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Beauty for Life

beauty at every age



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Audience Question #1:

I have thought seriously about or considered having a consultation with a plastic surgeon:

1. Never
2. Very Rarely
3. Often
4. More than I'd like to admit
5. I have already had a consultation!

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“My reasons for surgery basically stemmed from being unhappy with... parts of my body that never seemed to improve, regardless of the amount or type of exercise and regardless of my diet. I am extremely happy with my choice in surgeon and am extremely happy with my results.”

-Laurie (33)

thirties

Most Common Procedures

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“I am a 49-year-old woman who always took pride in her appearance and was dedicated to a healthy eating and exercise routine - but was not happy with the visible signs of aging of the face such as frown, wrinkly neck, sagging cheeks, and lines in the forehead. I had my eye done a few years earlier so I decided on surgery to 'fix' the rest.”

-Sharon (49)

forties

Most Common Procedures

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*mid-fifties—
mid-sixties*

Most Common Procedures

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mid-sixties & looking ahead

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Audience Question #2:

The average plastic surgery patients is:

1. Famous, usually a movie star
2. Super Rich- doesn't need a bailout
3. Constantly having surgery/ never happy
4. Normal (Ohio) women who want to look and feel their best

The best way to view Beauty for Life is as a group of procedures in four levels listed in the right.

Plastic surgeons are uniquely qualified to provide you with a continuum of care, helping to evaluate your cosmetic concerns — from the least invasive to the most comprehensive.

- Surgical
- Moderately Invasive
- Minimally Invasive
- Non-invasive

the four levels of cosmetic care

While these general levels are based on the outcomes and relative risks of certain treatments, there are important relationships among the levels, which explain why we should consider them as a continuum. Here is some general information to consider about each level, including what the procedures can and cannot do, which best able to provide each type of treatment, the realistic outcomes of the most common treatments and procedures, and their similarities and differences.

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Surgical

Surgical or Invasive procedures reposition our tissue and restore lost volume to rejuvenate our faces. Body contouring can reduce fat deposits, lift sagging skin, and shape our arms, hips, and thighs. The most common surgical procedures can be grouped in three categories:

- Face — surgical repositioning and volume restoration
- Breast — breast lifts, augmentations, and reductions
 - ✓ Facial rejuvenation — eyelid surgery, forehead lift, facelift, and neck lift
 - ✓ Facial implants
 - ✓ Ear surgery
- Body Contouring — liposuction, tummy tucks, and arm, thigh, and body lifts

Beauty for Life

Beauty for Life *the four levels of cosmetic care*

Moderately Invasive

Moderately Invasive procedures, while nonsurgical, are neither risk-free nor a substitute for plastic surgery. This level includes injection therapy with Botox®, soft tissue fillers, laser skin resurfacing, deep chemical peels, nonsurgical skin tightening, and cellulite treatments.

The longevity of these treatments varies—from a few months to a few years. For a time, they reduce the appearance of lines and creases, plump thin lips, enhance shallow contours, and soften wrinkles. But we don't achieve the same results as we would with surgery or surgery combined with moderately invasive procedures, which produce more noticeable and longer lasting results.

Cosmetic Medical Care

Plastic surgeons work with patients at all stages of life, evaluating health, medical, psychological history, and body type to provide comprehensive advice according to their personal cosmetic medicine goals. They help explain the specific results a procedure can and cannot deliver and its associated risks; how to choose the right course of action depending on our age, needs, and wishes; and what we can expect to look like after the procedure.

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Audience Question #3:

Regarding Botox:

1. I have heard of it....
2. I have had it...
3. I get it regularly.
4. I can't live without it!

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Minimally Invasive

Minimally invasive treatments even out our skin tone, increase cell turnover, promote cell growth, remove unsightly veins or abnormal hair growth, and stimulate collagen production to help the skin retain its softness and reduce the appearance of lines and wrinkles.

Common procedures include light-based treatments to remove sunspots (e.g., Intense Pulsed Light, or IPL®), microdermabrasion, light skin peels, spider vein treatment, hair removal, and treatment of leg veins. These treatments—usually undertaken in a series—are not without risk and should be performed by a trained provider overseen by a plastic surgeon.

Medical skin care can produce pleasing outcomes for patients by reducing the effects of sun damage and discolorations and improving skin texture.



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Non-invasive

Noninvasive cosmetic procedures—or spa treatments—are therapeutic and relaxing, designed primarily to reduce blemishes and revitalize and protect the skin. The results are temporary.

These techniques and treatments—such as cellulite wraps, facials, and deep tissue massages—are used by people of all ages, from younger people who want to improve skin tone to older adults looking to relieve muscle tension or back pain.

Plastic surgeons are actively involved in research to develop new techniques and improve existing procedures that will deliver scientifically proven outcomes for patients undergoing cosmetic or reconstructive procedures. Plastic surgeons are directing cutting-edge advances in the field, based on research using stem cells, biomaterials, and biomechanical engineering.

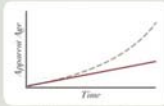
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changing with aging

As the graph below illustrates, cosmetic medicine and surgery can't stop the aging process, but it can slow down the rate at which it affects our bodies.

Plastic surgeons rely on their in-depth medical knowledge of the entire human body—its changes over time and its response to our environment and lifestyle—to accurately define our health and beauty goals at the appropriate life stages. They also help us understand our options and manage our expectations about cosmetic surgery results.

As our beauty needs evolve, the types of beauty and plastic surgery procedures we choose to meet those needs change too.



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Last Audience Question:

The procedure I am really interested in is:

1. Lipo (of my legs, so my jeans fit better)
2. Facelift (forget Lipo- I want to concentrate on what people see!)
3. Breast Surgery (hope she is having a two for one special)
4. Arm lift (– No flapping wings for me, like my 2nd grade teacher)
5. I want to dabble a bit with the injectables...then we will see!

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patient safety

American Society of Plastic Surgeons and American Society for Aesthetic Plastic Surgery member surgeons:

- Are board-certified by the American Board of Plastic Surgery® or The Royal College of Physicians and Surgeons of Canada® after passing rigorous written and oral exams
- Have at least six years of training and experience in surgery, with three years specifically in plastic surgery
- Annually complete continuing medical education, including patient safety training
- Perform surgery only in accredited, state-licensed, or Medicare-certified surgical facilities
- Adhere to a strict code of ethics

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Thank you for your attention!

Please feel free to contact me at:

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Or visit the website to learn more

www.AnneTaylor.MD