



# Cosmetic Chronicles

Volume 5—January 2009

## Cosmetic Surgery Tips during Hard Economic Times

During hard economic times everyone is and should be cautious about where they spend their money. You need to find “values” with your expenditures. If you have your heart set on plastic surgery, there are some things you can do to ensure “value”.

### 1 Do it once and do it right.

This is not the time to go to unqualified surgeons just because they are marketing a lower price. Do your homework and make certain your surgeon is board certified and fully qualified. The cost to correct a poorly done or inappropriate procedure is frequently 2 to 3 times the cost of the original procedure.

### 2 Avoid “cross-sell” and “up-sell”.

Cross-sell is when a surgeon or his/her staff try to talk you into other procedures or services during your visit. Up-sell is talking you into a more extensive and expensive procedure than you need. Be careful, some offices are very good at this.

### 3 Think carefully about your specific goals.

Sometimes a lesser procedure can achieve your goals. The key is finding a surgeon with good communication skills. Example: If your concern is looking tired, this usually can be corrected with an eyelid tuck instead of a full facelift. Sometimes a “neck-lift” or “mini-lift” will give you the results you want. Be sure to discuss options with your surgeon.

### 4 Avoid surgeons who double dip.

Some surgeons will misrepresent the results of a procedure so that a second surgery is necessary to achieve your goal. For example, someone wants breast implants but also needs to have a breast lift. Doing just the implants can make the breasts worse and force a second full price surgery. Another example is when someone needs both liposuction and a tummy tuck but they go ahead with the liposuction alone. This will give you an unsatisfactory result and will require a second procedure.

### 5 Avoid the “minimally effective” procedures, and I’m being polite.

Some procedures don’t work at all. Included in this are some of the lasers, Thermage, life-style lift, thread lift and many others. If it seems too good to be true, it probably is. For example, someone advertises a non-surgical facelift, done in the office on your lunch break, for a thousand dollars – you’ve got to be kidding! The longer this economy continues, you can expect to see more of this.

### 6 Fillers and Botox can sometimes tide you over.

In the early stages of facial aging when the facial creases are still light, fillers can be quite dramatic. In other areas where a muscle group is creating an offensive wrinkle (frown lines, crow’s feet or forehead wrinkles), Botox can be very effective.

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## Preferred Patient Specials

Buy one full syringe of Restylane® or Perlane® and get one **FREE** through January 31, 2009!

With just one treatment, Restylane® smooths away moderate to severe facial wrinkles and folds, such as the lines from your nose to the corners of your mouth (nasolabial folds).

*To qualify for the BOGO offer, you must receive your treatment before January 31, 2009.*

**10% OFF**

**Obagi's Professional C**

*Offer good through March 31, 2009.*

**Plus, ask about Interest-Free Financing and Special Pricing Options.**

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## 7 Ask about payment and financing options.

Some practices will have a “patient courtesy discount” when you pay cash. Plus, make certain you’re getting the best financing package. Many of the banks are looking for more quality business and they’re making “no-interest” financing available.

## 8 Don't underestimate the power of good skin.

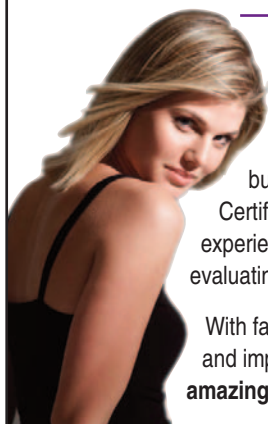
Medical strength skin health systems supervised by a medical esthetician can make dramatic differences in your appearance and self-confidence. Good skin care will even the color of your skin, reduce pore size, and erase many of the fine wrinkles.

**You can still achieve your goals, but you need to be extra cautious.**

The American Society of Aesthetic Plastic Surgery is exclusively for Board Certified Plastic Surgeons with practices that are primarily dedicated to cosmetic surgery. Of all the American Plastic Surgeons only about 20% are eligible to belong to this society.

## Look Amazing, Feel Great and Stay Within Your Budget!

*Almost everyone is on a tighter budget these days, but that doesn't mean your appearance has to pay the price.*



At Plastic Surgery One, we provide the top surgical and non-surgical procedures that help you achieve the younger, more vibrant look you want while keeping an eye on your budget. Trust Donald Kress, MD a Board Certified Plastic Surgeon with 25+ years of experience. After listening to your concerns, and evaluating you, he is happy to review your options.

With faster recovery times, affordable procedures and improved technology, **now is the time to look amazing and feel great! Call us today.**

**Interest-Free Financing • Special Pricing Options**

## Skin Care Corner

It's a new year and though the economy is unstable there is one investment that is worthwhile - your skin!

Since your skin is the largest organ of your body, it requires optimal nourishment and protection. One way of doing so is to use Obagi's Professional C.

Why Vitamin C is important to the skin?

- Promotes wound healing
- Controls inflammation
- Protects against UV radiation damage
- Stimulates collagen synthesis
- Maximum antioxidant protection
- Moisturizes the skin for luminous, radiant complexion

If there's one product you need this winter, it's Obagi's Professional C. So call today and receive **10% OFF**.

With a comprehensive skin analysis and evaluation, we will develop a treatment plan designed specifically for you.

Available services include

- Microdermabrasion
- Micropeel
- Acne Peel
- Facials
- Waxing
- Mineral Make-up
- Eye Lash and Brow Tinting and Bleaching

**Have questions about skin care issues? Call today for your free skin care consultation — 301-698-2400.**

### FREE Seminar: A Good Workout or Plastic Surgery?

The best workout routine and healthiest diet won't always give you the results you desire. Even though plastic surgery is no replacement for living a healthy lifestyle, it can be a valuable tool to help you meet your goals as far as body image and appearance.

**Get the answers to your questions during this FREE informative seminar with Donald Kress, MD, FAC of Plastic Surgery One in Frederick, MD.** Dr. Kress is a Board Certified Plastic Surgeon with 25+ years experience.

**Where: South Pointe Fitness Club  
118 E. Oak Ridge Drive  
Hagerstown, MD**

**When: Wednesday, January 28th**

**Time: 7:00 pm to 9:00 pm**

**Seating is limited, call 301-791-7934 to reserve your seat today!**

*Enjoy complimentary light refreshments during your seminar.*



Plastic Surgery *One*

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