



Rejuvenate

Winter 2009

The Art and Science of Enhancing Beauty

Published for the Information and Betterment of the Patients and Friends of Center for Plastic Surgery
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Come In You - Walk Out New!

Welcome to the premier issue of Rejuvenate. The purpose of this newsletter is to help communicate some useful information about the vast array of popular procedures we offer.

Perhaps you have considered some of these procedures in the past and thought to yourself "yes ... one day". Maybe some of these exciting options will be new to you. Our dedicated team, through a combination of art and science, can help enhance your beauty.

Discover what numerous celebrities and people just like you from Buffalo, Western New York, Canada and beyond already have at...

Western New York's Premier Center for Plastic Surgery and Complete Medical Spa.



Experience the Latest and Most Exciting Procedures Available Anywhere in North America ...

performed in our state-of-the-art facility and complete medical spa by 4 full-time Plastic Surgeons offering a combined 70+ years of experience and by 3 full-time aestheticians.

From the incredible Fraxel laser to Smart liposuction to our new quick recovery facelift - *Rejuval Lift* (read more on the next page) we offer all of the necessary procedures to help you look younger and more youthful. More importantly they offer maximum results with minimum downtime and recovery.

"Come in you - walk out new!" We are here to assist you and encourage you to book a consultation so that one of our doctors may personally discuss your needs and help recommend the procedure(s) that is best suited for you and your lifestyle.

Zvi Sharf, M.D., F.I.C.S.
 David P. Rigan, M.D., F.A.C.S.
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 Raymond O. Schultz, M.D. F.A.C.S.

Winter Specials at the Spa



20% Off
Microdermabrasions

15% Off
Micropeels

Limited Time Offer
Offer Expires March 31, 2009

Have You Explored Our
New Website?
www.centerplasticsurg.com





Introducing **Rejuval Lift** The Quick-Recovery Facelift with Maximum Results.

We have pioneered an exciting new facelift procedure which offers the same long-lasting results as a traditional facelift, but is a quicker procedure and offers much faster recovery and less downtime.

Rejuval Lift is perfect for the time-conscious man or woman who wants to rejuvenate their youthful appearance yet does not have the luxury of time to stay at home to recuperate and heal for several weeks after a more traditional facelift.

The Rejuval Lift is performed in our state-of-the-art medical suite and only requires a local anesthesia. The procedure is minimally invasive and only takes a couple of hours to complete. **Typically, only a few days are required for full recovery and the procedure results in minimum discomfort and minimum swelling.**

With Rejuval Lift the downtime is minimal. You will be back at work or back to your busy social life very soon. The results are excellent and like so many of our patients, you too will be excited and very pleased when you see the new person in the mirror looking back at you.

Contact us today to book a consultation to explore if you are a suitable candidate for this exciting new quick-recovery facelift procedure.

LASER HAIR REMOVAL

Q & A

Almost everyone has some unwanted hair somewhere on their body.

Unfortunately, traditional hair removal routines can be tedious, painful and expensive over time. And none of them lasts forever - and there lies the true beauty of laser hair removal.

How does it work?

To eliminate hair, the laser emits gentle pulses of energy that pass through the skin to the hair follicle. This energy is then absorbed into the hair follicle to destroy it so that hair can never grow there again.

Does it hurt?

The treatment causes only minimal discomfort. Patients often say it feels similar to a snap of a rubber band. Slight redness or localized swelling can rarely occur, but usually subsides within the first 24 hours after treatment.

Am I viable contact for laser hair removal?

Laser hair removal can be applied to all areas of the body on all types of skin (even tanned or dark skin).

*Book a consultation and to learn more about this **cost effective, simple treatment to eliminate unwanted hair for good!***

Fraxel Laser

Today's smart new option to combat acne scars, aging and skin damaged skin.

The Fraxel Laser has been designed especially to treat very small skin imperfections. This unique laser has combined the latest innovations in technology to deliver a confined

burst of energy to deeper layers of skin causing the body tissues to remodel and repair the damage caused by the environment and other conditions. The new collagen synthesis which occurs after the treatment, results in skin that is healthy, smooth, youthful and attractive. We routinely employ the Fraxel Laser to help remedy a variety of skin disorders, such as acne scars,

sun spots, fine lines and pigment discolorations on the neck, chest, hands and face. To achieve optimum result, most individuals require 2-4 sessions over a period of 2-3 months.



SmartLipo - The Latest Innovation in Liposuction.

The SmartLipo concept is unique in that it combines traditional liposuction with laser energy to liquefy fat cells, tighten the surrounding skin and help sculpt the body. This offers a significant advantage over traditional liposuction which cannot tighten the underlying skin.

This procedure is ideal for treating localized fat deposits on the face and body. Best of all, it can be performed in the office with just a local anesthesia. This results in faster healing times and less patient downtime. In fact, many patients are able to resume their normal lives immediately and return to work the very next day.

SmartLipo offers patients an easy, safe way to deal with stubborn areas of fat that are resistant to diet and exercise while also providing the added benefits of skin tightening and less recovery time. Results can be seen as soon as one week with continued improvement over several months.

Call us today at 631-8500 to book a consultation to discover if you are a candidate for SmartLipo.



“I can't believe my eyes! I no longer need to worry about my blemishes.”

Both the pleasure and stresses of life, along with the simple passage of time, tend to cause our skin to appear older. IPL Photorejuvenation is a non-invasive treatment that erases skin damage without disruption of the skin's surface, hence, no "downtime".

Using Intense Pulsed Light (IPL), we can simultaneously treat a wide range of facial concerns safely and effectively, such as broken capillaries, skin discoloration, age spots, freckles, mottled pigmentation and the symptoms of rosacea.

Photorejuvenation provides long-term improvement of complexion and skin texture, with only the slightest interruption in your busy lifestyle.

The Magic of Botox and Fillers

BOTOX®
—Cosmetic
Botulinum Toxin Type A

Botox injections are routinely used in the treatment of fine lines and wrinkles on the face helping make a patient look more youthful.

Typically injections usually take a few minutes and are relatively painless. There is no downtime and there are almost no side effects. The results of Botox injections appear after 4-7 days and last anywhere from 2-4 months. The end result is a face which appears smooth, younger looking and wrinkle-free.

Derma Fillers are used to fill out lines and wrinkles around your mouth, nose, and cheeks and can even be effective for smoothing out scars. Fillers are very popular for giving the lips a fuller look, and for giving the lip better definition and reduction in lipstick bleed. Fillers are also very effective for facial contouring – for example, cheek and chin dimples – can be achieved using dermal fillers to smooth out the hollows and alter the facial contour. Dermal fillers are extremely safe with a low incidence of allergic reaction.

We use only the latest generation of fillers:

Juvaderm®

Restylane®

Perlane®

Radiesse®

Sculptra®



Give the gift that never goes out of style!

Cosmetic Procedures

Facelift
Eyelid Surgery
Chin / Cheek Augmentation
Facial / Body Sculpting
Liposuction (Fat Suction)
Excess Skin Reduction
Breast Augmentation
Breast Reduction or Uplift
Abdominoplasty (Tummy Tuck)
Nose Surgery
Ear Surgery
Chemical Peel
Dermabrasion
Botox Injection
Injectable Fillers
Juvaderm® • Perlane®•Restylane®
Radiesse®•Sculptra®

Laser Treatments

Wrinkle Removal
Sun Damage
Age Spots
Facial Spider Veins
Fraxel Laser
Cynosure Laser
IPL Laser
SmartLipo™ Laser
Hair Removal

Skin Care

BioMedic Program
Obagi
Paphos
Micro Peels, Micro Peel Plus
Microdermabrasion
Complete Medical Spa

Coming From Out-of-Town?

We are conveniently located minutes from the Niagara Falls border, the Buffalo Airport, and the I-90 in the quaint suburb of Williamsville, N.Y.

There is excellent local - accommodation (*the Hampton Inn is within walking distance*), shopping and abundance of restaurants.

Please let us know if you require assistance.

Cosmetic Surgery No Longer Just For Woman ...

The popularity of cosmetic procedures among men has been steadily increasing over the years and has gained much wider acceptance. It is estimated that between 2-3 million men in North America have undergone some type of plastic procedure in the past couple of years. The Center for Plastic Surgery now sees men from all walks of life ... even famous sports celebrities. They come to us for several reasons.

As a start, they want to look handsome and appealing and they are aware of the availability of more minimally invasive methods of surgery, thus less time off work and less prominent incisions. Some come to us for our expertise in rhinoplasty and ability to reshape their nose whether from a sports injury or other trauma.

Finally, today's aesthetic corporate world also demands that men look appealing and successful. Many older men feel that when it comes to a position or promotion in a company, a younger person is always favored. Thus, cosmetic surgery is one way to try and level the playing field.



Expertise at Your Service

The Art and Science of Enhancing Beauty.

From left to right

Jonathan A. Graff, M.D., F.I.C.S.

David P. Rigan, M.D., F.A.C.S

Zvi Sharf, M.D., F.I.C.S.

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Performing all aspects of cosmetic, plastic and reconstructive surgery

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