

THE New You

THE
GEORGIA INSTITUTE
FOR PLASTIC SURGERY

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Summer 2013

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EarWell

One of the most common referrals we receive from pediatricians involve ear deformities, which present in 15% to 25% of all newborns. Unfortunately, the belief that these deformities improve on their own is simply not true, in fact, 70% of ear deformities either worsen with time or stay the same. Until recently, otoplasty has been the only treatment option for ear deformities. Otoplasty is an operation that is used to reshape the ear and/or reduce the size of prominent ears. By age 5 or 6 the ears have reached approximately 85% of their adult size, therefore it is recommended that otoplasty is delayed until that time.

This practice now has a *painless, non-surgical solution* that corrects virtually any infant ear deformity quickly and consistently, regardless of type or severity. Best results are obtained when the treatment begins prior to 3 weeks of age, therefore, avoiding years of taunting and teasing until they are old enough for surgery.

Since EarWell corrects over 90% of newborn ear deformities within a 4-6 week course of therapy and is covered by many health insurance plans, the parents of newborns will be eager to know about this painless, non-surgical option.

If you are aware of a newborn with an ear deformity, please refer the parents to us for a consultation immediately (it is best to start before the child is three weeks old). As a formally trained EarWell provider, we will treat the child, which typically results in a very high level of parent satisfaction.

Before



After



Before



After

Before



After

Around the World ~ Abdominoplasty

Obesity continues to be a significant health problem within the United States and has been implicated as a cause of patient's health problems - diabetes, high blood pressure, heart disease and premature death. Fortunately, many patients have overcome this disease through either surgery or diet and exercise. Unfortunately, many patients are disappointed with the fact that the weight loss has lead to a significant amount of skin that has been left behind. Many times the loose skin extends all the way around the torso. This problem can also be seen in patients who have not had significant weight loss.

Before

After



The surgical procedure to treat this condition has several names, "Around the World" (ATW) abdominoplasty, belt lipectomy and circumferential abdominoplasty or lipectomy. Regardless of the name used the technique is the same. The anterior portion (over the tummy) is just like a tummy tuck including, tightening of the muscles, removing extra skin and repositioning the belly button. The difference and real benefit of the ATW is that the extra skin along the hip bones and back is also removed resulting in a scar that goes around the lower abdomen and back so that it can stay hidden. The scar is not the only difference. Because the extra skin is removed from the sides the hourglass shape becomes more defined in women, also the tightening of the sides also achieves some lifting of the outer thighs. The removal of the skin from the back also produces a lifting of the buttocks. The procedure can be modified to include liposuction of the upper abdomen, flanks and upper back.

Following the surgery most patients recover in our accredited facility overnight and go home early the next morning. There will be two nurses

looking after you overnight to optimize your safety and comfort. Your recovery will be very similar to patients that have undergone a standard tummy tuck. Walking is encouraged immediately. Most patients can return to work in two weeks provided that their work is not physically demanding. Heavy lifting and exercise is limited to 4-6 weeks after surgery.

ATW is just one of the options that are available to help you achieve your goals. To see if you are a candidate, call our office to schedule a consultation.

Before

After



Considering a Chemical Peel?

Many of us look in the mirror every day and are less than pleased with the image reflecting back at us. We don't like clogged pores, dead skin cells, loss of elasticity, coarse skin texture, uneven pigmentation, fine wrinkles, and mild scarring.

You may want to consider a chemical peel with our Aestheticians. There is a wide range of peels on the market today, and there is almost certainly one available to help improve the things that concern you. Some peels are very mild, require no down time at all, and just give you a 'refreshed' look and feel. Others are deeper, requiring up to 5-7 days of down time, and give noticeable improvement to uneven pigmentation, fine lines, and mild scarring.

A very mild chemical peel is not a one-time magic potion, and more than one treatment is almost always required to receive the optimum benefits. The first peel is generally conservative, with the intensity increasing as we become better acquainted with your skin. Many times, the best results are achieved after pretreating the skin for a few weeks with a skin health system such as Obagi.

Although peels are available most any day of the week, we have set aside Wednesdays as "Chemical Peel Day". Expect to spend about an hour with us, and know that you will leave without makeup. The average price per peel is \$135, and we will determine which peel is best for you when you arrive. After you have received 5 peels, your sixth one is free!

Rhinoplasty

According to statistics collected by the American Society of Plastic Surgery, one of the most popular cosmetic surgery procedures performed each year is a Rhinoplasty, or “nose job”. The nose is a prominent feature of the face that has both cosmetic and functional implications. The shape is derived from the underlying bone and cartilage which provides structure, as well as the soft tissue, which covers the nose. It is the manipulation of these structures that allows the Plastic Surgeon to meet the goals of their patients.

What improvements can be accomplished with Rhinoplasty?

- Nose Size-can be modified to be more in balance with other facial features
- Nose Width-can be reduced at the bridge
- Nose Profile-can be modified along the bridge to treat humps or depressions
- Nasal Tip-can be improved if it is large, bulbous, drooping or too upturned
- Nostrils-can be improved if they are large, wide or flaring
- Overall-improvement of asymmetry and/or deviation

Rhinoplasty is frequently combined with septoplasty to help improve the ability to breathe through the nose. Swelling may take several months to go down after surgery, and refinement may continue for a year or longer.

It is important to discuss your desires with your surgeon. Computer software is available to show you what the changes might look like. This serves as an excellent communication tool, and will aid in choosing the correct surgical technique to achieve your goal. A good Rhinoplasty requires a combination of surgical skill and masterful artistry, as modifying one part of the nose has a direct impact on the rest of it.

If you are self-conscious about your nose or are having difficulty breathing through your nose, call us today to schedule a consultation.

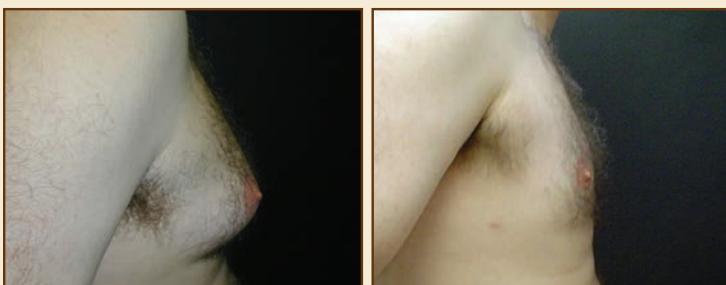


Gynecomastia



Before

After



Gynecomastia is a condition in which the breasts of boys or men become enlarged. It most commonly occurs in both breasts, but it can be on one side only. The signs include swelling of the breast or breast tenderness; also there can be enlargement of the areola, or nipple.

It can occur to more than 50% of male adolescents during puberty. Fortunately, 75% of the time it will resolve without any treatment within 6 months to two years. This condition can also be seen in men over age 50 as testosterone levels decrease.

There are many causes of gynecomastia, however 25% of the time there is no known cause. There is also an extensive list of medications that have been implicated 10-25% of the time. At the end of the day, gynecomastia results from a change in the estrogen/testosterone ratio; therefore, either increasing the amount of estrogen (female hormone) or decreasing the amount of male hormone (testosterone) may cause gynecomastia.

If the condition has been present for more than a year, trying to treat it medically is usually futile. The best option for improvement is surgical, and includes subcutaneous mastectomy (removal of excess breast tissue below the surface of the skin) liposuction, or more commonly, a combination of both.



September Injection Specials

Call us today to make an injection appointment with one of our physicians during the week of September 9th - 13th and receive the following discounts:

Buy 2 syringes of Restylane and get the 3rd free

Buy 2 syringes of Radiesse and get the 3rd free

Receive Juvederm & Botox on the same day and receive a FREE 3mL Latisse

(qty is limited & is while supplies last, offer is only good on dates specified)

If you are not already a member of Allergan's Brilliant Distinctions program, call our office to see how you can earn instant rebates on some of our most popular injectables!



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Facing the Holidays

Join John Paletta, M.D. for a
**FREE & Informative Seminar on
Facial Rejuvenation
Surgical vs. Non-Surgical Methods**

Location:

The Georgia Institute For Plastic Surgery
5361 Reynolds Street

Date:

Thursday, September 19, 2013 | 6:30 PM

SEATING IS LIMITED!

Call now to make your reservations!

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