

# THE *New You*

THE  
GEORGIA INSTITUTE  
FOR PLASTIC SURGERY

*feel better about yourself*®

Winter 2012

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## *50 and Fabulous!!!*

**Y**ou've worked hard all your life. Your focus has been on guiding, nurturing, and supporting your children. By now, they may be in college or recently graduated. For the first time in what might be a very long time, your attention has returned to you!!! You may decide to take up painting or dance lessons. You dust off some of those great outfits and find that they just don't fit the way they used to. It's time to work on getting you back in shape to enjoy the best years of your life.

Important steps will include a healthy diet, exercise, music, peaceful sleep, and stimulating your brain with new challenges and adventures. Each individual will have their own needs, but there will be other considerations too. One idea is a good skin care program such as Obagi. It will help to

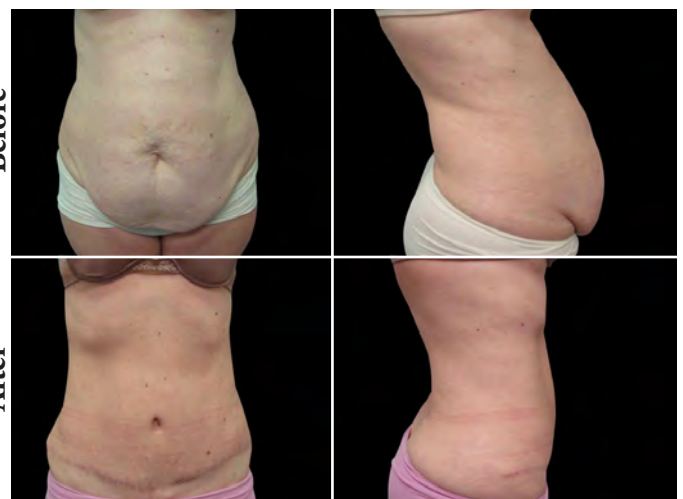
tighten your pore size, reduce brown spots, and give you a healthier glow.

If you are starting to notice early lines around your eyes when you smile, or vertical lines between your brows when you're not even angry, Botox or Dysport may help to soften those areas. If you're starting to have deeper creases in the folds at the outer corners of your mouth, Juvederm and Restylane may improve those with very little downtime.

In their late 40's and early 50's, some men and women start to notice a little loose skin developing in their upper eyelids. This can be helped in a quick recovery upper lid surgery. (blepharoplasty) And believe it or not, the most common age for a facelift is now about 50 years old. It just depends on our genetics and how gracefully we want to age.

Many women in their 50's retain much of their youthful appearance, but still have concerns about the long term effects from having children. We can help these women with "Mommy Makeovers"-a combination of procedures to restore and enhance the breast and abdominal areas of our mothers. Some breasts can be restored with implants only; others with a lift, and others with a combination of the two. In the abdominal area, we evaluate each abdomen to determine what needs improvement. It may be extra skin, muscle weakness, extra fat, or some combination. We will work with you to devise an individual operation that will get you the best result.

So enjoy your 50's; you deserve it! If we can help, call 912-355-8000 and meet one of our doctors.

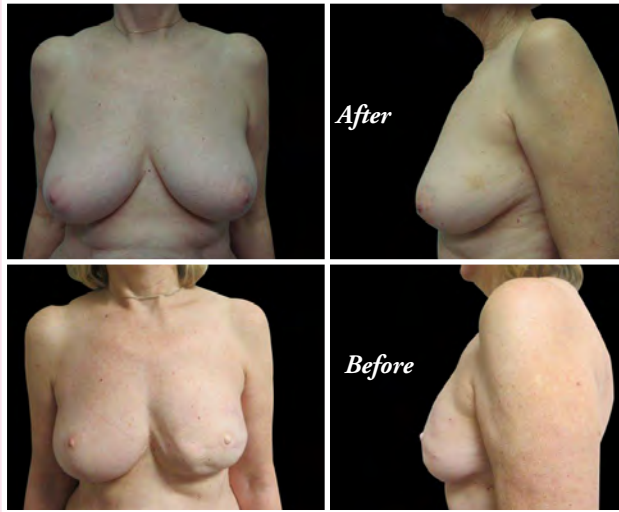


# *The Georgia Institute for Plastic Surgery Becomes Site for NIH-Funded Research in Breast Reconstruction*

What is the best type of reconstruction for our breast cancer patients? We have a pretty good idea, but the National Institutes of Health has funded a 6.1 million dollar study to find out the answer. A consortium of 12 leading medical centers including Sloan Kettering, MD Anderson, University of Michigan, and U.C.L.A. has been working on this project for the last year. Unfortunately, they did not have enough patients whom had been reconstructed with pedicle TRAM flaps in their study. TRAM flaps are the most common type of autologous reconstruction of America and The Georgia Institute for Plastic Surgery has helped over 1000 women with breast cancer utilizing this flap.

In addition to excellent results, we are known for having a very short

hospital stay-80% of our patients go home comfortably on their first postoperative day. Because of our reputation for outcomes, we were



**Left Tram Flap**

asked to become the 13th site in the study.

The physicians of The Georgia Institute for Plastic Surgery are asked to give presentations at national meetings, write innovative ideas in national journals, consult with many manufacturers on their design of new products, and serve as leaders in our national societies. This honor represents our joint commitment to providing our patients the best, most up-to-date outcomes possible. We greatly appreciate our patients' willingness to participate in this study, and others like it. It helps to ensure that women who face breast cancer in the future will have a better understanding of what options are available to them.

[www.mycosmeticsurgeon.md](http://www.mycosmeticsurgeon.md)

## In the *News...*

### *John Paletta wins "Dancing with the Doctors"*

John Paletta and his partner, Rachel Moore were a dancing force to be dealt with! Dr. Paletta incorporated his best disco moves along with high flying lifts while dancing to "Saturday Night Fever".



The most important part of the evening was the fundraising contribution! Dr. Paletta helped raise almost \$10,000.00 for The Plastic Surgery Foundation to fund research in the areas of reconstructive plastic surgery. Congratulations to Dr. Paletta & Rachel on their win!

## *GIPS Collects 280 Bras*

Bra's Across Savannah is a breast cancer awareness project that helps raise funds for breast cancer patients. The Georgia Institute For Plastic Surgery teamed up with 98.7 The River, Susan G. Komen – Coastal Georgia & O.C. Welch Ford to collect bras to be donated to the needy. For each bra that was donated, our physicians here at GIPS donated \$1.00. We received a total of 280 bras from our patients & the community. We would like to thank everyone for their donations!





**Don't forget to pick up a Gift Certificate for that Special Someone!**

## Facial Rejuvenation on the Rise ~ Invasive & Non-Invasive Procedures

### Non Invasive

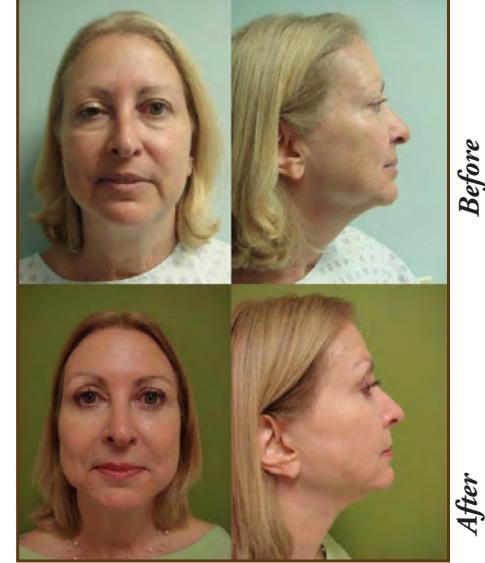


Dramatic improvements in Non Invasive facial rejuvenation have helped many men and women look younger without surgery. It has done two things – allowed people to realize that it is sort of “fun” to look younger than they did last year and after doing this for the last few years, they realized that doing something more permanent maybe in their best interest.

This has led to an increase in the number of neck lifts, brow lifts, and facelifts being performed at the GIPS. Shorter incisions, quicker recoveries, and a very soft, “Natural” look have helped to spur their interest as well.

If you have considered noninvasive enhancement of your appearance, or want to discuss your surgical options – call 355-8000 and schedule an appointment with one of our physicians.

### Invasive



### It's Here! New Obagi Hydrate™ Moisturizer



When it comes to Obagi, it's no exaggeration to categorize our patients as some of the most knowledgeable, well-educated people in the United States. That's why many of you will be dumbfounded to hear that Obagi has just introduced a moisturizer. Do you remember when you started Obagi? We told you that once your skin became truly healthy by using it, you'd find that a moisturizer wasn't really necessary. Despite your initial skepticism, the vast majority of you have found this to be true. So...what's the deal??? In a survey conducted by Obagi, a large number of respondents indicated their desire for Obagi to formulate a moisturizer that would work optimally with the

Obagi Nu-Derm System. Obagi responded in kind by developing **Hydrate**, which they are proud to say lives up to their very high standards. Does this mean you have to incorporate it into your daily protocol? Absolutely not!!! However, if you're someone who's wished for a moisturizer that would be compatible with Obagi, today is your lucky day!!! It safely alleviates dryness and flakiness without slowing down the process. It can be used in the mornings after your Exfoderm (#4) and in the evenings as the very last step. You can also use it alone if you're not using the full Obagi system. It is available for purchase at the Front Desk for \$45 plus tax for a 1.7 ounce bottle.

## Brow Lift Without a Scalpel!!!

Would you like a little 'pick-me-up' that doesn't involve a scalpel? Or even a needle? How about a brow makeover with one of our aestheticians? You would be amazed at how having your brows shaped properly can change your entire facial expression...for the better!!!

There really IS a difference! When Jocelyn and Wanda wax your eyebrows, they take the time to measure where they should begin and end. They show you how to fill in sparse areas in a natural-looking way. And best of all, with over TWO decades of experience working side by side with Savannah's BEST plastic

surgeons, they are always happy to answer any questions you may have regarding things that DO involve a scalpel...(or maybe just a needle to start with!)



# OBAGI Patient Appreciation Sale

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## New Year, New You!

*Updates on Breast Surgery*

Seminar given by  
**Dr. John D. Paletta**

**Location:**

The Georgia Institute for Plastic Surgery  
5361 Reynolds Street

**Date:**

January 15, 2013 – 6:30 PM

**SEATING IS LIMITED!**

Call now to make your reservations!

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