



Southern Plastic Surgery, P.C.

MED NEWS

Volume VIII

SUMMER 2009

WHAT'S NEW?

Latisse™ & Dysport®



Southern Plastic Surgery is proud to offer the latest FDA approved treatment for longer, thicker lashes: Latisse™! This treatment helps those with insufficient or inadequate lashes with a daily regimen lasting 16 weeks. After the 16 week period, you can continue to use Latisse™ every 2-3 days until your desired results are achieved.



This product was developed by Allergan, a pharmaceutical company with over 60 years of expertise in prescription eye care products. Latisse™ is now available at SPS for a special price. For a limited time, you can get one box of Latisse™ for \$99 or a two box starter kit for \$180 – two boxes will last you approximately two months. ■



There is a new alternative to Botox® called Dysport® which Southern Plastic Surgery will begin trialing this August. Dysport® is

developed by Medicis, makers of Restylane®. The products are virtually identical, but since Dysport® is a new cosmetic product, there will be more pricing options available to benefit patients as it tries to break into the market and cosmetic practices. We will be evaluating the effectiveness as well as the duration of results Dysport® offers in our trialing phase.

If you're interested in learning more about Latisse™ or Dysport® or want to start your treatments (and if desired, become one of our case studies for this product), send us an e-mail at: info@southernplasticsurgery.com. ■

Laser Lights Cosmetic Laser News:

In recognition of its 10th year anniversary in business, Laser Lights Cosmetic Laser Center is expanding its laser collection! Laser Lights is proud to announce their newest cosmetic laser, a fractionated laser system. This new facial rejuvenation laser will perform skin resurfacing, stretch mark improvement, wrinkle removal, brown spot removal, acne scar correction, and most importantly, rebuild collagen levels in your skin – all with little downtime! To celebrate, Laser Lights is offering 50% off skin tightening & wrinkle removal services through July 2009 so everyone can see the results this laser can bring for less! ■



DR. WHITEMAN FEATURED ON ANDERSON COOPER 360 & IN VIM AND VIGOR MAGAZINE

A recent episode of Anderson Cooper's 360 featured Southern Plastic Surgery's own Dr. David Whiteman! The CNN show contained a segment dedicated to the role of plastic surgery in our current economy and today's competitive job market. Two individuals, one prospective patient and one satisfied patient, were interviewed over the course of the segment. The prospective patient was considering surgery to enhance their opportunities in the job market.

We are proud to get such recognition from a national news program – it truly is a testament to Dr. Whiteman's skill as a plastic surgeon when his own patient agrees to go on TV to discuss their satisfaction. We encourage you all to visit our website and watch the story!

Dr. Whiteman was also featured in Vim and Vigor magazine where he talked about the importance of giving back to the community and supporting breast cancer research and prevention with The Sport of Giving.



SPS CONSULTATION NEWS

There are roughly three types of people when it comes to learning: those who learn by listening, those who learn by seeing, and those who learn by experiencing. These learners are called auditory learners, visual learners, and kinesthetic learners, respectively. Before, preparing for a breast augmentation cosmetic procedure was largely an auditory and visual process – the doctor tells you what to expect and shows you images of other patients. The Natrelle™ Pre-Consultation Kit enters the realm of kinesthetics, allowing patients to essentially “put on” their augmentation before the actual procedure and experience what life would be like after the surgery. During the research stage, some women who never considered an augmentation procedure grew curious and scheduled a consultation.

Southern Plastic Surgery is now offering Allergan’s new Natrelle™ Pre-Consultation Kit for those unsure whether or not a breast



augmentation is right for them. In the kit, there is a trial set of implants and a special sizing bra, along with a \$50 rebate for Natrelle™ gel implants as well as \$170 total savings for Botox®, Juvéderm™, and Latisse™ treatments. Contact us for more information. ■

SUMMER - SPECIALS

50% Off
Spider Vein Removal Treatment

Buy Any Laser Hair Removal Package Valued \$440 or More, Receive 5

\$50 Off
Restylane® thru Sept. 30th

FREE
Underarm Treatments

Botox 7 Year Anniversary Rebate: For all injections performed before September 30th, patients may send in a \$50 rebate before October 15th. Rebate quantities are limited!

Botox® & Juvéderm™ Duet Dividends Rebate: \$100 Rebate for dual Botox & Juvéderm™ treatments & \$50 off each follow-up procedure (3-4 months for Botox®, 9+ months for Juvéderm™)

EVENTS & FUNDRAISERS



Pink Party 2009 Sport of Giving News

Educating our community about breast cancer care and prevention is of the utmost importance. As many of you are aware, Dr. Whiteman is the medical advisor on the Sport of Giving Board of Directors. So far in 2009, The Sport of Giving has raised over \$175,000 during their tournaments and events. To date, the Sport of Giving has raised over one million since it's inception.

The Sport of Giving 501(c)(3) benefactors for 2009 tournament donations:

- Gwinnett Medical Duluth – Center for Women’s Services
- Northside Hospital Forsyth – Breast MRI Detachable Table
- American Cancer Society Patient Navigator
- Georgia Cancer Foundation
- Breast Cancer Treatment Handbooks





COSMETIC SURGERY: MYTH VS. FACT

When things become popular, there are always common questions, misconceptions, and sometimes even urban legends that get started.

Myth: Breast implants may increase your risk for Breast Cancer.

Fact: This has been proven untrue by The Institute of Medicine – they found evidence specifically pointing out that breast implants do not cause breast cancer or any recurrence of breast cancer. Whether or not you have implants, it's very important to keep up with your screenings, mammograms, and clinical breast exams as well as self-examinations to prevent breast cancer.

Myth: You can no longer breast feed after getting implants.

Fact: The Mayo Clinic has confirmed it is safe to breast feed after getting implants—so long as you give yourself the proper time to recover from the procedure! It is always encouraged to breast feed your children, as it is most often considered the best choice for the babies' health.

Myth: Breast implants need to be replaced every 10 years.

Fact: The latest data indicates that less than 1% of patients using

silicone implants require replacements at 7 years. There's no reason to have your implants replaced unless you are having an issue with them. Implants are, at heart, made by humans, so every now and then a problem will arise, but ultimately, once set, there is no need to have them replaced unless you wish to remove them or replace them with a more comfortable size implant.

Myth: Science has not proven silicone implants safe.

Fact: The FDA has reviewed the use of silicone implants over the last 14 years and has found no significant health risk associated with this implant or the saline implant.

Myth: All Board Certifications are the same.

Fact: My double board certification includes the American Board of Plastic Surgery and the Royal College of Physicians and Surgeons of Canada, indicating I have passed board examinations in both countries. The more important question to ask is what residency the surgeon was trained in, not what board they are a member of. This allows people to determine who is a plastic surgeon, dermatologist, gynecologist, etc. ■

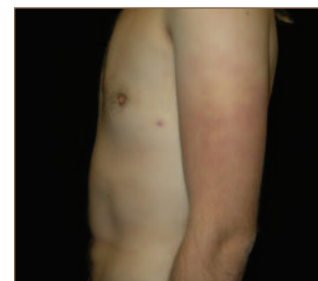
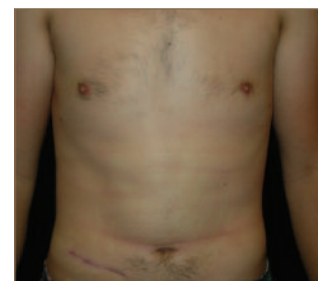
INVEST IN YOURSELF!

Shane's Story

Many patients at Southern Plastic Surgery have recently realized that an investment in yourself can bring guaranteed returns. Summer is in full swing; what better time to refresh your spirit as well as your appearance?

Even though Shane participated in regular exercise and competitive soccer, he still was unable to achieve the changes in physique he was looking for. He was self-conscious about his appearance and began to investigate ways to make positive changes. After researching local plastic surgeons online, Shane chose Southern Plastic Surgery because of what he described as Dr. Whiteman's impressive before & after photos. After meeting face-to-face, Shane said Dr. Whiteman's, "kind and enthusiastic manner not only made it very comfortable for me but gave me reassurance that things could work out. I decided to have it done shortly thereafter. It was one of the best decisions I have ever made. His work truly gave me a new outlook on my life and made it possible for me to love my appearance and feel good about myself."

When you come to Southern Plastic Surgery our goal is to help you look and feel better so the benefits of investing in your self-image will be worthwhile for life!



BEFORE

AFTER



Southern Plastic Surgery, P.C.

SPS SUGGESTION BOX



SPS strives to be the best we can be. We value your opinion and would like your help! If you have a suggestion, please feel free to contact us and tell us about it. The best suggestion will receive a \$50.00 gift card. ■

Are you considering breast reconstruction surgery? Please contact us for a booklet of reconstruction surgeries performed by Dr. Whiteman or to arrange a consultation.

DAVID M. WHITEMAN, M.D., FRCS



- Certified by the American Board of Plastic Surgery
- Certified by the Royal College of Physicians & Surgeons of Canada
- Member of the American Society of Plastic Surgery
- Spokesperson, Sport of Giving (Breast Cancer Initiative)
- Director, Breast Cancer Survivors Information Network
- Director, Breast Cancer Buddy Group
- Chief of Plastic Surgery at Gwinnett Hospital System



Southern Plastic Surgery, P.C.

3855 Pleasant Hill Road

#370

Duluth, GA 30096