

Getting Ready for the Holidays

Our Holiday Newsletter

By Dr. Jennifer Butterfield

Facial Rejuvenation

You know it's that time of year again...Winter. It's time for parties, open houses and seeing folks that you may not have seen for a while. If you're like me, you're probably wishing that you started your diet 2 months ago, and not last week. You may also be wondering what else you can do to look younger and more rested.

I received an email from one of my aunts in Cleveland, that sums it up. She writes "I need help. I am getting old and wrinkly. My skin feels like a dry piece of paper."

Now I have to say that she tends to over-exaggerate; however, it is the time of year for our skin to lose hydration. With the colder weather, our skin feels and looks drier; fine lines and wrinkles seem more apparent, and when we look in the mirror we think "yikes!"

What is the advice I gave my aunt? The same advice I'm about to give to all of you.

Skin Care Injectables Surgery

To be honest, I would normally talk about getting onto a good skin care regimen first, but it takes several months of commitment to see results. Because many of you want quick results (Christmas is in less than 4 weeks), I'm going to discuss injectables first.



Injectables. I know this sounds like a scary word, but even the most needle-intolerant patients (you know who you are) admit that the results can be amazing. What are injectables? Botox® and facial fillers.

Botox® is a popular non-surgical injection that temporarily reduces or eliminates frown lines, forehead creases, and crow's feet near the eyes. It usually lasts about 3 months. We do Botox® injections in the office, and they only take a few minutes. It does take a few days for the effect to start, i.e. don't wait until the day of the party to come in for Botox®.

I think that a common misapprehension about Botox® is that it is very expensive. To be honest, financially, it's not much more that a cut, style, highlights and manicure (and it lasts much longer). Many of our patients get Botox® for important events, instead of on a routine basis. It is just as effective whether it is your first time, or you've had it many times before.

We will be having our first Botox® breakfast at the office on Saturday, December the 2nd from 9:00 am until 11:00 am. Come for Botox®. The coffee and bagels are on us.

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Did you know?

- Blepharoplasty (or eyelid lift) was the number 3 cosmetic procedure in 2005 with 231,467 procedures performed.
- Botox® was the top non-surgical procedure performed in 2005 with 3,294,782 injections, up 16% from 2004.

**source: American Society for Aesthetic Plastic Surgery*

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Botox Pricing
10% off
our regular prices

*Until Jan 1st, 2007

Injectables and Skin Care

For deeper or more established wrinkles, Botox® may not be enough. This is where facial fillers come in. What filler should you ask for? This can be a little confusing because there are many different fillers on the market, and new ones are being released all the time. In this practice, we've selected to use:

- ◆ **Captique.** A crystal-clear, non-animal, biodegradable gel based on a natural substance, called hyaluronic acid. The gel is injected into the skin in tiny amounts with a very fine needle. The result is instantaneous and produces a long-lasting, natural enhancement. This is a super filler for deeper grooves or to plump up the lips
- ◆ **Cosmodern.** This is human collagen and can be used to fill in very fine wrinkles such as the crow's feet or vertical wrinkles between the upper lip and the nose. Why replace with collagen? Because sun exposure, pollution, natural aging and lifestyle factors can all diminish the collagen layer that supports the skin. And where collagen diminishes, unwelcome lines and wrinkles may appear.
- ◆ **Radiesse and Sculptra** are 2 longer lasting fillers, and we reserve these for patients with more complicated grooves, or those that have already tried Captique and want a longer lasting result. When you come in for your consultation, we will help guide you towards the injectables that meet your needs and budget.

Skin care. I'm not talking Oil of Olay here. I am talking about a legitimate skin care regimen, which includes: protection, prevention and correction. Skincare research shows that aging skin is the result of more than just years on the calendar. Exposure to environmental elements like sunlight, smoke, and air pollution causes photo-aging in the skin. Not only does this lead

Cosmetic Facial Surgery

❖ **Surgery.** Facial surgery may sound extreme, but for some patients, it makes all the difference. I commonly hear the complaint that "I just don't like what I see in the mirror. It doesn't look like me anymore. I want to look as good as I feel." Does this sound familiar? What surgeries can be done on the face?

- ❖ Eyelid lifts (also called blepharoplasties)
- ❖ Facelifts (rhytidectomies)
- ❖ Necklifts
- ❖ Browlifts

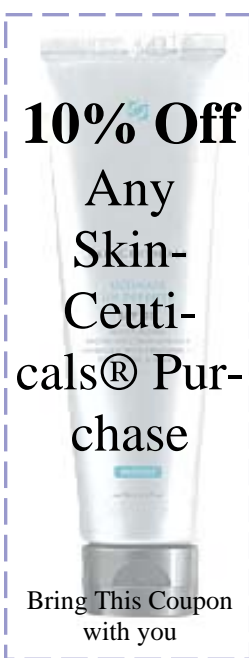
There is a reason that eyelid surgery is the most commonly performed facial surgery. The eyelids tend to age first, and since

to the formation of lines, wrinkles, and pigmentation—it can lead to more serious skin conditions, including skin cancer. A comprehensive antioxidant program can help prevent photo-aging and the onset of more serious skin conditions.

I'll risk sounding too scientific for a moment, but there is science behind Skinceuticals®, the skincare line that we provide in the office. This company has performed much of the research behind Vitamin C. This is a topical antioxidant, which has been shown to provide up to eight times the skin's natural protection from UV light. Vitamin C is a powerful antioxidant and is an important part of prevention.

I know there are already lots of pots of creams in your vanity, and the last thing you want to do is complicate your morning with a long drawn out skin care regimen, but consider this. Over the counter creams, etc. have to be safe for purchasers to use without supervision, and therefore they aren't as effective as a physician-supervised skin care regimen.

Correction of your skin problems will be tailored specifically for you. The products suggested may include hydroquinone or phytocorrective gel for age spots and pigment problems, retinol for correction of established fine lines and wrinkles, and B5 hydrating gel for dry and dehydrated skin. Please call the office (513.891.5610) for more specific advice, or come in for a complimentary skin care evaluation by Theresa Fox, our nurse and skin care specialist.



the eyes are so important in communication, they are the best place to start for rejuvenation. This surgery can be done under local anesthesia, and the recovery is generally less than a week.

What does a facelift do? Imagine that you lost 35 pounds (yippee!), and that you let your trousers (that no longer fit you) get very wrinkled. These were your favorite pair and you want to wear them again. Skin care, Botox, etc. is like taking your trousers to the cleaners and having them pressed ... but they still don't fit. You need to have them tailored as well. That is precisely what facelifts and browlifts accomplish.

For more information, please call the office (513.891.5610) for an appointment.

Breast Reconstruction Support Group

I've been thinking about starting a support group, for women undergoing breast reconstruction, for a while. However, it hasn't been until recently that I've finally gotten my act together to get things organized.

The idea of a support group obviously isn't a new one. There are many support groups in town for patients diagnosed with breast cancer. The American Cancer Society, the Pink Ribbon girls, the Wellness Community... to name a few. But what I have in mind is a place to get together with other women to learn from them and discuss some of the issues that go along with

breast reconstruction. For example, wouldn't it have been great to have met with someone who could give you solid advice on where to get the best (and cheapest) wig? Where to go in town to get a prosthesis and how to get it covered by insurance? How about advice on putting on makeup so that it looks natural and also helps recreate the appearance of eyelashes? Getting clothing ideas for women who are still undergoing reconstruction and have asymmetric breasts, etc...etc...etc...and other questions that are probably best discussed with other patients going through reconstructive sur-

gery.

I know many of you have expressed interest in forming a group like this to discuss these ideas and I'm sure you have many more.

I will host the events at the office, and provide light refreshments. Our kick-off meeting will be the 11th of January at 7 pm,



Her2 Designs

By Kristen Neumeier

After you healed from your mastectomy, how difficult was it to shop for clothing? Did you have to spend hour after hour shopping for a bra or camisole struggling to find the right fit? When you were lucky enough to find a bra that fit, did the design details fit your feminine style?

My name is Kristen Neumeier, and I am a fashion designer and product developer. It is through my mother, a breast cancer survivor of 14 years, that I first learned of the challenges that women with breast cancer face when looking for lingerie and other clothing.

I have started a company, Her2 Designs, to develop a line of clothing for breast cancer survivors, whether or not they have elected to undergo reconstructive surgery. I am currently doing preliminary product research

on lingerie and clothing and I would like to hear about your experiences and suggestions.

Some questions to ask yourself are: how do bras not accomplish the fit you need? Does athletic wear and swimwear meet your needs for support? If you have not had reconstruction, have you found camisoles with proper fit? What is your personal design style for undergarments?

If you would like to participate in this preliminary research stage, please contact me for an informational interview during regular business hours at 513.314.2785 or send an email to:

her2.designs@gmail.com.

Also, I will be in attendance for the first meeting of the breast reconstruction support group at The Women's

Plastic Surgery Centre on January 11th at 7 pm.













Kristen Neumeier

November 2006










Schedule of Events

- Nov. 15 —Breast Reduction Information Session at the office—9:00 am—10:00 am
- Nov. 23-24 —office closed—
- Nov. 30—Jewish Hospital Mobile Mammography Unit—Anderson Township Kroger—7580 Beechmont Ave.

 • Linda Doyle will have her silver jewelry in the office on these days —1:00—5:00 pm.

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December 2006

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31						

Schedule of Events

- Dec. 2 —Botox® breakfast in the office from 9:00—11:00 am.
- Dec. 13—Breast Reduction Information Session at the office—9:00 am—10:00 am.
- Dec. 22—26—Office Closed for the holidays. Will Reopen on Wednesday, Dec. 27.
- Dec. 27—Jewish Hospital Mobile Mammography Unit—Rookwood Commons in Norwood.
- Jan. 18 —First Breast Reconstruction Support Group Meeting at The Office at 7:00 pm.

Meet the Staff

If you have been into the office of The Women's Plastic Surgery Centre lately you have noticed we have new faces.

Growth and new employees are always fun and exciting – they give new sparkle to business by sharing their fresh ideas and knowledge. I am happy to introduce Sandy Brancamp, LPN, Sandy Alexander, front receptionist, Brenda Testerman billing/precert associate, and Kim AbouSaleh, office manager.



**Sandy Brancamp, LPN
Nurse**

ate, and Kim AbouSaleh, office manager.

Collectively they bring years of experience and expertise working in the medical field to our



**Sandy Alexander
Receptionist**

running a busy medical practice and learning to put names with faces. They always say "Getting to know all of the patients has been the most rewarding aspect of com-

practice.

They have been hard at work throughout the summer months learning our new computer system, navigating the many processes that support the daily activity of



**Brenda Testerman
Billing/Precert**

ing into the practice." We have included their pictures here so that you can also place names with faces – and yes they all groaned when I got the camera out – chuckle. Everyone gets her picture taken around here!



**Kim AbouSaleh
Office Manager**

"Getting to know all of the patients has been the most rewarding aspect of coming into the practice."

Why I love Silver Jewelry

My love of silver jewelry is a new one. Actually, it began about a year ago. I hosted a Silpada® party at my home with a good friend, Linda Doyle. As the night progressed, I kept finding jewelry that I really enjoyed and that fit my contemporary and casual life-style. By the end of the night I was officially hooked.



Since that night, I developed even more of an interest in silver jewelry, and have even made much of

what I wear everyday. How did I learn? Again, I have Linda to thank for my interest in "beading". She is an amazing jewelry artist, making beautiful pieces for friends and family.

Linda is still a representative for Silpada®, but she is also launching her own jewelry business.

I have asked her to come to the office on Monday and Wednesday afternoons during the months of November and December to display her beautiful silver jewelry.

I think you'll agree with me that silver jewelry makes a fabulous gift, whether you actually give it (or decide to keep it for yourself)! I hope you enjoy Linda and her silver jewelry as much as I do.

In support of breast cancer, I will be donating 10% of all of the jewelry sales to the Susan G. Komen foundation.

For more than 20 years, the Susan G. Komen Breast Cancer Foundation has been a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs. Working through a network of U.S. and international Affiliates and events like the Komen Race for the Cure®, the Komen Foundation is fighting to eradicate breast cancer by funding research grants and supporting education, screening and treatment projects in communities around the world.



The Susan G. Komen
Breast Cancer Foundation



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A Note From The Editor

2007 is just around the corner and the practice is now two years old. It's hard to believe how quickly the last two years have gone. As we look to the new year, New Year's resolutions, and at least 3 more months of cold weather, I will tell you that if you're considering body contouring surgery, the colder weather months are the best time of year for it.

Next month we will discuss tummy tucks. This is just one part of the body addressed by body contouring surgery. Other procedures include: liposuction, arm lifts, inner thigh lifts, and lower body lifts to name a few.

"Before you know it, summer will be here again. Will you be ready?"

In Our Next Issue

- ◆ Tummy Tucks, Step-By-Step
- ◆ Surgeon Spotlight
- ◆ Ask The Surgeon
- ◆ New Year Calendar of Events
- ◆ Debunking the myths