
April 2009

Wishing everyone a Belated Happy Easter from MCSC! With winter finally gone we are gearing up for a beautiful summer. In keeping with one of the hottest trends in cosmetic medicine, male cosmetic enhancement, Dr. Weinberg and Dr. Schiffer recently attended an exclusive training session arranged by Medicis , the makers of Restylane, on facial rejuvenation in men, which was very informative. This weekend, Dr. Weinberg, our Nurse Cathy McKay, and Diane Kelemen our patient coordinator will all be in attendance at the Toronto Breast Symposium and the 39th Annual Aesthetic Plastic Surgery Symposium. Cathy McKay will also be attending a Conference on Skincare sponsored by RGR Pharma, the makers of Obagi. We are pleased to report that Dr. Weinberg's recent interviews for Rogers Television and CBC can both be seen on our "Dr. Weinberg in the Media" page of our website. For anyone who has had misguided concerns over the safety of Botox , the CBC interview is a must see.

We are proud to announce our new Blog! If you have an interest in keeping abreast of new developments, stories of interest, hot trends, lesser known treatments, and media topics in cosmetic medicine, click here to follow us as we strive to update you regularly. Our first posting addresses the rising numbers of men who are finally comfortable with cosmetic enhancement, and are seeking cosmetic medical procedures in increasing numbers.

Events and Promotions

We've had such an overwhelming response to our Breast Information Evening on April 23, we are considering adding a second date . So, once again, if you or someone you know is curious about breast augmentation, call us to book a spot. Dr. Weinberg will be speaking, dinner will be served, and there will be free gift bags , and a raffle. Representatives from Allergan, the makers of Natrelle implants will be present with sizers, and are ready to answer your questions.

We are once again happy to announce Restylane days have returned. Buy 3 syringes of Restylane, Restylane fine lines or Perlane and get a fourth syringe FREE. That's a savings of \$500!. You can also purchase 2 syringes and get 1/2 a syringe FREE.

At MCSC we are grateful for your business, and your referrals! We want to say thank you to all our long time patients who put their trust in us to provide the best cosmetic medical care and information possible. To show our appreciation, we are in the process of instituting an ambassador program. Refer a new friend to our clinic, and you and your friend will receive 10 % off your next non surgical treatment! Ask our staff for details

Topics In Cosmetic Medicine

Botox in the Media

The New York Times published an article on April 12 detailing the ever lengthening list of therapeutic and cosmetic uses of Botox. Some dermatologists have observed that small amounts of Botox may help reduce skin pore size and reduce skin oiliness. A Dr. Lewis at the University of Cardiff conducted a study of 25 individuals treated with Botox, and found a mood elevating effect. It was postulated that prevention of frowning accounted for this finding.

Gynecomastia Surgery

"Gynecomastia" comes from the Greek , and means " breast like a woman". A very common condition, it is a source of embarrassment for many men, often from teenage years. Many men are unaware there is good treatment to correct this problem.

The best candidates for Gynecomastia surgery are healthy men who are roughly their optimal weight. If you are overweight, Dr. Weinberg may suggest diet and exercise first, before planning surgery. Certain medical conditions, such as liver dysfunction or hormonal imbalance, and some drugs, like anabolic steroids, estrogen like drugs or marijuana, as well as excess alcohol can sometimes be associated with gynecomastia, so it is a good idea to stop these substances before considering surgery. If after examining you, Dr. Weinberg or your family physician have suspicion of an underlying medical condition, then certain tests, including blood work or in rare cases a mammogram, may be suggested before considering surgery.

Surgery is usually performed on an out patient basis. An incision is typically made around the outer edge of the areola, or under the arm, and excessive fatty tissue is removed. Sometimes liposuction is used to help accomplish this. If the excess tissue removed is very substantial, sometimes excess skin will need to be removed also.

After surgery patients usually wear a pressure garment. A return to all normal activities takes a couple of weeks. The removal of the excess breast tissue is permanent and will not grow back.

As with all surgeries there are always some potential complications. However, in the vast majority of cases gynecomastia surgery is very successful, with few unexpected problems and a high degree of patient satisfaction.

If you think you or your friend or family member is a good candidate for Gynecomastia surgery, come see Dr. Weinberg in person , and find out what options are best for you.