

Skincare



The stats are in. According to the American Society of Plastic Surgeons (ASPS), non-surgical cosmetic procedures jumped 8 percent to more than 9.1 million procedures in 2006. Botox®, chemical peels, microdermabrasion and hyaluronic acid fillers such as Restylane® topped the list, with fillers increasing 59 percent—more than any other non-surgical cosmetic procedure.

Non-surgical or minimally-invasive cosmetic procedures are mostly performed in an outpatient setting, do not call for general anesthesia, require little to no downtime and usually cost less than the more invasive cosmetic surgeries. Many patients are choosing these procedures to address the early signs of aging.

Americans flocked to plastic surgeons last year for procedures using injectables, demanding more options to smooth wrinkles for longer periods of time. From their use in preventing future wrinkles in younger patients, to eradicating minor wrinkles in people in their 30s and 40s, to combining them with more invasive procedures such as facelifts—injectable wrinkle fighters and fillers are becoming important tools in enhancing patient results.

At the Advanced Cosmetic Surgery Center, we offer a variety of non-invasive skincare procedures to help get rid of fine lines, surface wrinkles and visible imperfections. Non-invasive means non-surgical so you can come into the office, have the treatment and leave—with minimal discomfort and downtime.

Non-surgical, skincare procedures offered at the Advanced Cosmetic Surgery Center:

- | | | | |
|----------------|-------------------|----------------|-----------|
| Botox® | Microdermabrasion | Restylane® | Thermage™ |
| Chemical Peels | Radiesse® | Sclero Therapy | |

If you have questions about our non-surgical services or any other cosmetic procedure, please contact our office and schedule a personal consultation.



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cosmetic surgery
CENTER

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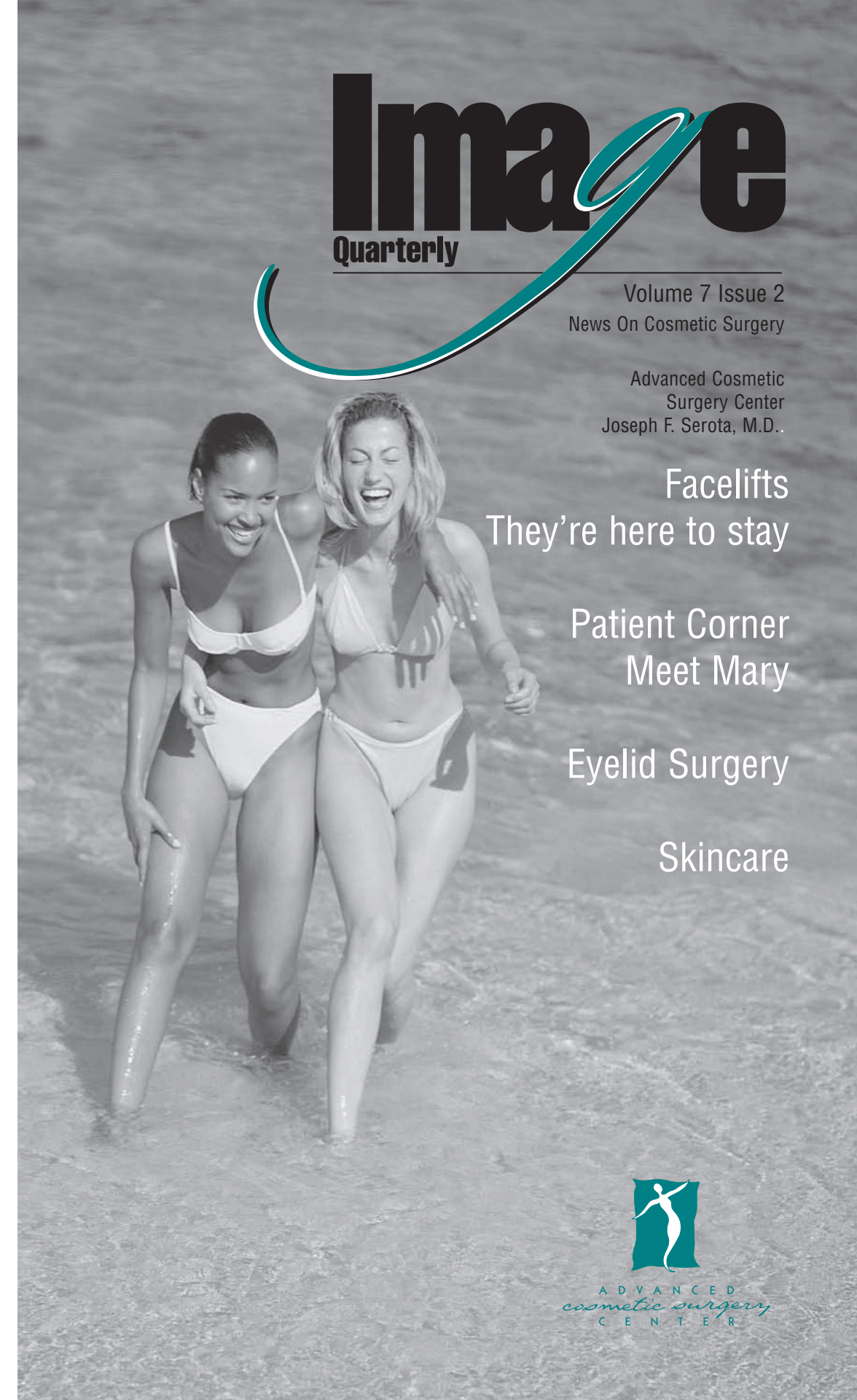
Advanced Cosmetic
Surgery Center
Joseph F. Serota, M.D.

Facelifts
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Skincare





Notes from the Doctor

Joseph F. Serota, M.D.

It's not your age that determines whether you are ready for facial rejuvenation—it's how you feel about the visible signs of facial aging. Both women and men are choosing to undergo non-surgical and surgical facial rejuvenation procedures at an earlier age to help them keep looking as vital and energetic as they feel.

One of the reasons why facial rejuvenation procedures performed at a younger age often achieve the best results is that the facial tissues are in better condition. As we age, our skin becomes less elastic and more prone to stretching and sagging. The individual having a facelift at age 60 is likely to have a greater amount of excess skin to be removed and may also need more extensive work done on the deeper tissues as well.

What is the right time for a facelift? The right time for you to have a facelift depends on a variety of factors. The first consideration is whether you really need a lift. If you are primarily bothered by fine wrinkling and sun damage, and you have no facial sagging or excess fat in your neck, then chances are that Microdermabrasion, Radiesse®, Botox® or Restalyne® may be the answer for you.

When you come in for your consultation, I may recommend a brow lift, eyelid surgery or both to correct sagging brows, excess skin and fatty deposits in the upper and lower eyelids. If you also have sagging in the middle or lower portions of your face, then these procedures can be combined with a facelift to create harmony among all your facial features.

As a board certified plastic surgeon, I am trained to expertly evaluate physical characteristics that can influence your facial rejuvenation results. I can advise you on whether performing a non-invasive procedure will improve your facial appearance or whether one or more surgical procedures are necessary in order to maintain your overall facial harmony. At whatever age you decide to undergo facial rejuvenation procedures, the ultimate goal is to restore a more youthful, rested and refreshed appearance.

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With new treatments and injectable wrinkle fillers and fighters, many baby boomers are choosing to postpone a facelift—but it is not dead! In fact, patients age 45 and older may find the only way they can achieve their desired result is with facial surgery.

With the introduction of injectable fillers and Botox®, many people over 45 believe they can achieve the same results as a facelift without surgery. However, as people age, brow lines, jowls and wrinkles can become too deep for an injectable to smooth out. When a patient's degree of facial aging is such that an injectable cannot achieve the desired result, surgery is the next natural progression.

It's how you feel about yourself.

It's not your age that determines whether you are ready for a facelift—it's how you look and how you feel about the visible signs of aging. It doesn't happen overnight, but it may seem like these visible signs have suddenly appeared! Often it's the comments from others, such as "you look tired," that cause you to take a closer look at your face. That's when you may notice a deepening of the lines that run from the corners of your nose to the corners

of your mouth and loose skin or excess fatty tissue in your neck. Or perhaps it's the middle third of your face that has changed, showing wrinkling and sagging that can contribute to a sad or tired look.

Increasingly, women and men are choosing facial rejuvenation surgery at an earlier age to help them keep looking as vital and energetic as they feel. For these individuals, having a facelift is one more way in which they can take control of their life and improve their appearance. Whether it's for personal or professional reasons, looking your best can also give you a big psychological boost.

The traditional facelift incision starts in the temple area, extends downward in a natural line in front of the ear, or just inside the cartilage at the front of the ear, and continues behind the earlobe to the lower scalp. This technique is still the most effective way to treat many patients who show significant facial aging.

In evaluating you for a facelift, the thickness, texture and elasticity of your skin and the severity of wrinkles and folds will be important considerations. Your hairline will be examined to determine where incisions can be discreetly placed. These factors, as well as your age, bone structure and underlying tissues, all go into developing an appropriate surgical plan. Because of these individual factors, not everyone achieves the same results from a facelift. At whatever age you have your facelift, Dr. Serota's goal is to help restore a more youthful contour to your face and neck.

For more information on facelifts or any other cosmetic procedure, please contact our office and schedule a personal consultation.

We're moving!

It's official. The Advanced Cosmetic Surgery Center will be **moving** at the end of July 2007. Our new location is only a few blocks away from our current location, in the Gateway Medical Plaza, on the northeast corner of East Mississippi Ave. and South Potomoc St. Our new location is easily accessible, gives us a lot more space to see patients and has ample parking.

If you have an appointment scheduled in mid-to-late July, we will notify you by telephone if your appointment will be at our new office. Please contact us at our same number if you have any questions or need further information. The new address is:

**Advanced Cosmetic Surgery Center
Gateway Medical Plaza, 13701 E. Mississippi Ave., Ste. 220, Aurora, CO 80012**

Patient Corner—Meet Mary

Mary, a nurse, had been thinking about a facelift and eyelid surgery for over 3 years. In her 50s, she was experiencing the signs of facial aging. "I had a jowly look, my upper eyelids were beginning to sag and I had large bags under my eyes, giving me a tired appearance," she explained. "I waited long enough. I just had to do something about it."

A nurse at Aurora Regional Hospital, Mary had heard about Dr. Serota and knew his reputation as a top-notch plastic surgeon. In October 2006, Mary came to the Advanced Cosmetic Surgery Center for a consultation. She was immediately impressed with the office staff and with Dr. Serota's knowledge and attention to detail. As a nurse, Mary knew what to expect, but also had quite a few questions. "Dr. Serota showed me diagrams of the surgery, in addition to explaining everything in great detail," she said. "I left the office knowing that I was placing myself in good hands."

The surgery went exactly as planned. Mary had minimal pain after surgery and in a couple of weeks was able to go out, covering up her slight bruising with makeup. "I'm so pleased with my results," Mary said. "Dr. Serota is so good at what he does. The change to my face was subtle. The jowly look is gone as are the bags under my eyes. My original goal was to look more rested and refreshed. The surgery did that for me and, according to my nieces, has made me look 10 years younger!"

"Overall, I feel great about myself. Prior to the surgery, I rarely used makeup on my eyes because I didn't want to draw attention to my face," Mary explained. "Now, I'm wearing makeup to show off my new, refreshed look. The surgery and the care that I received from Dr. Serota and his staff have really had a positive effect on my life."

Eyelid Surgery

Are your eyes really the windows to your soul or do they tell a different story? Are people always asking you if you had enough sleep? Do you worry that your puffy eyes are giving people the wrong impression?

As people age, eyelid skin stretches, muscles weaken and fat pockets begin to bulge. Since the eyes establish contact when people interact, the contours of the eyelid skin and fat pockets account for a large part of the expressiveness of the face. When drooping or bulging, your eyelids may project a haggard look despite good health and adequate rest, making your face appear sad, depressed and older.

Eyelid surgery is designed to remove the excess fat, along with drooping skin of the upper eyelids. It also can minimize bags under the eyes and tighten the lower eyelid skin. Overall, eyelid surgery is performed to correct problems that are the results of aging, as well as inherited traits that cause patients to seek treatment as early as their 20s or 30s. The result is a more alert and rested appearance.

During surgery, incisions are made in the natural folds of the eyelid (in the crease of the upper eyelid and just beneath the lashes or behind the lower eyelid) so that they are virtually unnoticeable after the tissues have healed. The particular technique that Dr. Serota recommends will depend on many factors, such as the amount of excess fat and skin in the eyelid areas, the position of the eyebrows and the condition of the muscle around the eyelids.

You may be a good candidate for eyelid surgery if you have:

- Upper Eyelids**
 - excess skin that hides the natural fold
 - loose skin that hangs down
 - puffiness that creates a tired look
- Lower Eyelids**
 - excess skin and fine wrinkles of the lower eyelids
 - puffy "bags" and, in some cases, dark circles

To learn more about eyelid surgery or any other procedure, contact our office and schedule your personal consultation with Dr. Serota.