

November 2008

We have lots of exciting news to report since our last newsletter! Dr. Weinberg demonstrated some dramatic injectable facelifts with Restylane for the International Antiaging show, and more recently again for the Toronto Women's Show. If you didn't have a chance to catch the action live, check out the videos just mounted on our website, complete with Dr. Weinberg's commentary and up close viewing of the injections. Dr. Schiffer was also in attendance at the Toronto Women's show for onsite consultations, and was delighted to see so many new faces at the Allergan booth. Many thanks to all those who participated in our draw for 30 free units of Botox, which has been completed, with several lucky winners! The runners up have been rewarded with a free fabulous AFA peel. Stay tuned for other contest opportunities at our upcoming Client Appreciation day (see below).

Upcoming Events

As we head into the holiday season, and our Look Fabulous for Fall program comes to a close, we are going out with a bang with a terrific Laser Hair Removal Special. Save 50 to 70 % off any body area, most areas under 50\$. Laser Hair for upper lip is only \$39.99 per treatment! Unlike non medical spas, our laser hair treatments are achieved with the power of the Cynosure Apogee Elite Laser, in comfort and safety, thanks to it's cooling tip. And to cap it all off, we're delighted to invite all our newsletter recipients to our first ever Client Appreciation day on Nov 27 from noon to 7:00. For that day only we will be offering 20% off treatments with Botox, Juvederm, and many other cosmetic treatments. Dr. Weinberg will also be offering FREE surgical consultations (usual cost 95-175\$), and will be speaking on some hot topics of interest in cosmetic medicine. RSVP early to get a gift bag of goodies, and to insure treatment that day, or just drop in with friends and enjoy some Hors D'oeuvres and refreshments. Keep your eye out for our email or mailed invitation for all the details , or contact us for more information.

Our featured products this month are La Roche Posay Toleraine Purifying Cleanser and Dermocleanser/Makeup Remover. As always, La Roche Posay provides excellent quality skin care at extremely affordable prices , all the more affordable at Mississauga Cosmetic Surgery and Laser Clinic where we are pleased to offer our patients La Roche products for excellent value.

Updates in Cosmetic Medicine

Questions in Surgery

Dr. Weinberg is frequently asked, how does one decide which kind of breast implants are best when considering Breast Augmentation?

The answer to that question is complex. First one has to appreciate that the choice of implant is related to the choice of surgical technique. As a general rule, breast implants have a more natural look and feel when placed above the chest wall muscle, rather than below it. Placing the implant above the muscle is also a less major surgery with an easier and more comfortable recovery. For women with breast ptosis (hanging breasts), placing an implant above the muscle can also give the impression of lifting the nipple. If one is going to place an implant above the muscle, a Gel Cohesive implant should be the first choice, as it is more likely to give a natural appearance as it is less likely to wrinkle. Gel Cohesive implants also have other advantages. The consistency of silicone gel is closer to the texture of human fat so they feel more natural, and one can choose the shape of the implant, for eg. tear drop, as opposed to saline implants which are all round.

Despite all this, there is still a role for saline implants. One has to remember that for most small breasted, thin women, despite the desirability of above the muscle placement, it may not be possible to go above the muscle as there may not be enough soft tissue to cover the implant. If one must therefore go below the muscle, the advantages of Gel Cohesives becomes less critical. Wrinkling and texture become less of an issue, and saline implants are more affordable. Furthermore, saline implants can be placed with a smaller incision. Lastly, leakage of a saline implant is obvious as it causes deflation, whereas leakage of a Gel Cohesive implant can be hard to detect and may even require MRI scanning. For some people this raises safety concerns as they have fears about the effects of free silicone in their tissues, despite the fact that no scientific studies have demonstrated any adverse health effects from silicone.

The good news is, with choices available in type of implant, surgical technique, as well as incision type, breast augmentation surgery can be customized to meet the goals and budget of each patient. The best way to decide what type of implant would best suit your needs is to come in for an in depth consultation with Dr. Weinberg.