

Patient Corner

Meet Dee Ann Rose. This 48-year old mother of two came to the Advanced Cosmetic Surgery Center in the summer of 2007 to talk to Dr. Serota about stubborn pockets of fat on her thighs, inner knees and upper arms.

Dee Ann had tried dieting and exercise for quite a while, but no matter how much weight she lost, couldn't get rid of the excess fat. Heredity played a role too. Over the years, Dee Ann had watched her mom, who is in her early 70s, try every diet possible to get rid of fat in these same areas—with minimal success. Dee Ann decided that she wanted to do something about it. After talking to friends and getting their recommendations, she chose to come in and talk to Dr. Serota about liposuction.

"I had done my homework before going in for my consultation," said Dee Ann. "I knew how I wanted to look, but also had realistic expectations. Dr. Serota provided me with information, photos and a good understanding what the procedure entailed. He also fully explained the recovery period and what to expect over the subsequent weeks and months."

Dee Ann had her liposuction surgery in September 2007. "Everyday, I feel like I'm looking better and better. I feel empowered because I now have control over how I look," explained Dee Ann. "My body contour is much smoother, my legs look great and my clothes look better. I still try to watch what I eat (although I do love my nachos) and exercise in order to keep my new shape and proportion." "Nobody's perfect," Dee Ann says. "The important thing is that you feel good about yourself. Prior to going to Dr. Serota, I felt helpless and frustrated with my body. Now, I love the way I look. Having the liposuction procedure has really changed my life."



Financing

When plastic surgery is for cosmetic purposes, health insurance typically will not cover the cost of the procedure or any related expenses. Many patients who seek plastic surgery are not able to pay the full amount upfront. At the Advanced Cosmetic Surgery Center, we offer a variety of third-party financing options for our patients.

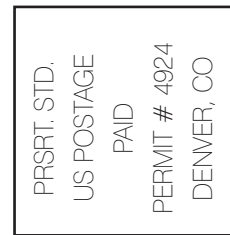
Plastic surgery financing makes procedures affordable to those who might otherwise not consider surgery an option, offering more patients the opportunity to have the cosmetic procedures they desire through convenient monthly payments. Generally, plastic surgery financing

is available regardless of the type of procedure requested, with monthly payments and percentage rates based on the cost of the procedure, the length of time needed to repay the loan and your credit rating.

At the Advanced Cosmetic Surgery Center, we have worked to make access to plastic surgery financing more convenient for our patients. Patients can often fill out a loan application prior to their consultation, and in many cases, can receive loan approval almost immediately.

No matter what procedure you are interested in; plastic surgery financing can allow you a greater freedom of choice, making more expensive options feasible.

If you are interested in financing a cosmetic procedure go to our website and click on financing or contact Jessica, our patient coordinator. She will be happy to provide you with more information on financing options available at the Advanced Cosmetic Surgery Center.



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*It's time to make your
New Year's resolution a reality.*

Mention our December 2007 issue of *Image* to receive a **10% DISCOUNT** on all body contouring procedures.

Valid on procedures performed before March 31, 2008.
Please mention this discount when calling.



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News On Cosmetic Surgery

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Notes from the Doctor

Joseph F. Serota, M.D.

Happy New Year from the Advanced Cosmetic Surgery Center. Given all of the recent news coverage regarding cosmetic procedures, I want to take the opportunity to provide you with some important recommendations when considering plastic surgery.

Board Certification

When deciding to undergo plastic surgery, take the time to review a doctor's credentials before making your decision. It's important to make sure that your plastic surgeon is board certified. Board certified plastic surgeons are certified by the American Board of Plastic Surgery—the only board recognized by the American Board of Medical Specialties to certify physicians in the full range of plastic and reconstructive procedures.

A board certified plastic surgeon, like myself, has completed at least five years of surgical residency training after medical school, including at least two years in plastic surgery. We have passed comprehensive cosmetic and reconstructive surgery exams. Lastly, we are qualified to perform cosmetic and reconstructive procedures—everything from liposuction and facelifts to intricate wound repair.

Do your homework

In addition to researching a doctor's credentials, patients should have basic information on procedures, including what they entail. Two organizations that I am a member of—the American Society of Plastic Surgeons (plasticsurgery.org) and the American Society for Aesthetic Plastic Surgery (surgery.org) have websites where you can review information on each procedure and get a general understanding of what you can expect. During your consultation, ask questions. You should always be aware of the benefits and risks of your surgery and have a full understanding of your recovery.

Follow instructions

In the last issue of *Image*, we talked about providing a full, complete medical history, including any medical conditions, any medications/supplements you may be taking or allergies you may have. Most patients must quit smoking before and after surgery as smoking increases the risk of pulmonary complications and can impede wound healing. Consuming alcoholic beverages prior to surgery can cause problems with anesthesia and consuming them after surgery can lead to post-operative bleeding.

At the Advanced Cosmetic Surgery Center, we want your surgical experience to be as easy and comfortable as possible. Following instructions, asking questions and knowing what to expect can all aid in making sure your experience is a good one.

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Body Contouring Procedures Not a quick fix.

Let's face the facts. Obesity in adults and teenagers in the U.S. is growing at an alarming rate. According to the National Institutes of Health, approximately two-thirds of U.S. adults age 20 or over are overweight or obese. Many are embarrassed by their weight and are seeking a quick fix through liposuction or other body contouring surgical procedures like tummy tucks.

The desire to be thin, no matter how strong, does not justify the use of surgical body contouring procedures as a means to lose weight. In fact, a 2004 New England Journal of Medicine study shows the use of liposuction does not provide the same health benefits as diet-induced weight loss in obese people.

Liposuction can be ideal for patients who have reached physical maturity, are at or near their ideal body weight and have stubborn, localized deposits of fat they want removed. And, the best candidates for tummy tucks are those bothered by large fat deposits or a loss of skin elasticity resulting in loose abdominal skin that won't respond to diet or exercise.

Liposuction

The best results from liposuction come when it is used to remove fat in specific problem areas—not as a weight loss tool. The procedure can produce excellent results for

people who have deposits of excess fat that make certain body areas appear disproportionately large. Liposuction works best when excess fat is in specific areas, such as “love handles” around your waist, “saddle bags” on your thighs or extra padding in the hip area. Localized fat deposits frequently are resistant to diet and exercise. Liposuction on these problem areas can help patients achieve a smoother body contour.

Tummy tuck (abdominoplasty)

A tummy tuck can produce excellent results for patients with weakened abdominal muscles, a protruding abdomen or excess skin in the abdominal area. A protruding abdomen can be the result of heredity, excess fat, weak abdominal muscles, pregnancy, or loose skin that has been over-stretched and no longer responds to diet and exercise. Patients that have stabilized in their weight loss program or who feel they are at their ideal weight are the best candidates for a tummy tuck.

Remember, the best and most long lasting results from body contouring procedures are in those patients committed to a healthy lifestyle, which includes proper nutrition and physical activity. Liposuction or tummy tucks are not a treatment for obesity or a way to lose weight quickly. They are surgical procedures that are sometimes the only way to eliminate fatty deposits or flatten a protruding abdomen.

For more information on body contouring procedures or to get complete answers to specific questions that relate to your individual needs, please contact our office and schedule a personal consultation with Dr. Serota.

Your Consultation

At the Advanced Cosmetic Surgery Center, we believe that your consultation should be an interactive learning experience. We strive to provide patients with information on procedures and the various options available, in addition to giving patients the opportunity to meet and learn about Dr. Serota. He also takes time during the consultation to learn more about his patients so that he can better help them make the decisions that best fit their specific situations and goals.

Many patients come to the Advanced Cosmetic Surgery Center for their consultation appointment not really sure of what to expect. Therefore, we've included some key information to help make your consultation a success.

Medical history

During your consultation it's important to provide Dr. Serota and his staff with a full medical history. Providing your medical history includes giving us information about any medical conditions you may have or of any drug allergies, medical treatments you have received or are receiving, previous surgeries and medications that you currently take—including any herbal supplements or remedies.

Patient expectations

It's also important to be prepared to communicate your goals and expectations. Patients aren't expected to know exactly what they need, but should be able to explain as specifically as possible what they want to change or improve.

The experience

During your consultation, you'll be provided with complete information on your requested procedure(s). You'll have a chance to read brochures, in addition to viewing procedure-specific videos. Dr. Serota will conduct a thorough examination, answering any questions concerning the expected results and potential challenges associated with the surgery.

In addition, you'll be able to view before and after photos of other patients who have undergone similar procedures.

Consultation fees

At the Advanced Cosmetic Surgery Center, consultations can take an hour or more. Dr. Serota spends as much time as necessary with each patient to help ensure that all questions are answered and that the patient fully understands and is comfortable with the procedure.

Given Dr. Serota's high level of experience and the time he spends with each patient, we have instituted a policy (as of January 1, 2008) of charging a small consultation fee, with the cost varying from \$50-\$100, depending on the type of procedure(s) requested. Please note that this amount, in full, is deducted from the cost of your surgery.

For more information or to schedule your personal consultation with Dr. Serota, please contact our office.

