

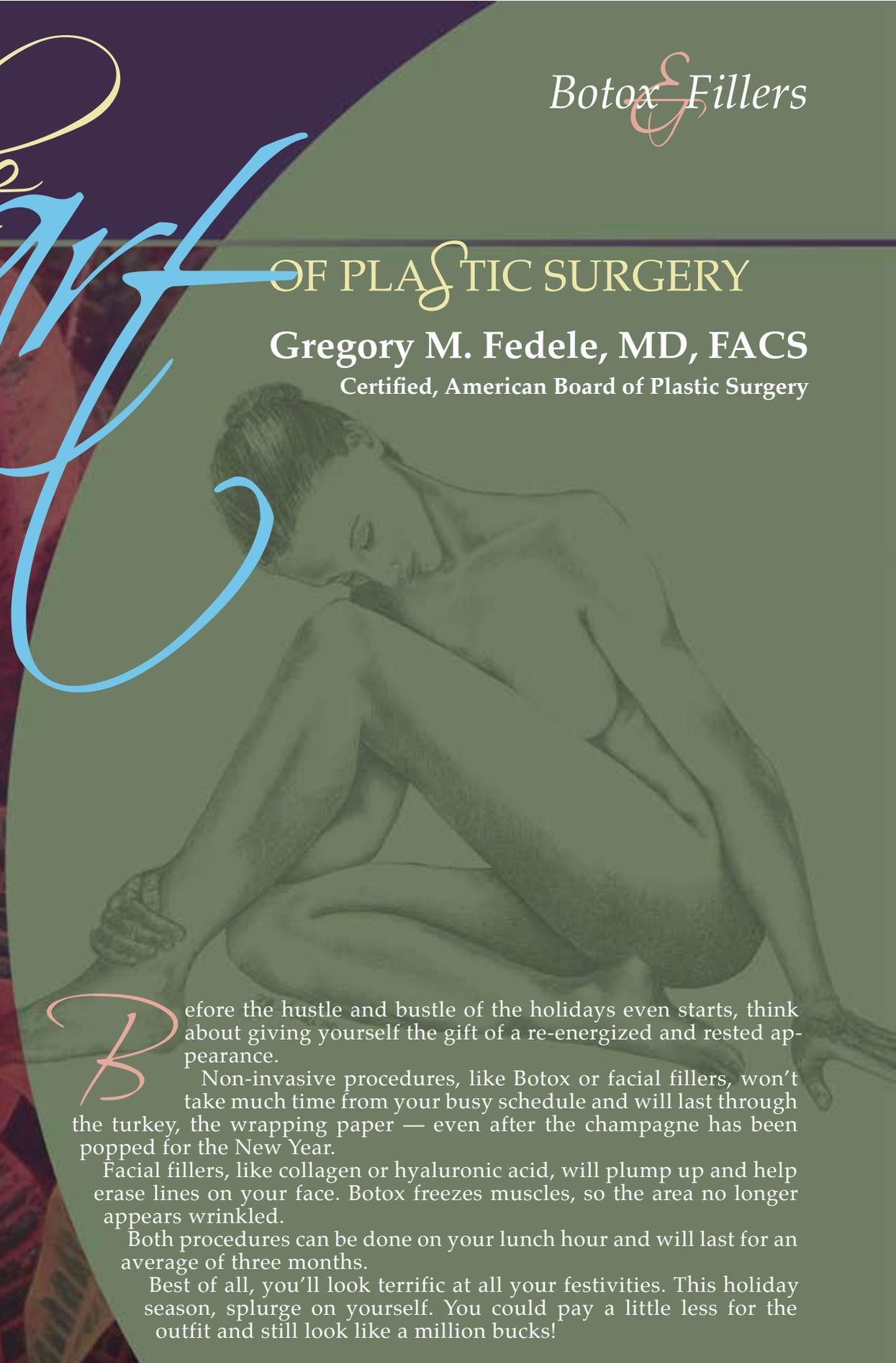
*Botox & Fillers*

*The Gift*

OF PLASTIC SURGERY

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**B**efore the hustle and bustle of the holidays even starts, think about giving yourself the gift of a re-energized and rested appearance.

Non-invasive procedures, like Botox or facial fillers, won't take much time from your busy schedule and will last through the turkey, the wrapping paper — even after the champagne has been popped for the New Year.

Facial fillers, like collagen or hyaluronic acid, will plump up and help erase lines on your face. Botox freezes muscles, so the area no longer appears wrinkled.

Both procedures can be done on your lunch hour and will last for an average of three months.

Best of all, you'll look terrific at all your festivities. This holiday season, splurge on yourself. You could pay a little less for the outfit and still look like a million bucks!

# Crevices. Trenches. Canyons.

I admit they were only forehead wrinkles, but to me, they seemed like craters on the moon. Ever since I reached a “certain age,” I have been the queen of buying any cream — as long as it was on sale, of course — that promised to free my forehead from its impending life as a prune.

But, no matter how long the list of miracle ingredients, I still had the deep lines tracking across my forehead.

The easiest solution might have been to get bangs to cover them up, but I like pulling my hair back off my face in a ponytail when I’m writing.

That’s when I decided to take the leap to Botox. I broke the news excitedly to my family.

“I don’t want you to look like a Barbie doll,” said my 13-year-old son.

What I’d give to look like a Barbie doll, I thought, especially with her bod. But we were just talking faces here.

“But, Mommy, I love you just the way you are,” said my 10-year-old daughter.

I turned to my husband, assuming he would be the voice of reason.

“Do you know that stuff is actually poison?” he said. “And, knowing you and how sensitive you are to everything, you’ll probably end up in the hospital.”

As a last resort, I told my friend Eileen. I just knew Eileen would be my rock through my first Botox injections. After all, she has had cosmetic eye surgery and just went through a chemical peel that kept her holed up in her house for

a few days.

“I’d never do Botox,” she said.

This certainly wasn’t going to be a case of peer pressure. I didn’t know a soul who had had Botox — or at least not one who admitted it.

So instead, I turned to the expert, Dr. Gregory Fedele, a board-certified plastic surgeon from the Center for Plastic and Cosmetic Surgery in Willoughby Hills.

He quickly reassured me that the amount of botulism toxin actually used in cosmetic Botox injections is tiny. And, it’s been used medicinally for years to relieve muscle spasticity.

In all his years of giving injections, Dr. Fedele says he has never seen Botox cause a negative reaction, aside from some rare bruising, more common in people who take aspirin, ibuprofen or Vitamin E.

I had taken Advil the day before for a headache. Botox, Dr. Fedele told me, can have a pleasant side effect of reducing migraines. I loved hearing that!

Most people, he said, can get the injections on their lunch hour and go right back to work without anyone the wiser. The results — the relaxing of the muscles in the forehead — actually occur gradually over a week or so.

“When you’re animating your face — when you’re smiling, when you’re squinting, when you’re laughing, raising your eyebrows, when you’re concerned, when you’re scowling — those muscles of animation give you those expressions. Sometimes they have the side effect

of forming a wrinkle,” Dr. Fedele explained. “The Botox stops the muscles from moving and those muscles are involved in the formation of these lines. What happens is usually the forehead appears smoother and the lines look diminished.”

He explained that the FDA has approved Botox for the vertical scowl lines between the eyebrows. Luckily, I don’t have those.

But for years, he added, doctors have also used Botox to reduce forehead wrinkles and crow’s feet around the eyes.

I have both of those, but decided on doing just the forehead area to start.

I hadn’t mentioned to him that I’m about the world’s biggest wimp when it comes to needles.

I laid back on the table and Dr. Fedele started to shoot the Botox into my forehead. Luckily, Dr. Fedele is a quick draw. He gave me 12 units of Botox, all loaded into one syringe, across my forehead in less than 30 seconds.

Most physicians will charge per Botox unit, and it takes 12 to 18 units per area. The forehead with 12 units costs about \$150 — about the price of a good cut and color.

I made it through the needle jabs without screaming once — until he handed me the mirror. I had lumps popping up all across my forehead.

“That should go away quickly,” he assured me. His assistant handed me some ice.



Between the doctor's office and home, I had to make three stops. No one made any comments about my forehead. Most of the bumps had gone down almost immediately, and I felt a rather nice, warming sensation above my brow.

Most people feel nothing after the shots, Dr. Fedele had told me. Of course, being the wimp that I am, my forehead felt sore at the injection sites.

The next day, I had a slight bruise on the right side of my forehead and one bump remained with a bigger bruise on the left side.

The bruising was probably my own fault since I had taken Advil the day before.

I pulled my hair back and saw the same mothers I do every day, dropping off and picking up my children from school. No one seemed to notice a thing.

Within about five days, I felt nothing. Nothing hurt. The bruises were gone. There was no more warming or tightening sensation. Everything felt normal.

But suddenly, my forehead looked like it did a decade ago! It was smoother. I still had the character lines that I had developed with age, but they were softer and shallower. Botox won't totally erase lines. It just relaxes the muscle so you can't wrinkle it up.

That disappoints some people, Dr. Fedele told me. But I liked it. With a little bit of a crease remaining, it seemed more natural.

I also could still express myself easily, smile or scowl. Dr. Fedele had left the muscles immediately above my eyebrow alone, so I didn't appear frozen, like a Barbie doll, at all. My daughter didn't even notice that I had done it!

Although I confess that my fear of needles meant that I couldn't really enjoy the process of getting Botox — even as fast as Dr. Fedele is — I must admit that I LOVE the results!

I know that the next time I have a big event — especially my high school reunion — I will have an appointment with Dr. Fedele about 10 days before for more Botox!

## Cheryl's Story:

BOTOX & FILLERS GIVE HER A GREAT LOOK

Cheryl Cook has always worked with faces — as both a makeup artist and licensed aesthetician. So when she started noticing lines and wrinkles on her own face, she knew she had to do something about it.

She turned to Dr. Gregory Fedele, a board-certified plastic surgeon, for help. One of her makeup clients had gotten an eyelift from Dr. Fedele and highly recommended him.

"I actually consulted with several plastic surgeons, but I liked Dr. Fedele by far the best," Cheryl says. "He is a wonderful doctor."

One of the other doctors with whom she consulted suggested a partial facelift. In her late 30s at the time, Cheryl felt that was too drastic and costly.

With Dr. Fedele, Cheryl began getting Botox injections in her forehead and between her brow, as well as collagen injections in her lips and the area around her mouth.

Cheryl visits Dr. Fedele about every four months, alternating the Botox injections with the collagen injections, depending on which area of her face she feels needs to be refreshed the most.

One time she tried Restylane — a hyaluronic acid filler — instead of the collagen. Although it lasted longer, she said she just has a personal preference for the feel and look of the collagen.

Next, she plans to try a fat transfer instead of the collagen. The long-lasting results of a fat transfer will give her lips fullness and reduce the fine lines around her mouth indefinitely.

"What I love about Dr. Fedele's work is how natural I look," says Cheryl, now in her 40s. "No one knows I do this, but it really gives me a lift on life."



Before



After



Before



After

## PLUMP OUT WRINKLES WITH INJECTABLE FILLERS

Lines disappear instantly. There's no downtime. Results can last for months.

That's the sheer beauty of injectable fillers.

Injectable fillers are ideal for the person who doesn't want to go through the cost and recovery time of a complete facelift.

A facelift tightens and removes excess skin that has lost its elasticity with age. A filler smoothes out wrinkles in any area of the face so that the patient appears refreshed and younger.

There are three types of injectable fillers: collagen, hyaluronic acid and fat.

### Collagen

"Collagen is the gold standard to which all other injectable fillers are compared," says Dr. Fedele. "Collagen has been around the longest."

Collagen is a structural protein that's found naturally throughout the body. Years ago, when plastic surgeons first began using collagen to plump out wrinkles and lips, it was called bovine collagen because it came from cows. While it worked well, in rare cases, some patients had allergic reactions.

Today, collagen has evolved and is synthesized from a human source. There are two brands on the market: CosmoDerm and CosmoPlast.

"The results are seen immediately," Dr. Fedele says. "It lasts from two to four months."

### Hyaluronic Acid

Recently, more patients are choosing a hyaluronic acid filler because it lasts longer than collagen. Like collagen, hyaluronic acid is a structural protein found naturally in the body.

"There are some die-hard collagen fans who still like collagen, but the result of hyaluronic acid is going to last four to six months, maybe longer," Dr. Fedele says.

Like collagen, hyaluronic acid fills in fine lines and wrinkles, such as the marionette lines between the nose and mouth. It can also be used off-label to plump up lips or scars.

Hyaluronic acid has three brand names: Restylane; HylaForm Plus and Captique.

Side effects are rare with hyaluronic acid and collagen since they occur naturally in the body. Because hyaluronic acid is injected, however, there can be some redness at the injection site or slight bruising.

### Fat Transfer

The third type of injectable filler is called a fat transfer. A fat transfer involves a more complex procedure, but will last indefinitely — sometimes permanently. That's why some women not only use it on their faces, but in their hands as well.

"As you age, you can have fat atrophy — less fat in the face and hands," explains Dr. Fedele. "By injecting fat into these, you're filling out the face and hands, plumping them up and adding more volume and fullness for a more youthful appearance."

The procedure lasts about an hour. It can be done in the office under a local anesthetic. Fat is removed from another part of the body, such as the stomach or hips, through liposuction.

The fat is then separated, so that only pure fat is injected back into the body.

"We usually over-fill the area because some of the fat gets absorbed back into the body," Dr. Fedele explains.

Since the fat comes from the person's own body, there is no chance of an allergic reaction. Still, full recovery can take a few days until the swelling and bruising subside.

## WARNING!

Even though Botox and injectable fillers are considered non-invasive procedures, if you take the following in the days prior to the procedure, you may experience excessive bruising because they thin the blood:

- aspirin
- ibuprofen
- Vitamin E
- excessive alcohol
- some over-the-counter herbal remedies. Check with your doctor.

## BY THE NUMBERS

A total of 3.8 million Botox injections were given in 2005. According to the American Society of Plastic Surgeons, between 2000 and 2005 there was a:

- 409% increase in the number of women receiving Botox.
- 233% increase of men receiving Botox.
- 58% increase for collagen injections overall.
- 41% increase for hyaluronic acid fillers.
- 13% increase in fat transfer.

## OUR PHILOSOPHY

At the Center for Plastic and Cosmetic Surgery, we understand that considering cosmetic surgery is a very personal and serious decision.

Dr. Fedele and his staff will take the time to answer all of your questions and concerns to ensure you are comfortable and completely understand the procedure you choose.

We welcome you and look forward to working with you on your journey toward a positive outlook and renewed confidence.



*When the work of art is you...*

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