

THE *Turn It Pink*

Fall 2014

Richard J. Greco, M.D. • William H. Dascombe, M.D. • John D. Paletta, M.D. • Thomas W. Horn, M.D. • Frederick C. Sailes, M.D.

Help Us TURN IT PINK

The Georgia Institute For Plastic Surgery is celebrating breast cancer patients' Survivorship by Turning the Forsyth Park Fountain Pink on Tuesday, September 30, 2014 at 5:30 PM. We will be joined by hundreds of Survivors and their families.

Our goal is to increase BRA (Breast Reconstruction Awareness) while raising funds for BRA and Susan G. Komen Coastal Georgia Affiliate. We've arranged for breast cancer Survivors and their families to have professional photographs taken in front of the Pink Forsyth Fountain at no charge. We'll have pink lemonade from Parker's, pink ice cream from Leopold's, pink cupcakes from Smallcakes, pink hair extensions, face painting, and even a performance by The World Famous Crabettes! The Pink Survivor

Fire Engine will be on hand to gather the autographs of Survivors and we'll have a vigil to honor past and present patients.

Buy a pink rubber duck for \$5 in honor of or memory of someone who's battled breast cancer and place it in the fountain with their name on it. Our goal is to have 5,000 ducks in the fountain.

On Friday, October 3, 2014 at 6:00 PM, we will host a cocktail fundraiser on Broughton Street which will celebrate art related to breast cancer Survivorship. Visit us at TURNITPINK.org to purchase tickets. The proceeds will go to Susan G. Komen Coastal Georgia Affiliate and Breast Reconstruction Awareness through the Plastic Surgery Foundation. Come out and party with us!!!

TURNITPINK.org



Check us out at www.mycosmeticsurgeon.md

BREAST RECONSTRUCTION WITH A DIEP FLAP



The surgeons at The Georgia Institute For Plastic Surgery are honored to be the primary leaders of Breast Reconstruction Surgery in Eastern Georgia for the last 20 years. We lecture nationally and are the only private practice invited to co-participate in the 6.4 million dollar NIH MROC (Mastectomy Reconstruction Outcome) Study with M.D. Anderson and Sloan Kettering. We offer all modalities of immediate and delayed breast reconstruction at all three Savannah hospitals, including Immediate Implant, Tissue Expansion, TRAM flap, Latissimus flap and the new state-of-the-art DIEP flap.

Our center was one of the first 30 locations in the country to offer SPY Elite intraoperative skin flap imaging to reduce surgical complications. After gathering the appropriate staff together, we are now offering suitable patients DIEP flap breast reconstruction. DIEP, pronounced “deep,” stands for Deep Inferior Epigastric Perforators, which are named blood vessels that are microscopically transferred and reattached to create the new breast. The surgery uses the patient’s own abdominal skin and fat to reconstruct a natural, warm, soft breast after mastectomy.

DIEP flap procedures preserve all the abdominal muscles. Only abdominal skin and fat are removed similar to a tummy tuck.



Cancerous Breast Pre-Op

Cancerous Breast After Reconstruction



Non-Cancerous Breast Reduced for Symmetry

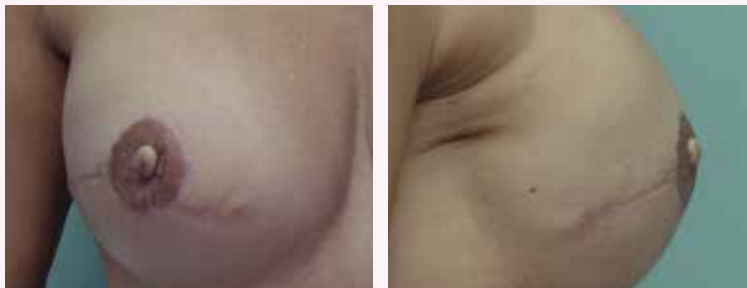
Although the operation is a little longer and more complex than some other procedures, patients experience less pain after surgery and better preservation of the inframmary fold. This leads to a faster recovery and maintains their abdominal strength long-term.

RECONSTRUCTION OF THE NIPPLE – OPTIONS FOR THE FINISHING TOUCH

The primary focus of women requiring reconstructive breast surgery is restoring the shape and volume of the breast itself. Your surgeon will help you decide the best technique to be used following your oncologic therapies. It is important not to overlook the finishing touch: the recreation of your nipple-areolar complex.

There are two main options:

- 1) Recreation with your own tissue: Rearrangement of the skin on your reconstructive breast can lead to a projecting nipple, and grafts from matching donor sites can give a more realistic appearing areola.
- 2) 3-D Nipple tattooing: If nipple projection is not important to the patient, new techniques in tattooing can lead to an enhanced appearance in those not wanting to undergo a surgical procedure



Nipple Created with Patient's Own Tissue, Front & Side View



Close-up of an actual 3D nipple tattoo



TREATING NECK LINES WITH BOTOX

Botox has gained rapid recognition as the treatment of choice for correcting frown lines, brow lines and crow's feet. In recent years, its cosmetic application has broadened to include improving the appearance of the muscle bands at the front of the neck and under the chin. By injecting small amounts of Botox into these bands,

the downward sagging pressure of the jowls can very effectively be reduced. A few days following the injection, the bands just appear to fade away, resulting in an often dramatically improved silhouette.



Before

After



Before

After

HAND REJUVENATION

Warning: Even if you've received cosmetic improvement to your face, your hands will still betray your age. A lifetime of sun exposure causes the skin of the hands to become thin and develop age spots. The hands themselves lose subcutaneous fat. This creates hands that appear thin and bony with clearly visible veins and tendons. The overlying skin can appear wrinkled, splotchy, dull and dry. In our last newsletter we discussed the use of topical creams, chemical peels and laser to treat the superficial appearance of the skin. Today we will discuss ways to address the loss of subcutaneous fat in the hand.

take about 30 minutes. Hands that appear plumper and more youthful can be produced in one treatment session, although some patients may require multiple sessions to maximize results.

Autologous Fat Transfer:

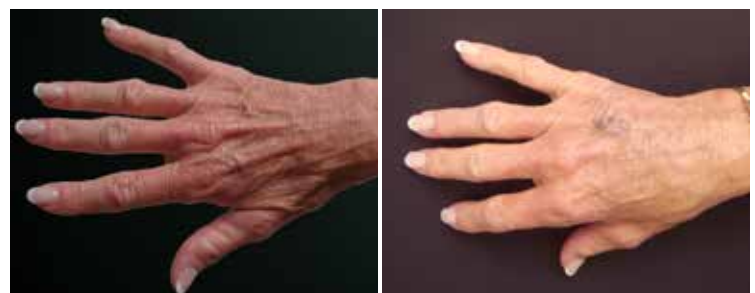
This procedure provides a more permanent alternative to fillers. Fat is harvested through liposuction, purified, and injected back into the hand. Autologous fat has the advantage of adding large amounts of volume to the hand, and helps correct the thinness of the dermis. Hands that appear thin and bony can be corrected for periods of 6 to 18 months and look very natural.

There are two ways to restore volume to the hands:

Manufacturer Fillers and Autologous Fat Transfer

Manufacturer Fillers:

Radiesse is a safe, synthetic material that is injected below the surface of the skin to replace the volume from fat loss. Sculptra is an injectable treatment which stimulates the body to create collagen and smooth out lines and wrinkles by restoring lost volume. Both treatments are done under topical anesthetic and



Before Fat Grafting Technique

After Fat Grafting Technique



Ten Indicators It Might Be Time to Contemplate Cosmetic Surgery...

1. Your friends and relatives ask if you're mad or tired and you aren't.
2. You see a recent photograph that you are in but you don't recognize yourself immediately.
3. Someone asks you when you're due.
4. You weigh pretty much the same thing but you're no longer the same shape.
5. You notice that you're looking a lot older than your friends who are about the same age.
6. Your lipstick is running into the lines around your mouth-where did THOSE come from?
7. You love your children but being pregnant and giving birth to them has taken a toll on you!
8. Allergy season is over but you'd never know it by looking at your puffy eyes!
9. You notice that your eye makeup no longer stays in place the way it used to.
10. When you wave at someone your upper arms insist on joining in without being invited..

Welcome Dr. Sailes!

Join our newest physician, Frederick C. Sailes, MD for a free seminar here at our Savannah office on Reynolds Street on

Thursday September 25th at 6 pm. Dr. Sailes will be discussing "New Ideas in Cosmetic & Reconstructive Surgery". Seating is limited so call today for reservations. 912-355-8000 or 800-260-7135.



Dr. Sailes is now seeing patients in our Hinesville location located at 556 W. Oglethorpe Hwy., Suite C, Hinesville, GA. Call for an appointment today 912-408-5068

In the News

Richard J. Greco, M.D., was invited to lecture at the University of Pittsburgh. His topic was "My Approach to Facial Aesthetic Surgery."

Dr. Greco also serves on several panels at the American Society of Plastic Surgery, including "Hot Topics" and "Using Computer Software to Educate Patients."

He will assess the latest cutting-edge technology and techniques at the ASPS annual meeting in Chicago this October.

Offices in: Savannah • Statesboro • Richmond Hill • Bluffton • Hinesville • Reidsville • Effingham • Vidalia

Help us be green and share this newsletter with a friend before recycling it!



PRSR1 STD
U.S. POSTAGE
PAID
CLAXTON, GA
PERMIT #1010

#TURNITPINK

5361 Reynolds Street • Savannah, GA 31405
(912) 355-8000 • (800) 260-7135
www.mycosmeticsurgeon.md

feel better about yourself®

THE
GEORGIA INSTITUTE
FOR PLASTIC SURGERY

