

Face The Possibilities

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Center for Facial and Body
Rejuvenation

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Now is a Great Time to Reverse Sun Damage with IPL!

IPL treatments can help reduce the visible signs of aging like sunspots, age spots, brown patches and red veins in just a few treatments and very minimal downtime. Start your series today and show off your younger looking skin this summer!

Ask about our IPL treatment packages for optimal results and best pricing!

Happy New Year!

Celebrate the New Year with a New You! Join us for the following special events.

**Fraxel Friday
Luncheon**

January 31, 2014
12pm

Join us for this special luncheon event. Learn about Fraxel® laser treatments and watch a live demonstration. Plus, receive your own treatment evaluation.

RSVP to seminar@CFFBR.com
Or (408)255-3223

**Winter Perk Up
Event**

February 20, 2014
2pm to 6pm

Visit this open house style event to enjoy a specialty coffee on us and learn more about Botox®, Juvederm®, Voluma®, and Latisse®. Special pricing for attendees.

RSVP to seminar@CFFBR.com
Or (408)255-3223

**Freezin' Hot Event
Cool Sculpting/Thermage**

March 6, 2014
3pm to 5pm

Learn more about CoolSculpting® and Thermage® at this mini open house event. These treatments can work together to remove fat and firm and tighten skin!

RSVP to seminar@CFFBR.com
Or (408)255-3223

**SmartLipo Summer
Slimdown Event**

April 3, 2014
3pm to 5pm

Don't spend another summer avoiding your bikini! Learn how SmartLipo™ can sculpt your body. Enjoy special pricing and private evaluations

RSVP to seminar@CFFBR.com
Or (408)255-3223



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ELBERT T. CHENG, M.D.

Volume IX Issue I

JACQUELINE T. CHENG, M.D.

Enhancing the Face with Rhinoplasty

Nose surgery can improve the nose and the overall beauty of the face *By Jacqueline Cheng, M.D.*



Dr. Jacqueline Cheng is a double Board Certified Facial Plastic Surgeon and a member of the American Academy of Facial Plastic and Reconstructive Surgery, as well as numerous local and national medical societies.

Most people either love or hate their noses. For those who don't like their noses, it can be a life-long source of dissatisfaction. The nose is located right in the center of a face. A well balanced and proportional nose does not draw any attention to it but instead enhances the overall beauty of the face, especially the eyes. However, a nose that is too large, wide, short, flat, or crooked can draw all the attention to it and can even overshadow the other facial features. This patient is in her late thirties and has always been bothered by her nose. She does not like how her nose looks like a hook. She has what appears to be a large bump or hump. In facial plastic surgery, we call that a dorsal convexity. Her tip also droops down, which accentuates her dorsal hump.

During her consultation, we discussed different options to improve the overall appearance of her nose. Most of the time when a patient has a large hump, it requires breaking the nose so that we can make it smaller. In this case, she did not want to have her nose broken. So the decision was made to lift her tip. By lifting her tip and bringing it out more, I was able to make her hump look smaller and create a more balanced and harmonious nose. I also rasped (sanded) a little of her hump. Without breaking her nose,

I was not able to completely remove her bump; but I achieved her esthetic goal and her recovery was much easier and faster than if I had broken her nose.

Rhinoplasty or nose surgery is all about creating a more balanced and proportional nose that does not detract from the rest of the face, but enhances the face. Nose surgery is a very individualized surgery that must take into account the patient's desires and individual anatomy as well as his or her desired recovery period and budget. We can often combine the correction of functional breathing problems with esthetic improvement during one surgical procedure.

Rhinoplasty is a special interest to me, and I truly enjoy helping my patients refine and sculpt their noses for a more beautiful appearance and improved confidence. If you would like to explore your options for achieving a more attractive appearance through nose refinement, please call our office to schedule your complimentary consultation where we can develop your personalized surgical plan.



Actual Patient Before Actual Patient After

Rhinoplasty Special

Receive 10% off the surgeon's Rhinoplasty fee.
Treatment must be scheduled by April 30, 2014.

**Center for Facial and
Body Rejuvenation
Upcoming Events**

- ◆ January 31: Fraxel Friday Luncheon Event, 12pm
- ◆ February 20: Winter Perk Up Event - Botox, Juvederm, Voluma, and Latisse, 2pm to 6pm
- ◆ March 6: Freezin' Hot Cool Sculpting and Thermage Event, 3-5pm
- ◆ April 3: SmartLipo Summer Slimdown, 3-5pm
- ◆ May 16: Annual Spring Open House, 4pm- 7pm

In Our Patient's Words...

"I elected to have rhinoplasty surgery by Dr. Jacqueline. As you can see (photos above), my results are subtle, but the surgery accomplished what was bothersome to me. I am Eastern European, and some of us have a "hump" on our noses. It bothered me for as long as I can remember. As a Medical Assistant, I have seen our patients' results first hand. I've seen how happy they are after surgery, and I wanted that to be me! I love the results...it's still me, just improved. I wish I had done the procedure much earlier. The entire experience was much easier than I expected. The surgery was very comfortable from start to finish. Although it might not be advisable for everyone, I was back to work in 4 days."

The Latest Advances in Lower Eyelid Rejuvenation

Achieving full lower eyelid rejuvenation with a new approach.

By Elbert Cheng, M.D.



Dr. Elbert Cheng is a double Board Certified Facial Plastic Surgeon and a member of the American Academy of Facial Plastic and Reconstructive Surgery, as well as numerous other national and local medical societies.

I hate aging. It's not that I want to be negative, but we all know it's happening every day. We don't always look as youthful as we feel inside. To make matters worse, we can take pictures of ourselves (selfies) anytime we want. The camera's picture is slightly distorted but can make us extremely self-conscious of how we perceive ourselves.

Unfortunately, one of the first things we see with aging is the changes which occur around our lower eyelids. Dark circles, puffiness, wrinkles, and creases all begin to slowly appear, and we will all begin to notice these changes if we look in the mirror or examine photos.

Traditionally, when eye bags or dark circles appear, lower eyelid surgery

can improve these aging changes. Lower blepharoplasty is typically performed under local anesthesia with a small incision placed under the lashes. Fat that is bulging forward is conservatively removed, and the muscles that support the eyelid are lifted. This allows a small amount of loose eyelid skin to be trimmed. This is a simple surgery which takes approximately an hour, and patients go home after the procedure. There is a brief recovery period, and stitches are removed 7 days after surgery. Most patients can start wearing makeup after 10 days, and that is when most patients feel comfortable resuming their work and social commitments.

As with many medical procedures, advances in technique have occurred over the last few years. In fact, there has been a dramatic shift in the way facial plastic surgeons approach the face. The thought is to move tissue and fill lost or atrophying regions of the face, rather than removing it completely. Ultimately, as medical artists, Dr. Jacqueline Cheng and I are sculpting and rejuvenating your face. With the shift in approach toward facial rejuvenation, we are trying to improve on symmetry and balance to make you even more beautiful, but with a natural looking result.

So, how does this pertain to the lower eyelid region? Instead of just removing eye bags, we are combining fat repositioning with fat preservation and fat injections. As a result, we are beginning to see even better smoothness and naturalness to the lower eyelid region with this approach. Again, the emphasis has been to preserve and restore, more than to take away and subtract. This is a huge shift in mindset and results.

The other novel approach to the lower eyelid

region is combining surgery with laser treatments to achieve more improvement of lower eyelid wrinkles. The simple truth is eyelid wrinkles and laxity of skin will improve with surgery, but surgery will not eliminate all the wrinkles. In my experience, patients see tremendous improvement with lower eyelid eye bags, but most patients still desire more improvement to crow's feet wrinkles, lower eyelid wrinkles and skin laxity. Fraxel® laser treatments on the eyelid and face can further tighten the skin and soften wrinkles.

In general, eyelid surgery is a very simple and successful surgery with high patient satisfaction. When we pair eyelid surgery with Fraxel® laser treatments, the improvements to skin laxity and rhytids (wrinkles) can be dramatic. Surgery can improve on eyebags and tissue sagging; but finer wrinkles of the skin is a result of loss of elasticity, sun damage and the normal aging process of our collagen and elastic



fibers. Fraxel® laser treatments will tighten the skin and rebuild and remodel existing collagen of the skin to rejuvenate the collagen that has "aged". This treatment can be performed immediately following lower eyelid surgery so you combine recovery time.

I encourage you to visit our office for a complimentary consultation with either me or my sister, Dr. Jacqueline Cheng. When you have your consultation, don't be surprised if Fraxel® laser or fat transfer are mentioned in conjunction with lower eyelid surgery to help you achieve a total lower eyelid rejuvenation.

Lower Eyelid Rejuvenation Special

Receive 50% off a Fraxel® laser treatment to the lower eyes when you purchase a lower eyelid surgical procedure.

Both procedures must be scheduled by April 30, 2014 and performed by June 30, 2014.

Specials cannot be combined with any other special offers.

Stacy's Corner: CoolSculpting® vs. SmartLipo™

Two terrific options are available for body sculpting.

By Stacy Dodsworth

The arrival of a new year often inspires us to think about goals for the coming year. I have a few myself! The most common New Year's resolutions often involve dieting or improving one's physical appearance. In addition to all the amazing facial rejuvenation procedures we offer, I am so pleased that we now have two great options for body contouring: CoolSculpting® and SmartLipo™. I'd like to explain how each works and the differences between them.

CoolSculpting® is a completely non-invasive fat freezing technology that eliminates fat by literally freezing it to death. The CoolSculpting® machine has several different applicators



that vary in size and shape, allowing Dr. Elbert and Dr. Jacqueline to personalize each patient's treatment and get the best possible results. We can treat the abdomen, flanks, "bra fat," thighs and arms. The applicator is applied to the area to be treated, and the machine's vacuum device sucks the tissue of that area into the applicator's cup. Then, the machine freezes that area for a full hour. When the applicator comes off, the area is massaged. Some of the fat cells die during that process and others are programmed for cell death over the next few weeks. Ultimately, you will lose 20% to 25% of the fat cells in the treated area. The surrounding tissue is not affected, so you have minimal bruising and discomfort. In fact, most people go right back to their normal routines immediately after the treatment. It can take up to two to six months to see the full results of a CoolSculpting® treatment.

SmartLipo™ is a minimally invasive surgical procedure that uses laser assisted liposuction to remove fat. With SmartLipo™, a couple tiny incisions are made in the area to be treated. The

SmartLipo™ laser emulsifies the fat in that area, and the liquefied fat is removed. The laser can then be used to heat the skin to the optimum temperature to stimulate collagen regeneration and skin tightening! Because the laser cauterizes the blood vessels and veins during the treatment, patients experience far less bruising, discomfort, and downtime than with traditional liposuction.

We can treat the same areas as mentioned above, but this method of fat removal allows Dr. Elbert or Dr. Jacqueline to more precisely sculpt the treated area. While the recovery period is minimal with SmartLipo™, patients are required to wear a compression garment for two weeks. Patients see the fat reduction immediately with this procedure, but skin tightening results take six to nine months.

We see terrific results with both procedures, but they are two different paths to body sculpting. CoolSculpting® is completely non-invasive and requires virtually no downtime, but you may require a second treatment to an area to achieve your desired result. SmartLipo™ is a more predictable treatment and has the benefit of skin tightening, but it is a surgical procedure and requires some time off work.

My husband and I found SmartLipo™ to be a great way to remove unwanted fat...with very little discomfort. Two weeks in the compression garment was a small price to pay for a permanent elimination of fat! Still, other staff members enjoy CoolSculpting® because it requires no preparation or recovery time.

The best way to see which treatment is right for you is a complimentary consultation with Dr. Elbert or Dr. Jacqueline. We can help you decide which treatment best fits your lifestyle, schedule, and budget.



Stacy Dodsworth, Director of Business Development, has been with CFFBR for eight years and is a current member of the Organization of Facial Plastic Surgeon Assistants.

CoolSculpting® and SmartLipo™ Specials

Save 10% off your CoolSculpting treatment or 10% off your SmartLipo surgeon's fee.

Procedure must be scheduled by April 30, 2014 and performed by June 30, 2014. Cannot be combined with other specials.

Introducing Voluma from the Makers of Botox and Juvederm

JUVÉDERM VOLUMA™ XC injectable gel is the first and only filler FDA-approved to instantly add volume to the cheek area. It gives you a subtle lift, helping to restore contour and a more youthful profile, for up to 2 years! It's different than JUVÉDERM® XC and works on a different area of the face. JUVÉDERM® XC smoothes out moderate to severe wrinkles and folds around the nose and mouth, like parentheses. JUVÉDERM VOLUMA™ XC, however, adds volume to the cheek area.

Voluma Introductory Special

Save 10% on each Voluma syringe.

Cannot be combined with other specials.

Offer valid for treatments performed by March 31, 2014.