturizers
- Maintains lip Color Longer

#### September - "Lady Bird"

Vitamin C & Aloe Toner

#### October - "Dermalogica"

Facial Masks & Scrubs

### SPS APPRECIATION CARD

The best compliment a medical practice can receive is when a patient or a peer refers a friend to their practice. In appreciation for your referrals, we have developed the "SPS Patient Appreciation Card" which offers specials and discounts to anyone who sends a new patient to us. Just our way of saying—Thank You! ■

## EVENTS, FUNDRAISERS AND SEMINARS

**Dr. Whiteman** is dedicated to breast cancer research & education and is involved in many breast cancer awareness programs and survivor support groups.

**Volley for A Cure** is held every May and Dr. Whiteman is an original sponsor of this annual breast cancer fund raiser which raised \$118,000 this year, that's a \$30,000 increase from last years event. Thank you to everyone who participated in this important cause.

**Breast Cancer Survivors Information Network** continues to do well raising money through their book drives. All of the donations collected go toward helping Breast Cancer Prevention. Please contact Southern Plastic Surgery if you are interested in assisting or donating to any of our breast cancer awareness programs.

#### Restored Images Makeover Update

For any of you that follow the many makeover shows on TV such as "The Swan," you will be able to appreciate the progress

we have achieved with Brenda Johnson our Restored Image. Brenda has made tremendous progress since we began working with her in November 2003. Unlike the TV Makeovers, we have tried to emphasize a realistic time frame for our candidate to reach her goal. This slower process has given Brenda the necessary time to learn how to exercise and eat correctly. Brenda has lost 28 LBS and 26-1/2 inches so far. She is exercising on a regular basis with certified trainer & exercise physiologist Tim Lao at Sportherapy. Lifestyle & Weight Manager, Jackie Madison & Licensed Dietician, Diane King are teaching Brenda how to eat healthy and make healthier lifestyle choices. Thanks to Chiropractor, Dr. Robert Grace at Duluth MultiCare, Brenda's nervous system is back to normal and properly functioning. Our Dentist, Bill Williams at Suwannee Dental Care will be completing the final stages of Brenda's teeth by the end of the summer and Joseph Michael Salon & Day Spa is in the beginning stages of Brenda's hair makeover. Dr. Whiteman plans on performing Brenda's surgery this Fall. ■

## EDUCATIONAL SEMINAR SERIES

*Please join us September 23, 2004 • Thursday from 6 pm-7:30 pm*

- Plastic Surgery & Cosmetic Procedures Discussed by David M. Whiteman, MD
- Power Point Presentation Showing Before and After Photos
- Beverages Served
- Skin Care Demonstrations
- Drawing for Skin Care Gift Basket
- Question & Answer Session

*RSVP by Tuesday, September 21, 2004*



Southern Plastic Surgery, P.C.

## COSMETIC PROCEDURE QUESTION & ANSWER

- Q:** Dr. Whiteman, I have always had a double chin as far back as I can remember. What are my options?
- A:** People will get what is termed “double chin” for a few reasons: excess fat from heredity or weight gain, a weakened muscle or loose skin. There are a variety of procedures that can be performed to improve the appearance of your double chin. First you must be evaluated so we can determine what your best option would be.
- The best way to find out if you are a candidate for any cosmetic or reconstructive procedure is to be evaluated by a board certified plastic surgeon.
- To schedule a free consultation or to learn more about this procedure or others please call Southern Plastic Surgery and schedule an appointment with Board Certified Plastic Surgeon, Dr. David M. Whiteman at 770-622-9100 or review our website at: [www.southernplasticsurgery.com](http://www.southernplasticsurgery.com).*

We receive questions all the time from people wanting to learn more about plastic & reconstructive surgery options as well as in office cosmetic procedures. If there is a procedure you would like to learn more about, please send your question to Dr. David Whiteman to our address or email: [info@southernplasticsurgery.com](mailto:info@southernplasticsurgery.com).



**BEFORE**



**AFTER**



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