

July 2009

Here's hoping everyone is having a relaxing and enjoyable summer despite the weather! Even though temperatures may be cool, and it may be overcast, don't forget that UV radiation is the leading cause of damage to your skin , and a leading cause of skin cancer, so keep applying that sun screen despite the cloudy skies. This summer the clinic continues to offer drop in Botox treatment on Saturdays for your convenience, so if your schedule prevents you from planning ahead, it's a quick and easy way of getting your treatment done before that big social event or vacation.

This month our nurse Cathy Mackay, our patient coordinator Diane Kelemen and our chief support staff Lucy Cordeiro, along with Dr. Schiffer, all attended some great practice seminars put on by Allergan, the makers of Botox and Juvederm . We've all returned with renewed commitment to bring you the best cosmetic treatments with the most outstanding customer service!

## Promotions.

If you are still looking for the perfect sun screen, both La Roche Posay and Obagi offer great coverage, wonderful texture and great price. The La Roche Posay sunscreen sticks are a particularly popular choice, offering easy portability and application. Right now, with the purchase of any sunscreen, you will receive a free sunhat, valued at \$40 ( and they are so cute!). Or, take advantage of our Obagi package, Obagi C cleansing Gel, Exfoliating Day Lotion, and C Sunguard SPF 30, for only \$99.99 ( regularly \$144). This summer we are also offering some great deals on injectable products. We are still able, thanks to the manufacturers of Restylane, to offer our Restylane packages. Buy 2 syringes, get 1/2 syringe free, buy 3 , get one FULL syringe free. In addition, we have some fantastic pricing on combination treatment with Botox and Juvederm, called Soft Lift. Call the office for details. Finally, on until the end of July, book your Botox treatment on a Friday, and get 20% OFF. Appointments are filling up, so don't wait or you'll be disappointed!

## Topics In Cosmetic Medicine

### Facelift

Anyone who has ever looked in the mirror and noticed signs of aging, and has looked into the available options for facial rejuvenation will have come across a myriad of articles on facelifts. Read on as we try to demystify some of the essentials.

Facelift surgery is a way of restoring a more youthful, aesthetic appearance. Non surgical treatments like the hyaluronic acid fillers Juvederm and Restylane, and a new product , Voluma, can temporarily restore volume, and dramatic improvements can be achieved with injectable fillers when administered as part of a "Soft Lift" , or our signature "Allure Lift". These treatments are often referred to as non surgical facelifts. but eventually when we develop significant skin laxity, or looseness , particularly in the mid and lower face and neck, resulting in drooping skin in the cheek, jowls, and hanging skin in the neck, this laxity cannot be sufficiently improved with injectable products, and that is the time surgical facelift becomes the one definitive way to turn back the clock.

Facelift surgery , or rhytidectomy, is achieved by lifting away the skin and tightening the underlying tissues by means of suturing ( stitching). It is the underlying connective tissue, referred to as the SMAS, or superficial musculo-aponeurotic system, that gives structure to the face, not the skin itself. In traditional or so called "long scar" facelift, both looseness in the face as well as in the neck can be corrected. Some skin may be removed, and some liposuction in jowls and neck may be performed. and The scar travels from temple , encircles the ear and ends in the lower scalp, always well concealed in the hair and skin creases.

If you do not have hanging skin in the neck, you may be a candidate for "Short Scar" facelift, also called Mini Lift, 'S' Lift, or Weekend Lift by some. In this surgery the incision extends from the temple to the front aspect of the ear, and depending on the individual's anatomy and needs, may extend a bit behind the ear as well.

Both traditional and short scar facelifts take 2 to 4 hours and are done under general anaesthetic. The amount of bruising and downtime varies, but with Dr. Weinberg's expertise and gentle treatment of the tissues, some patients have very little bruising and return to normal activities within days. However, it is reasonable to prepare for a 2 to 3 week recovery.

There are a variety of other less invasive procedures offered by some practitioners claiming to achieve wonderful results with smaller scars and little downtime, but it is important to note that in many cases these procedures do not address underlying connective tissue structure, and rather simply "pull" the skin. These will inevitably give short lived benefits, and can often result in distortion of the anatomy, such as an upward pulling on the earlobe, which is not aesthetic.

While facelift and neck lift surgery is the only definitive way to deal with significant looseness of facial skin, for those who are not ready or willing to undergo a surgical procedure, some skin tightening of a more modest degree can also be achieved with treatments like Thermage and fractionated laser, available at our downtown location.

It is advisable to seek out a board certified Plastic surgeon with a great deal of facelift experience, such as Dr. Weinberg, when considering facelift surgery.

If you are interested in more information on surgical Facelift, Soft Lift, Allure Lift, Thermage or fractionated Laser, you can read an even more extensive article on our Blog at [Http:](http://www.mississaugacosmeticsurgeryclinic.com) , and call to 905-273-3045 in Mississauga, or 414-207-9090 in Toronto, to book an appointment for a consultation.