We're Front Page News!

Spotlight on:
Our customer – Miami Plastic Surgery®
Education – Personal protective equipment (PPE)

In This Issue
- We're Front Page News
- New Loyalty Program
- Case of the Month
- Product of the Month
- Q & A with Dr. Wolf

Injectables Week
Feb. 11th-15th

Have you made your appointment yet?

Beginning Monday, February 11th through Friday, February 15th, all injectable patients will receive $50 off their appointments.

If you bring a friend that's new to MPS, you...
Miami Plastic Surgery was chosen as the cover story for Cardinal Health's Surgical Magazine's winter issue. Cardinal Health is a leading manufacturer of medical and surgical products.

To check out the entire article, click here.

**New Patient Loyalty Program**

Patient appreciation has always been a top priority at Miami Plastic Surgery, and beginning this month, we are treating our patients to even greater appreciation with our new reward points program!

Under the new Loyalty Program, effective as of February 1st, you can earn, save and redeem points every time you visit MPS. Reward Points won’t expire, and patients can choose when to redeem them.

Not to worry, there’s not much to do on your part! As an MPS patient, you are automatically enrolled in the program and we will monitor your points and let you know when you’re eligible to receive a reward.

Patients will receive 1 point for every $1 spent at Miami Plastic Surgery. Points can be redeemed as followed:

- 2,500 points = $50 towards a skincare or injectable treatment
- 5,000 points = $100 towards a skincare or injectable treatment
- 7,500 points = $150 towards a skincare or injectable treatment
- 10,000 points = $200 towards a skincare or injectable treatment

*It get’s better... Every time you refer a new patient, you will each receive $100 off.*

To make an appointment, call us at 305.595.2969.

**Night of Beauty Wednesday, February 20th 5:30p.m.**

It’s our first Night of Beauty in 2013!

Join us on Wednesday, February 20th, for a complimentary seminar where Dr. Franco, as well as our two medically trained aestheticians, Ana and Kelly, will be on hand to discuss various topics including Ulthera, Sculptra and other cosmetic procedures and options.

The event will also include special promotions, giveaways and more!

To RSVP, please email Ronnie Moro here.

**Did You Know?**
Case of the Month: 
Breast Augmentation 
with Dr. Franco

Breast augmentations have become the most commonly performed cosmetic surgery in the United States with more than 300,000 procedures performed in 2011. Choosing to have the procedure can be a difficult undertaking for many women, as there are so many options available - what type of implant, how it’s placed, etc.

The two types of implants are silicone and saline and the major difference is what they are filled with. Saline implants consist of an empty shell that is filled with sterile saline (salt water) solution at the time of surgery. Silicone implants also have a silicone shell but are filled with a cohesive, silicone gel.

In March of 2012, the FDA approved a new type of silicone implant. These high-strength, cohesive silicone implants, manufactured by Sientra, are semi-solid and maintain their shape. Implants made of this type of silicone are sometimes referred to as "gummy bear" implants because when cut, they adhere just as gummy bear candy would.

Breast implants are placed either over or under the muscle. Many factors will determine which placement is best for you including body type and existing breast tissue and desired results.

Dr. Kelly, along with his daughter, Emma, and Dr. Franco, recently completed a research project at MPS that analyzes the practice's experience with Periareolar Augmentation Mastopexy.

This procedure involves placing breast implants and doing a lift using only an incision around the areola.

There were 49 patients in the study which was the largest number ever reported in the literature. They found that for our patients, the procedure is safe and had excellent cosmetic results.

Their work was submitted for possible presentation at the American Society of Aesthetic Plastic Surgery annual meeting in April...

And guess what?

It got selected! Way to go Dr. Kelly, Emma and Dr. Franco!

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

**Product of the Month:**

**ZO Medical Cleansers**

*It’s official... we’re hooked!* After only a few short weeks of carrying ZO Medical Skincare products, the entire MPS staff has fallen in love with the new line created by Dr. Zein Obagi.

Last month, we introduced you to the entire line, but this month we've decided to focus on the two cleansers—**NORMACLEANSE** and **OILACLEANSE**.

**NORMACLEANSE**

This unique formulation gently cleans and conditions the skin. Its advanced surfactant gently removes impurities and oil, and prepares the skin to receive therapeutic treatments.

NORMACLEANSE not only helps remove impurities, but its peptide and collagen-boosting complex helps firm the skin, while its moisturizing complex nourishes and calms the skin.

**OILACLEANSE**

For those of us prone to oily skin and breakouts, this dual-action cleanser exfoliates and cleanses skin targeting excess oil. Removes

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**Gets Ulthera!**

The Cougar Town star, who’s always been very open about proactively turning back the hands of time, recently admitted to trying Ulthera... one of our favorite non-invasive treatments.

Ulthera uses ultrasound and the body's own natural healing process to lift, tone, and tighten loose skin on the brow, neck, and under the chin.

Cox says, "You know what, I'm game for anything. I'm very open to trying to prolong the inevitable."

*There's nothing wrong with that!*

For more information on Ulthera or to schedule a consultation with one of our medically trained aestheticians, Ana or Kelley, please call us at 305.595.2969.

**Watch Us in Surgery!**
oil and other impurities to clean the skin and clear acne.

OILACLEANSE not only helps decrease the level of bacteria on the skin’s surface, but also reduces the factors that contribute to skin inflammation.

10% off through February

Dr. Kelly recently filmed a webcast as he performed a face and neck lift to help patients better understand the procedure.

Hope you enjoy!

LIKE US!

FOLLOW US!

WATCH US!

YELP US!

Join Our Mailing List!
Q & A with Dr. Wolf

Q. Mama Elsa on *The Real Housewives of Miami* said she had bad plastic surgery and that a surgeon did all that to her. What is your opinion of what really happened?

A. Things aren't always what they seem to be. Take, for example, the name of the show, *The Real Housewives of Miami*. Most of the characters are not housewives, yet the show is named that. While Mama Elsa may have had some plastic surgery in the past, I believe what has caused her more harm is the "other" stuff she has had injected into her face.

I have been practicing in Miami for about 25 years and have seen thousands of patients with the same problem, biopolymer injections. The patient is often told that they are being injected with lamb embryo, shark cartilage or whatever seems to be in vogue at the time. Often, patients are told that the material will last for years. Unfortunately the disastrous consequences will last for years as well.

Initially, the area that receives the injections may look good. But as your body recognizes the injected material does not belong to you, your body starts to reject it. It literally grows tissue around the area in order to protect itself.

I've seen many patients who look very much like Mama Elsa. I suspect the resemblance between Mama Elsa and her daughter is not only genetic but they may have gone to the same injector. Often a "friend" brings in another friend because they are getting a free treatment or they are getting a kickback to bring in an unsuspecting patient.

More times than not, the person doing the injections is not a doctor and is usually from a foreign country (that way they can get away with this). While I would need to physically examine Mama Elsa to confirm this theory, her look is typical of a patient in the later stages of biopolymer injections.

Fortunately, there is a treatment for this problem. I have treated
hundreds of patients successfully for this condition over the past many years. Depending on what area of the face the deformity exists, treatment may consist of steroid injections to mitigate the inflammatory reaction or directly cutting out the excess tissue. More recently I have started using 5 FU (an anti cancer drug, off label, in severe cases with great results).

Clearly, in treating patients with this problem, the cure should not be more dangerous than the problem, so each patient needs to be evaluated individually.

The best solution to this problem is to avoid being injected with materials by non-physicians where you do not know what they are injecting you with. Even smart people do foolish things when it comes to beauty!

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