April/2012

Product of the Month: MD SolarSciences Sunscreens

It’s all about fun in the sun in South Florida and with the summer months quickly approaching, it’s time to get serious about sunscreen.

Let us introduce you to MD SolarSciences, a dermatologist driven sun protection and skin cancer prevention company developed in response to the alarming increase in skin cancers. Its comprehensive line of mineral-based and hybrid sunscreens provides broad spectrum UVA/UVB protection and eliminates harmful chemicals - making them safer for children and adults, and gentler on the environment.

A physical block, the Mineral Screen Gel SPF 30+ contains a killer combo of zinc oxide and titanium dioxide formulated for high UVA/UVB protection. It offers an unparalleled application and feel - slides on silky smooth and unlike most physical blocks, it won’t leave the thick, ghostly layer of sunscreen on your face. The non-greasy gel formula is great for oily or acne-prone skin.

It gets better... MD SolarSciences also has a Mineral Screen Tinted Gel SPF 30+ for those looking for a fresh, natural glow.

10% off through April!
Skincare Showdown: Medical Grade vs. Over-the-Counter Products

Are medical grade products really better than the products you can get at the department store or pharmacy? The simple, undisputable answer... YES! The reason? Quality and quantity.

Medical grade products are developed through clinical research and made up of medically proven ingredients. The amount of active ingredient is much higher than what the over-the-counter products contain. Think about it - more active ingredient = harder working product = better skin!

Another major difference is that over-the-counter products don't penetrate the skin. Medical grade products have the ability to penetrate the epidermis or top layer of skin to hit the dermis or lower layer of skin, where collagen, elastin and pigmentation lay, not to mention where new skin cells are produced. Over-the-counter just sit on the surface layer not really treating the underlying skin conditions and allow for minimal, brief results at best.

Lastly, over-the-counter products can be purchased by anyone and everyone whereas medical grade products can only be "prescribed" by a physician or medically trained aesthetician due to the strength (i.e. power) of these products. Skincare isn’t and shouldn’t be universal. A department store salesperson can’t categorize your skin type or tell you what ingredients really do.

We don’t know about you, but if we’re going to invest in skincare, we’re going to invest with the professionals!

Case of the Month: Full Mastopexy with Dr. Kelly

Mastopexy, more commonly known as a breast lift, is a cosmetic surgical procedure used to raise, reshape and add fullness to

Five Fun Facts with Dr. Franco

1. Fat grafting can be done simultaneously with eyelid surgery for periorbital (eye) rejuvenation.
2. I recently traveled to Washington D.C. to visit my niece.
3. Ultrasonic assisted liposuction can be used to treat gynecomastia.
4. Since moving to Miami, I have adopted spinning as part of my workout routine.
5. The transaxillary approach to breast augmentation avoids the need for the traditional scar around the areola or under the breast.

DON’T FORGET...

Thursday, April 13th @ 5:30 p.m.

Dr. Franco will be hosting a complimentary seminar on topics including:

Buttock Augmentation
Hand Rejuvenation
Short Scar Facelift
Breast Augmentation
Facial Rejuvenation

To RSVP, email vmoro@miamiplasticsurgery.com.
sagging breasts.
The natural process of aging, significant weight loss, prolonged breast feeding and gravity all contribute to droopy breasts and change of shape. As skin elasticity changes the breasts lose their natural shape and firmness. In addition to breast shape and feel, the nipple and areola are also subject to stretching and change.

A full mastopexy is required when the nipple is positioned very low, near the base of the breast, and there is significant loose skin in the lower portion of the breast.

A full mastopexy involves excisions of skin and tissue around the nipple and underneath the breast. Dr. Kelly removes the excess breast skin and reshapes the remaining breast tissue. The nipple and areola are then shifted to a higher position on the breast, resulting in a more youthful, fuller appearance.

During the procedure, excess skin is removed, the skin is tightened and the nipple is repositioned higher up on the breast resulting in a more youthful, full appearance and feel.

In this particular case, you will notice the patient's breasts were droopy, there was looseness in the skin and her nipples were at different heights.

BEFORE

AFTER

For more information or to schedule a consultation with Dr. Kelly, please call us at 305.595.2969 or visit our website at www.miamiplasticsurgery.com.

Q & A with Dr. Wolf
Q. I am having trouble picking a surgeon for my cosmetic surgery. I've always heard that you should pick a doctor based on skill, reputation and results. What are your thoughts and recommendations on how I should base my decision?
A. This is a very good question, especially in the age of the internet where "internet reputations" are easily created. The days of building a solid practice based on the 3 A's - affability, availability and ability - are now over.

You can now "buy" yourself right to the top of the list with a great search engine ranking. Add to that the ability to self-promote by hiring people to write reviews, and you're golden.

Here's my recommendation regarding the qualities that I find to be the most important:

The most important quality is ethics. I believe if a surgeon is not ethical, no matter how technically good he or she is, they will ultimately make the wrong decision based on greed and therefore injure patients. If you read the news, the problems that are caused by this are plain to see. Because physicians see patients at very vulnerable times, making the right choice of procedures is equally as important as the technical skills.

With the advent of less-invasive procedures that have been introduced, I have seen the advent of minimally trained physicians rising to a very scary level. Companies are hiring cosmetic "expert" doctors to unleash their product lines on unwary consumers. If they were experts, these doctors would be board-certified. They would also be board-certified in fields that pertain to aesthetic medicine, such as facial plastic surgery, plastic surgery, dermatology and oculo-plastic surgery, for example. Often, less-trained physicians claim that it's only because of turf wars that the medical industry disagrees, but it's really about patient safety.

Picking your doctor should include asking people about their surgeons, interviewing several physicians about your procedure, and an Internet search just to make sure there are no glaring problems with your possible doctor.

Finally, I would recommend you pick a surgeon who is board-certified in what you want to have done, is not recommending more surgery than you want to have done, and is not afraid to say 'no' to something you want to have done.

Local Heroes to Get Special Treatment at MPS

It's time we give a little back to the people that truly make our community a better place to live!

Beginning this month, Miami Plastic Surgery is introducing relationships with the patients and share in the experience of the surgery process- beginning to end.

Dr. Herman Attends Medicis Conference in Phoenix

Dr. Herman is a member of Medicis' Marketing Advisory Board and recently traveled to Phoenix, AZ for the pharmaceutical company's annual conference. The board is made of 15 leading physicians around the country and is handpicked to give insight from the healthcare provider's perspective.

Medicis Pharmaceutical Company is the maker of Dysport, Restylane and Perlane.

Watch Us in Surgery!

Our Case of the Month in March featured a blepharoplasty performed by Dr. Kelly.

This month, you get to watch it!
**Thank You Local Heroes**, a monthly program to recognize the accomplishments of community heroes such as teachers, nurses, EMTs, firefighters, military personnel, and police officers.

Every month, we will recognize a different hero organization and offer them fifty percent off all skincare treatments and $150 off injectable treatment appointments including BOTOX®, Dysport®, Restylane® and JUVEDERM®.

**So who's getting a Thank You this month? Police Officers!**

Help us spread the word and let the courageous cops in your life know!

To schedule an appointment, please call us at 305.595-2969. For a complete list of skincare services, please visit www.miamiplasticsurgery.com.

*Proof of employment must be shown to receive discount. Cannot be combined with any other discounts or promotions.*

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