

# The Women's Plastic Surgery Centre Update

## COSMETASSURE

### Cosmetic Complication Coverage

Volume 1, Issue 4

August / September 2006

The Women's Plastic Surgery & Rejuvenation Centre is proud to present our new Cosmetic Insurance program. This program, CosmetAssure, is a unique program in that it offers peace of mind to our cosmetic patients should complications arise after their surgery.

Recovery from an aesthetic surgical procedure is usually uneventful and free of medical complications. However, on rare occasions patients do develop a medical condition that requires treatment in an accredited facility. These events can and do take place without fault or negligence by the surgeon.

Due to the fact that aesthetic surgical procedures are performed for the enhancement of appearance, the medical expenses for aesthetic surgery are not reimbursed by a patient's health insurance coverage. In most instances,

the medical expenses incurred as a result of a medical complication are also excluded.

CosmetAssure was developed by the Aesthetic Surgeons' Financial Group



(ASFG) to address the issue of a lack of coverage for medical expenses due to a medical complication arising from aesthetic plastic surgery.

CosmetAssure was conceived by Board-Certified Plastic Surgeons as a comprehensive, but affordable, solution to the risk of medical complications following aesthetic plastic surgery. CosmetAssure is supported by an Advisory Board consisting of Board Certified Plastic Surgeons, which assists in further program advance-

ment and physician support.

With CosmetAssure, the patient will be able to focus on the surgery rather than worrying about the economic impact of possible complications.

The following procedures performed by our surgeons are covered under the CosmetAssure program:

- Abdominoplasty
- Breast Augmentation
- Breast Lift
- Breast Reduction
- Browlift
- Buttock Lift
- Cosmetic Eyelid Surgery
- Facelift
- Liposuction
- Lower Body Lift
- Otoplasty
- Thigh Lift
- Gynecomastia
- Upper Arm Lift

#### Did You Know. . . . .

- ◇ *Liposuction was the most popular plastic surgery procedure in 2005.*
- ◇ *Fifty-five percent of liposuction patients reported an average decrease of three dress sizes after liposuction.*
- ◇ *More than 323,600 liposuction procedures were performed in 2005, according to ASPS statistics. In this study, the thighs and abdomen were the most common liposuctioned areas, followed by the hips, buttocks and knees.*

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1/2 Off Saline Implants

Bring this Coupon In for 50% off Saline Implants

Share With A Friend!

**Schedule of Events**

- **August 18, 2006 - Jewish Hospital Mobile Mammography Unit at 9116 Union Cemetery Road (In Governor's Plaza) - Cincinnati, Ohio 45249**
- **August 23, 2006 - Breast Reduction Meeting at The Women's Plastic Surgery Centre - 9:00 am to 10:00 am**

**August 2006**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18 	19
20	21	22	23 	24	25	26
27	28	29	30	31		

**SkinCeuticals Product Highlight**

This month we are featuring one of our most popular products from our skin care line. This product is CE Ferulic.

This revolutionary new antioxidant combination delivers an unprecedented 8 times the skin's natural protection against photoaging - neutralizing free radicals, helping build collagen, and providing unmatched antioxidant protection. More protection means more youthful looking skin and better defense against environmental aging. Containing 15% pure L-ascorbic acid and 1% alpha tocopherol, the addition of ferulic acid doubles the already synergistic benefits of our original high-potency formula, C+E, trans-



forming it into an unrivaled super-antioxidant combination.

**LATEST RESEARCH SHOWS**

- Sunscreens only block 45 - 55% of free radicals, leaving skin vulnerable to environmental damage
- C E Ferulic provides 8x photoprotection and unprecedented anti-aging benefits
- C E Ferulic reduces sunburn cells up to 96% in UV irradiated skin
- C E Ferulic prevents thymine dimers, DNA mutations associated with skin cancer

**BENEFITS**

- Maximum anti-aging results - better than any one antioxidant alone
- Neutralizes free radical damage and protects against oxidative stress - the factors that lead to premature aging, loss of elasticity, and hyperpigmentation

Once absorbed, can't be washed or

**Bring This Coupon In  
for 20% Off  
CE Ferulic**



**Expires 9/30/06**

# September 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## Schedule of Events

- *September 1st - 4th - Labor Day Holiday - Office Closed*
- *September 19, 2006 - Jewish Hospital Mobile Mammography Unit at 5373 Ridge Avenue (In Ridgewater Plaza) - Cincinnati, Ohio 45213*
- *September 26, 2006 - Breast Reduction Meeting at The Women's Plastic Surgery Centre - 9:00 am to 10:00 am*

## Breast Cancer Symptoms You Should Be Aware Of

Early breast cancer usually does not cause pain. In fact, when breast cancer first develops, there may be no symptoms at all. But as the cancer grows, it can cause changes that women should watch for:

- A lump or thickening in or near the breast or in the underarm area;
- A change in the size or shape of the breast;
- Nipple discharge or tenderness, or the nipple pulled back (inverted) into the breast;
- Ridges or pitting of the breast (the skin looks like the skin of an orange); or
- A change in the way the skin of the breast, areola, or nipple looks or feels (for example, warm, swollen, red, or scaly).

**A woman should see her doctor about any symptoms like these.** Most often, they are not cancer, but it's important to check with the doctor so that any problems can be diagnosed and treated as early as possible.

Women should talk with their doctor about factors that can increase their chance of getting breast cancer. Women of any age who are at higher risk for developing this disease should ask their

doctor when to start and how often to be checked for breast cancer. Breast cancer screening has been shown to decrease the risk of dying from breast cancer.

Women can take an active part in the early detection of breast cancer by having regularly scheduled screening mammograms and clinical breast exams (breast exams performed by health professionals). Some women also perform breast self-exams.

A screening mammogram is the best tool available for finding breast cancer early, before symptoms appear. A mammogram is a special kind of x-ray. Screening mammograms are used to look for breast changes in women who have no signs of breast cancer.

Mammograms can often detect a breast lump before it can be felt. Also, a mammogram can show small deposits of calcium in the breast. Although most calcium deposits are benign, a cluster of very tiny specks of calcium (called microcalcifications) may be an early sign of cancer.

Call your doctor today if you find anything suspicious.





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# Address Update

We need your help! If you have moved, or have changed your phone number, please make sure to contact the office with your updated information. You can also fill out the bottom portion and send this into the office at your convenience. Thank you so much for your help in this!

I have a change of address and / or phone number(s)!  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone Number \_\_\_\_\_