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The goal of rhinoplasty, is a natural-looking nose that achieves a harmonious balance with your other facial features. In the earlier days of rhinoplasty, patients and their surgeons tended to think in terms of an "ideal" nose, and this ideal often varied only slightly from patient to patient. Today, board certified plastic surgeons like Dr. Serota are sensitive to the unique aesthetics of each individual's appearance. This includes factors such as ethnicity and the strength of other facial features. Some patients are looking for only subtle improvements, while others desire more substantial changes in the appearance of their nose. An important part of your rhinoplasty consultation is the discussion of your personal goals for surgery.

Recovering from Rhinoplasty

Generally, bruising around the eyes and cheeks is most apparent during the first few days following surgery. Most discoloration will disappear within a few weeks and you can begin

wearing makeup as a concealer after just a few days. Most of the swelling will be gone after several weeks. You will notice some minor swelling that may continue for months after, but it probably won't be noticeable at all to others.

The final results of rhinoplasty take longer than those of most other cosmetic surgeries. At the same time, the psychological impact of rhinoplasty can be very positive, bolstering self-confidence and self-esteem to a remarkable degree. If you decide to undergo rhinoplasty, just remember that once the recovery is completed, the benefits will last a lifetime!

For more information on rhinoplasty and to schedule a personal consultation, please contact our office.



**Patient Corner
Meet Larry**

Larry, a baby boomer, had his first surgery in the late 1990s. Working in law

enforcement, Larry was in great shape. He dieted, exercised and felt good about his body. However, when he looked in the mirror, he noticed that had begun to look tired. Larry got enough sleep, but like so many other men and women his age, the skin around his eyelid area had stretched and the muscles weakened, making his face appear older. He realized that he didn't look as youthful as he felt.

Larry did his homework. He researched various procedures and spoke to some women who had undergone plastic surgery. In the 1990s, men's attitudes were different toward plastic surgery. He then came to the Advanced Cosmetic Surgery Center to consult with Dr. Serota about eyelid surgery (Blepharoplasty). He was immediately impressed with the warm, friendly staff, the office environment and Dr. Serota's bedside manner. "I also felt that I could relate to Dr. Serota," he said. "Here I was, a man just turning 50, talking to someone else in my age group. He understood why I wanted the surgery and treated me as an individual—not just another patient. Dr. Serota

took the time to explain the procedure, discussed my goals and gave me an honest, realistic view of what to expect. In my follow up appointments, Dr. Serota gave me all the time I needed to answer any questions and explain what to expect as time went on. This was very reassuring. The results of my surgery exceeded my expectations and today, I am still thrilled with the outcome."

Larry has been so happy with the results of his first surgery that he has undergone additional facial procedures, both surgical and non-surgical. Most recently, Larry has had a mini facelift, including liposuction on his chin, Botox® treatments and Thermage™. He has also recommended Dr. Serota to his friends and family—all who have been very satisfied with the results of their surgeries.

"Why shouldn't men, like women, want to look as good as they feel?" Larry said. "It was a personal decision for me and I made sure that I was comfortable with my decision prior to undergoing my surgical procedures. I've always been very open about discussing surgeries with friends, family and colleagues, so after my surgeries, people knew what to expect. I'm now 57 and am happy with my appearance. I can look in the mirror knowing that I, in fact, do look as good as I feel."

This article is based on an actual interview. Photo does not depict the actual subject of this article.



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Volume 6 Issue 3
News On Cosmetic Surgery

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Look as Good
as you Feel!
Liposuction

Men and Plastic Surgery

Patient Corner
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Notes from the Doctor

Joseph F. Serota, M.D.

Welcome to the summer issue of *Image*. In this issue, I've chosen to highlight plastic surgery and men. Surprised? Over the past few years, we have seen a significant increase in the number of men coming into the Advanced Cosmetic Surgery Center to undergo various procedures.

Plastic surgery has long been perceived as a woman's domain, but more men are taking advantage of better technology and changing attitudes and seeking out a way to look as good as they feel. In our practice, we are seeing a growing number of males in their 40s and 50s turning to plastic surgery to keep themselves looking younger.

Men today not only feel pressure from their younger competitors in the workplace, but also from the youthful faces and fit bodies staring at them from the covers of men's magazines and from celebrities on the red carpet. No matter what the reason, there is no doubt that men have an increased comfort level in admitting that they, like many women, care about the way they look.

This aesthetic goal is reflected by the surgical procedures men most often choose. As you can see from the chart of the top five procedures performed on men, liposuction, rhinoplasty and eyelid surgery top the list. We've included articles on two of these procedures. Take the time to also read the "Patient Corner" article about an actual patient and his surgical experience.

Whether you are male or female, we can provide you with a variety of surgical and non-surgical solutions to help you look as good as you feel. When it comes to quality care coupled with experience and the very best medical skills available, the name to trust is the Advanced Cosmetic Surgery Center.

Jessica Promoted to Patient Coordinator!

Many of you have already met or spoken to Jessica, our new Patient Coordinator. The Patient Coordinator meets with all new patients, assisting them in evaluating and organizing information, as well as preparing them for their consultation with Dr. Serota. Jessica is really enjoying her new role. "One of the best parts of being Patient Coordinator is the opportunity to meet such interesting people. It's wonderful to see people doing something for themselves that will have a long-lasting, positive effect on their lives."

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Look as Good as you Feel! Liposuction

It's summer. Many of us want to get in shape and look as good as we feel. Although we diet, exercise, eat right and try to keep fit, sometimes it's not enough. Many of us have excess fat that just won't go away, no matter what we do. One way to get rid of this excess fat is liposuction.

Many are embarrassed by fat around their waists, heavy thighs or by double chins, especially when dieting or exercise may produce no improvement in these areas. Liposuction has gained public acceptance because it is a safe and effective way to get rid of this excess fat permanently. In fact, according to a study in the May 2006 issue of "Plastic and Reconstructive Surgery," the official medical journal of the American Society of Plastic Surgeons (ASPS), 80 percent of patients were satisfied with their liposuction results and 86 percent would recommend the procedure to family or friends.

Liposuction, although not a substitute for dieting and exercise, can greatly help in improving body contour. The procedure can produce excellent results for people who have deposits of excess fat that make certain



body areas appear disproportionately large. Liposuction can slim your hips and thighs, flatten your abdomen or eliminate a double chin. The results of liposuction can have a positive effect on the way you feel about yourself and the way you look.

Remember, the best and longest lasting results from liposuction are found in those patients committed to a healthy lifestyle. This includes proper nutrition and physical activity. Liposuction is not a treatment for obesity or a way to lose weight quickly. It is a surgical procedure that is sometimes the only way to eliminate fatty deposits that do not respond to diet and exercise.

Liposuction for Men

These days, more and more men are turning to liposuction to help them reshape, restructure and recapture the bodies of their youth. Many are the same men who just a few years ago would have laughed at the notion that they would ever consider cosmetic surgery. Feeling the need to look youthful and appear dynamic well into their 40s, 50s and 60s has led to men re-thinking their attitudes toward plastic surgery.

The ideal male body shape is considered to be trim and athletic-looking, with broad shoulders and chest, a flat abdomen and a narrow hip-thigh area. However, as men age, areas of fat tend to accumulate around the abdomen the flanks (love handles), the breast area (a condition called gynecomastia) and along the chin and neck. Men sometimes seek liposuction to remove these fatty areas that are resistant to diet and exercise.

In many cases, liposuction alone can effectively correct these problem areas. Men retain their skin elasticity longer than women do, and the areas of fat beneath the skin tend to be firmer and more vascular than those in women. Because of these and other factors, liposuction in men is usually very effective.

To find out if you are a good candidate for liposuction 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.

Men and Plastic Surgery

Whether it's rhinoplasty, liposuction or eyelid surgery, people often think of women when it comes to plastic surgery. However, more and more men are choosing plastic surgery to help them look as good as they feel. According to the American Society of Plastic Surgeons (ASPS), in 2005, 1.2 million cosmetic surgical and non-surgical procedures were performed on men. And that's not all! Between 2000 and 2005, there was a 44% increase in the number of men undergoing cosmetic procedures.

Surprised? Most people are. But the simple fact is that men, too, want to feel good about how they look. Like women, they want trimmer waists and fewer wrinkles. It's a fact; men have a new attitude about skin care and plastic surgery. Our society places a high value on looking young and fit. Today, men of all ages and all walks of life are requesting surgery for cosmetic reasons. A lot of this may have to do with media coverage that has brought male plastic surgery into mainstream society. Removing wrinkles or fat, or having their nose reshaped is not something either men or women need to be embarrassed about. As a result, significant numbers of men are turning to plastic surgery when diet and exercise do not produce the desired results.

The desire to retain a youthful look in today's competitive world prompts many to action. Frequent travel and job stress can result in a tired look that does not accurately reflect on job performance. Some men have been unhappy with a certain part of their body all of their lives and are becoming aware of what can be accomplished under the care of a board certified



plastic surgeon like Dr. Serota. Others watch parts of their body change as they get older and decide to do something about it. Some are concerned their necks no longer look good in a dress shirt. Many want to get rid of the weight that accumulates in the abdomen and hip rolls. Others target the "droopy" look around their eyes.

Professionals are turning to cosmetic surgical and non-surgical procedures to look healthier, younger and more refreshed. As these men deal with their colleagues, clients and superiors on a daily basis, they feel the need to show their best form. With business competition greater now than ever before, these men want to look as good as they feel.

To find out if you are a good candidate for a cosmetic procedure or if you just want to look as good as you feel, please contact our office to schedule a personal consultation.

2005 Top Five Plastic Surgery Procedures for Men	
	# procedures
Liposuction.....	52,543
Rhinoplasty.....	45,945
Eyelid surgery.....	33,369
Breast reduction.....	17,730
Facelift.....	13,041

American Society for Aesthetic Plastic Surgery (ASAPS)

The Power of Change Rhinoplasty

Rhinoplasty, or surgery to reshape the nose, is one of the most common of all plastic surgery procedures. Rhinoplasty can reduce or increase the size of your nose, change the shape of the tip or the bridge, narrow the span of the nostrils, or change the angle between your nose and your upper lip.

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