

FOX NEWS INTERVIEW ON FACIAL PLASTIC SURGERY

During this economy, Drs. Fred Bressler and Etai Funk have seen a surge in demand for non-invasive alternatives to surgery in order to improve facial cosmetic appearance. The downturned economy, stock market decline, and the uncertainty of our retirement funds leave us feeling down, upset, and a little depressed. We are in need of a pick-me-up; a feel good.

At The Bressler Center, we have always felt that when you look good, you feel good. And that is what patients want; an affordable alternative to help people look and feel good about themselves. For those patients who currently do not have the financial means for surgery or want to see a more stable economy before making such an investment, there are affordable alternatives to “tide them over”.

There are three things you are looking for with these treatments.

- 1) Does it produce the result you want? These alternatives do not replace surgery. They will produce a considerably improved result, but not quite what we can achieve with surgery.
- 2) Is it safe?
- 3) What is the downtime?

We want a quick recovery, because in today’s economy, the time you take off work is lost revenue. There are three relatively non-invasive cosmetic procedures that can be performed in the office.

1) Botox®

We’ve all heard about it and many received it, but Botox® is an incredible medication. It’s very safe for injection and has been used for decades for medical purposes. It’s important to make sure you are getting your treatment by someone qualified to administer this injection. Someone that not only understands the facial muscles of expression, their location and anatomy, but is well-trained in facial aesthetics. Where should the brows lie? Where is the muscle that causes those frown lines? Only Dr. Fred Bressler and Dr. Etai Funk are qualified to inject Botox® or fillers at The Bressler Center.

From a financial perspective, you want to receive the most value from Botox®, so there are two questions you need to ask.

- a) How many units did I receive?

Botox® is measured in units. Not in milliliters or syringes. It is important to ask how many units you received. Botox® arrives as an invisible product of 100 units in a vial. We reconstitute it with saline and, depending on how much saline is placed, will give you your concentration.

- b) When was my Botox® reconstituted?

Now, the maker of Botox® state that it should be injected within four hours of reconstitution for the most efficacious result. However, there are studies that show Botox® retains its potency up to about one

to two weeks after reconstitution. At The Bressler Center, we always mix our Botox® the day of the patient's injection and save it for one week after if that patient needs any touch ups.

2) Fillers

We've seen them advertised everywhere. Restylane™, Juvederm™, Radiesse™, etc. These injectable fillers have also been proven to be safe, office-based treatments that are easy on the wallet compared to surgery. They treat folds and wrinkles that we see at rest: the cheek folds; the lines extending down from the corners of the mouth. They are temporary and will last anywhere from six months to a year.

We can also use these fillers for volume replacement. Effacement of the prejowl area to give a more heart shaped jaw versus a masculine one. Increase volume in the cheeks. Some may call this a liquid facelift or volume lift. It is temporary, but does provide an excellent result. This requires multiple syringes and may require a few days of down time from minor bruising. You are looking at \$3000-\$5000 versus \$15000-\$20000 for a facelift. Although the facelift is longer lasting with a more dramatic result, this type of volume lift will produce a temporary and aesthetically pleasing outcome.

3) Skin resurfacing and treatments

It is essential to find a good aesthetician who understands your skin and can provide you with the best treatment for your skin type and your skin condition. The technology regarding skin treatments has become revolutionized over the last several years. Our aesthetician, Tasha Picciarelli, utilizes Syneron™ technology, which combines bipolar radiofrequency energy with heated light/laser energy to provide treatments that can improve fine wrinkles and tighten skin. This truly provides a refreshed and rejuvenated appearance for mild jowling and looseness around the neck. We, as do many other physicians, provide FotoFacial™ or IPL for those patients with photodamage, sunspots, and dyspigmentation. The fractionated lasers and treatments have also revolutionized skin resurfacing allowing comparable results to the old lasers with less downtime and recovery.

So these are three things – Botox, fillers, and skin treatments with a good aesthetician – that can truly provide you with a refreshed, rejuvenated appearance at an affordable price.

For those who want more dramatic and long-lasting results with surgery, we do offer financing options with CareCredit®, Capital One Healthcare Finance®, and Chase Health®. This allows patients to have their surgery today while delaying payment over a certain period of time.