

DISCOVER WHO IS MAKING A DIFFERENCE IN FORSYTH (SEE PAGE 24)

For the communities of Cumming and Suwanee

July/August 2007

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Beauty BEWARE

HOW TO CHECK OUT YOUR PLASTIC SURGEON



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by Jeanette Hames

IN HOT Pursuit OF THE Fountain OF Youth

SLOW DOWN AND ASK QUESTIONS FIRST

It's been said that beauty is only skin deep, yet it's that very skin that often makes you or breaks you. In our competitive society, attractiveness has become a hot commodity and many mature adults are in hot pursuit of the fountain of youth, be it through diet, exercise, or cosmetic surgery.

Today, the interest in plastic surgery is at an all-time high.

In fact, a new survey from the American Society of Plastic Surgeons reveals that 70 percent of people considering plastic surgery have a yearly income of less than \$60,000.

"Our clients are no longer just the rich and famous," observes Dr. William Silver, board certified in both Premier Image's Facial Plastic and Reconstructive Surgery and Otolaryngology/Head and Neck Surgery, "but most of these people just assume if the doctor is practicing cosmetic surgery, they must be qualified. Unfortunately, that's not always true."

QUESTIONS YOU SHOULD ASK:

- If considering facial plastic procedures, is the doctor board certified by the American Board of Facial Plastic & Reconstructive Surgery?
- If considering body plastic procedures, is the doctor board certified by the American Society of Plastic Surgeons?
- How many similar procedures do they perform each month?
- How long has the doctor been practicing plastic surgery?
- Does the doctor have privileges at several local hospitals?
- Does the doctor perform the procedures in a fully accredited surgery center?
- Will a doctor of anesthesiology be with you during your procedure?
- How safe and effective is the procedure you are considering and is there a better alternative?
- If implants or injectables are used, are they FDA approved, have there been any adverse effects, and how long have they been used by the public?



THE TRUTHS AND MYTHS OF PLASTIC SURGERY

If you are considering cosmetic procedures such as plastic surgery, then this is an event you don't want to miss. Join us July 24th or August 21st at 6 p.m. for a seminar "The Truths & Myths of Plastic Surgery". It's an evening filled with fun, food and wine with an informative visual presentation covering the aging process, how to slow it down and cosmetic procedures to restore a more youthful, healthy appearance.

The seminar is complimentary, but reservations are required as seating is limited. Please call 770.457.6303 or toll free 888.455.FACE to reserve your seating now.

In a recent FOX 5 News health-watch special, Beth Galvin interviewed Maureen Lowenthal, a young mother of three. She'd undergone plastic surgery with the hope of restoring her pre-child-bearing figure. Unfortunately, it didn't go as well as planned and a year later, she underwent more surgery to correct the misplacement of her navel and to revise prominent scars.

Lowenthal admits she knew little about her plastic surgeon. She simply was so excited about having her shapely body back that she just said, "Sign me up."

What can you do to avoid this kind of outcome? The board-certified surgeons at Premier Image, one of the most prestigious plastic surgeon practices in the Atlanta area, suggests the best thing you can do is slow down and ask questions. Here are their answers to our questions:

QUESTION: What's the first question people need to ask themselves when considering plastic surgery?

Dr. Louis DeJoseph: "Why am I doing this? What do I hope to achieve?" People should undergo surgery for themselves; not for anyone else.

QUESTION: How does one find a plastic surgeon, and how do you qualify them?

Dr. William Silver: "Frequently, people are referred to me by other patients and physicians, so I would suggest you ask around. Seek a doctor who is board-certified in the specific field you are considering. Before making the consultation appointment, do some Internet research and get answers to some basic questions."

QUESTION: Why is Board Certification in specialty fields so important?

DeJoseph: "It's like the difference in orthopedic surgeons; you have one who specializes in hand surgery and another who specializes in back surgery."

So, if you are considering a facelift or rhinoplasty, you should consult with a surgeon board certified by both the American Board of Facial Plastic & Reconstructive Surgery and the American Board of Otolaryngology/Head & Neck Surgery. These surgeons are specialist both in functional and cosmetic surgery of the face, ears, eyes, nose and neck.

Likewise, should a person desire breast or body surgery they should consult with a surgeon Board Certified by the American Society of Plastic Surgery. These surgeons specialize in both functional and cosmetic surgery of the breasts and body.

QUESTION: What questions should a prospective patient ask at their consultation?

Silver: If it's a young surgeon, ask how long they've been practicing and how many similar procedures does he/she does each month.

A doctor may have formal training and board certification, but experience is equally important. Seeing before-and-after pictures and speaking with patients about their experience can be very helpful in the decision making process.

QUESTION: Should I decide to have surgery, what additional questions should I ask about the surgery?

DeJoseph: Ask where the surgery will take place, and if a doctor of anesthesia will be with you during your procedure. A fully licensed and accredited out-patient surgery center using doctors of anesthesia should be a top priority.

"From Botox to Plastic Surgery, you need to do your homework and be sure to use board certified plastic surgeons in their specialty fields.

For more information, or to schedule a consultation call Premier Image Cosmetic and Laser Surgery at 770.457.6303, or visit www.PICosmeticSurgery.com.