

the ART of
PLASTIC surgery

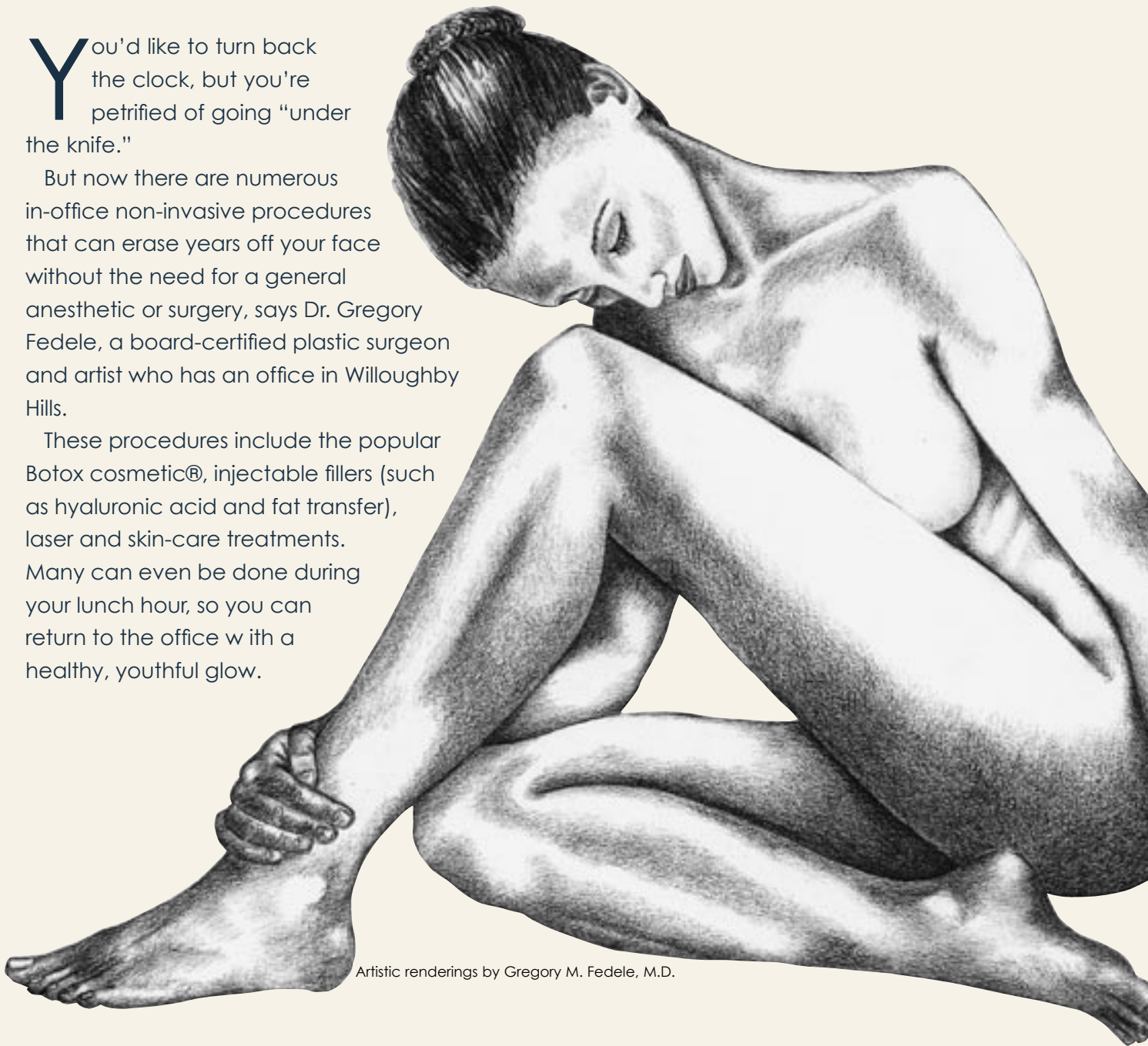
Non-invasive Procedures

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You'd like to turn back the clock, but you're petrified of going "under the knife."

But now there are numerous in-office non-invasive procedures that can erase years off your face without the need for a general anesthetic or surgery, says Dr. Gregory Fedele, a board-certified plastic surgeon and artist who has an office in Willoughby Hills.

These procedures include the popular Botox cosmetic®, injectable fillers (such as hyaluronic acid and fat transfer), laser and skin-care treatments. Many can even be done during your lunch hour, so you can return to the office with a healthy, youthful glow.



Artistic renderings by Gregory M. Fedele, M.D.

SIMPLE OFFICE PROCEDURES CAN FRESHEN YOUR FACE AND AWAKEN YOUR CONFIDENCE

An injection here, a zap there, maybe a little micropeel, too — these simple procedures can wipe years away in the blink of an eye — an eye without crow's feet or fine lines, that is.

Board certified plastic surgeons performed more than 7.5 million minimally invasive procedures in 2004, up 7 percent from the previous year.

"The non-invasive office procedures are quick," explains Dr. Fedele. "They typically provide a temporary improvement in fine lines with little or no downtime. There's not a lot of swelling, bruising or discomfort. These are all very easy on the face."

Botox®

Botox injections have become the most popular procedure, their use increasing more than 280 percent since 2000. Botox uses the botulinum toxin to reduce or eliminate fine lines and wrinkles.

The purified medical grade product is injected into targeted muscles on the face, often the forehead or crow's feet area around the eyes. It then blocks nerve impulses, temporarily paralyzing the muscles that cause wrinkles. This gives the skin a smoother look.

"It doesn't 'erase' lines, but it will diminish the lines and give the area a smoother appearance," explains Dr. Fedele. "If you've had lines there for 20 years, it's not going to all of a sudden make them magically go away, but it will soften the lines and be a temporary enhancement."

In fact, Dr. Fedele says that Botox works best on people in their 30s, 40s or 50s. Some younger people in their 20s are starting to use it to prevent wrinkles from forming in the first place. Significantly older people with skin damage and wrinkles from the sun or smoking may need something more involved, such as a face-lift, to improve their appearance.

The "frozen face" joke that Botox leaves a person unable to express any emotion is also a myth, Dr. Fedele says.

"Botox will temporarily paralyze the small muscle that you inject it into," he says. "It won't freeze your face. You'll be able to move your eyes. The whole idea of the frozen face and walking around with no expression on your face — it's not going to happen."

Botox also doesn't give a "rebound effect," causing more wrinkles once it's worn off.

"As an artist, you tend to view things differently. Your aesthetic sense is a little bit more in tune. With drawing or painting, you're starting with a blank canvas. You're starting from scratch. A human body is different. You're starting with a structure or form already present. A patient comes to you with a nose that is a certain shape or a breast that is a certain size, and then you're molding or shaping it into something that's more pleasing or aesthetically more attractive. That's what artists do and that's what I do."

— Dr. Gregory Fedele, Center for Plastic and Cosmetic Surgery

But it is temporary. Botox takes about a week to work after the injection. Then it wears off within three to four months.

Soft-Tissue Fillers

There are three categories of soft-tissue fillers, substances that fill in facial folds and plump them out to create a more youthful appearance: collagen, hyaluronic acid and fat transfer.

The two most common areas for fillers are the nasolabial area, from the nose to the lips, and the "marionette lines," from the bottom of the lip to the chin. They can also be used to enhance the lips.

"When the light is on in a certain way, you're casting a shadow in that area, so by filling that fold in, you're making it less likely that a deep shadow is going to form in that area," says Dr. Fedele. "That's why sometimes people look older in different lighting."

"**Collagen** is a natural protein that's found throughout your body," Dr. Fedele says. "It's injected into the skin, giving your skin resiliency, shape

and texture."

There are two types of collagen, bovine and human.

Dr. Fedele says that collagen is very safe, although some people may have an allergic reaction to the bovine form. Results are immediate and last two to four months.

While collagen was the rage a few years ago, it has taken a back seat to more sophisticated products on the market, including a variety of hyaluronic acids.

Hyaluronic acid exists naturally in the body as part of the connective tissue, including the skin. Its biggest advantage is that it can last twice as long as collagen. While it is more expensive, it's not double the price.

"It's easy to go back to the office on your lunch hour," says Dr. Fedele. "You can get a little bit of redness from the injection or bruising sometimes, but it's minimal and it goes away quickly."

One of the most popular fillers used today is called "**Fat transfer.**" The procedure takes fat through liposuction from elsewhere in your body — usually the stomach, hip or buttocks — separates it into pure fat, and injects this fat into specific areas of your face.

Since fat is readily available, you can inject as much as you need and this may be more cost effective than hyaluronic acid. There's also no chance for allergic reaction, since people aren't allergic to their own fat. The procedure takes about an hour.

The best part is that fat transfer can last a year or more — and in some cases even becomes permanent.

The liposuction portion of the procedure does not contour or change the area from which the fat is removed. However, fat transfer

can be done in conjunction with liposuction, but that is a more involved surgical procedure performed under some type of anesthesia.

Diolite Laser

Lasers have been used for years to remove skin blemishes or tattoos. For people with age spots or unwanted blood vessels in the face, diolite-laser treatment might be for you.

"The laser passes through the first portion of the skin which is transparent, targeting the red pigment of a blood vessel," explains Dr. Fedele. "Then it's absorbed by that blood vessel and destroys it eliminating the red appearance."

The laser works well on people who have brown age spots, redness from rosacea or prominent blood vessels on the nose.

However, Fedele cautions that any spot that has changed appearance over time should be removed and biopsied rather than treated with laser.

Skin Care

If even the thought of laser zaps or needles makes you crazy, getting on a good skin-care regimen with Dr. Fedele's licensed aesthetician Meg Bacon can make all the difference and diminish fine lines. Meg can create a comprehensive skin care program which consists of cleansing, moisturizing, sun block, exfoliation and topical vitamins on a regular basis. Meg performs microdermabrasion and superficial chemical peels to help improve the appearance of damaged skin. We also offer medical-grade, prescription-strength skin care products only available through a physician's office. In addition, Dr. Fedele carries a full line of camouflage makeup as well as other hypoallergenic makeup products. Whether you choose to start with a skin-care program from their aesthetician and then move into Botox or filler injections, with Dr. Fedele, any of these non-invasive procedures can cut years off your appearance without cutting into your skin.

TESTIMONIALS:

Three People (Including A Guy!) Say Non-invasive Procedures are Worth Every Penny

The last guy who asked out Diane was 23 years old. Not bad for a 59-year-old retiree.

After all, Diane not only doesn't feel her age, but she doesn't look it, either. And she can honestly say she's never had a face-lift.

She has always been careful to avoid the sun and has never smoked. But it took here years to find the nerve to get a Botox injection — or even go so far as a fat transfer.

But she admits it has made a huge difference. Now, she gets regular facials and Botox injections and a few months ago tried a fat-transfer soft-tissue filler in the nasolabial and marionette creases in her face.

"The fat transfer took at least 15 years off my age," Diane says. She looks as if she's maybe in her 40s — but definitely not bordering 60.

The procedures are simple and done in the Willoughby Hills office of Dr. Gregory Fedele. She tells some people about the facials, but hasn't let anyone in on her "little secret" of Botox and fat transfer.

Debbie, on the other hand, talks up her procedures to everyone. She's even sent co-workers at an assisted-living center where she works to Dr. Fedele for Botox injections.

Debbie did things a little differently. She actually underwent surgery — an upper-eyelid lift, laser resurfacing under her eyes and a nose reshaping with Dr. Fedele.

But after going through all that, she wanted to capitalize and

maintain her new youthful look by making her face even fresher.

She returned to Dr. Fedele to ask what more he could do. She discovered that Botox and chemical peels would take even more years off her skin.

"I've always felt young, so I'm going to slow the aging process as much as possible," Debbie says.

Rick agrees. The 51-year-old works in the youth-inspired advertising business and decided aging was the last thing he needed. It could, in fact, ultimately cost him his job.

He started going to Dr. Fedele for Botox treatments to look younger and prevent further aging. He says Dr. Fedele's treatments allow him to keep a natural, expressive look.

In addition, he had upper- and lower-eyelid surgery and some liposuction in his abdomen.

But he loves the Botox injections and feels like they are an investment in his self-worth, much like buying a suit.

Rick also has used diolite-laser treatments for prominent blood vessels on his nose that give it a reddish hue. That procedure, he admits, can hurt a bit, like a bee sting, but it's worth it.

"I really think the results speak for themselves," Rick says. "To a certain extent, all human beings suffer from low self-esteem and it did great things for my confidence. It really did. The emotional-psychological benefit is something you can't measure."

"ANATOMY OF THE PROCEDURE"



Figure A

Patient with prominent nasolabial folds.



Figure B

Patient after fat transfer to nasolabial folds.

FACTS & FIGURES

- The top-three minimally invasive procedures in 2004:
 - Botox (3 million)
 - Chemical peel (1.1 million)
 - Microdermabrasion (859,000)
- In 2004, 7.5 million non-invasive procedures were performed, up 7 percent from the previous year.
- There was a 47 percent increase in soft-tissue filler procedures in 2004 since 2003.
- Chemical peels increased 18 percent from 2000 to 2004.
- Botox usage increased 280 percent from 2000 to 2004.

Our Philosophy

At The Center for Plastic and Cosmetic Surgery, we understand that considering cosmetic surgery is a personal and serious decision. Dr. Fedele will meet and work closely with you to tailor each procedure to meet your needs.

Dr. Fedele and his staff will take the time to answer your questions and concerns to ensure that you are comfortable and have a complete understanding of the procedure you choose.

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

Make an appointment today to learn more about "the art of plastic surgery" with Dr. Gregory Fedele.

NON-INVASIVE PROCEDURES OFFERED

- Botox®
- Hyaluronic Acid
- Collagen
- Fat Transfer
- Diolite Laser to remove facial vessels
- Microdermabrasion
- Facial Peels
- Comprehensive Skin Care

Visit us at
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*The skills of a surgeon, the eyes
and hands of an artist.*

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Certified, American Board of Plastic Surgery

