



EMPOWER YOURSELF BEAUTIFUL



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Back to Beautiful

If you feel self-conscious wearing body conscious sweaters, there's good news. You can eliminate back bulges with body sculpting!

Until now, mid to lower back folds have been extremely difficult to correct. Liposuction, laser or ultrasonic liposuction can reduce moderate back folds.

With the latest techniques, even excessively large folds can be eliminated.

At the recent International meeting of plastic surgeons in Toronto, more surgeons proposed removing excess skin on the back to get rid of those large folds. The procedure takes about two

and a half hours and is performed on an outpatient basis. In some cases it is combined with a breast reduction. The incisions are made along the bra line so the bra can conceal the scar which will fade over time.

This technique is recommended when liposuction alone isn't enough to sculpt and tighten the excess skin.

It's particularly effective for patients who have undergone massive weight loss, pregnancy or simply aging. In all of these conditions the skin is stretched and unable to recover to its original state. In some cases, heredity plays a role in forming these back folds.

Call Western Reserve Plastic Surgery today to find out which procedure may be an option for you.



Lunch Time Lipo

Lose inches over your lunch hour with LifeSculpt™.

The minimally invasive procedure requires only local anesthesia and can be done right in the doctor's office. The surgeon inserts a thin laser fiber into the trouble area and delivers a unique fat "melting" wavelength that gently liquefies fat. This wavelength is tuned specifically to fat cells. The liquefied fat is then removed using a suction

canula. Most patients feel nothing but mild warmth during this quick procedure which can take as little as 15 minutes!

The incisions are so small they become unnoticeable over time. There's little discomfort, lower risk for bruising and minimal downtime. LifeSculpt™ also smoothes and tightens saggy skin by heating the tissue and inducing the production of collagen. The result is a smoother, more youthful appearance.



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Our philosophy at Western Reserve Plastic Surgery

- We take the approach that every body holds its own inner beauty. It's the person that empowers it come forward, that is beautiful.
- We make our patients feel informed, confident and in control of their plastic surgery experience.
- We maintain a center of excellence in plastic surgery by informing and caring for our patients, focusing our attention on every detail both medically and aesthetically.



Migraine Management

Did you know that one out of every five women in the United States suffers from migraines? The average cost is \$7,000 dollars a year for medication to ease the pain. Migraines can be professionally, socially and emotionally debilitating.



Plastic surgeons are leading the way in eliminating migraines through creative surgical approaches which isolate nerves in the forehead and back of the head. Theoretically, muscles and blood vessels sometimes trap these nerves, putting tension and pressure on them, which in turn triggers a migraine. This can be caused by emotional stress, tension or even changes in the weather.



To find out if surgery

may work for a patient, surgeons will first test the effects of Botox on the patient.

The surgeon injects Botox into the brow of lower back portion of the head. If Botox provides relief, it is very likely that surgery will significantly improve or even eliminate the migraines.

The outpatient surgery is done under magnification to identify the nerves and release them from their surrounding muscles, usually the middle of the forehead. The surgeon reaches the nerves through the upper eyelid. In other cases, the surgeon can release the nerves through an endoscopic procedure which is normally performed in a brow lift or temporal lift.

These procedures have provided great relief to many patients and in most cases have eliminated the need for medication. At a very minimum, they have substantially reduced the frequency of migraines as well as the demand for medications.

For further information or consultation please contact Western Reserve Plastic Surgery.

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Skin Care Specials

Endermologie—20% off

Package of 14 treatments
reg. \$1400
now \$1120

Brightening Peel

Package of 3 peels
reg. \$390
now \$300

Obagi ELASTIderm

Eye Cream or Gel
20% off



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We're Movin' On Up!!!

**We are now on the 12th floor of
Crowne Center
Suite 1225**

Please join us for our

OPEN HOUSE

Wednesday January 12, 2011

5-8pm

**Check out the breathtaking views
and visit our new procedure rooms.**



Holiday Helpers

The holidays can be very hectic, leaving little time for beauty sleep or rest and relaxation. If you want to look your very best for those holiday parties, we have the perfect holiday helpers:

Botox, Juvederm and Latisse

Customize your savings during our Allergan Event!

Botox—\$11 per unit

Juvederm—\$50 off one syringe, \$75 off two

Purchase one vial of Juvederm, receive 20 units of Botox free

Purchase one vial of Juvederm and Latisse, receive \$100 rebate from Allergan

Friends and family will wonder how you make it through all the festivities looking so refreshed. We won't tell, if you don't tell....

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Allergan Savings Event

December 1, 2010

1-5pm

By appointment only

Bringing Breasts Back to Life

Women who've experienced pregnancy know the joy of bringing life into the world, and the frustration of losing life from your breasts. The hormonal and physical changes that occur during pregnancy and breastfeeding can leave you with smaller, sagging breasts and in some cases, excessive tissue. At Western Reserve Plastic Surgery we offer combined techniques which bring back the volume and lift the breast.

Using the Benelli technique (making the incision around the areola) we can eliminate vertical incisions in front of the breast and horizontal incisions beneath the breast. This

technique elevates the breast back to its original position and reduces excess tissue. This procedure can also be combined with breast augmentation.

Many patients are now moving to silicone gel implants because of the natural feel and reduced risk of wrinkling beneath thin skin. The gel implants today come in three profiles: low, medium, and high, as well as a wide range of volumes. We recommend patients select a larger size implant because it appears smaller once it's placed under the muscle and breast tissue.

The latest



procedures use a "no touch technique". The implant is placed into a funnel and then inserted through the incision, minimizing the potential for skin contact and infection. It delivers the implant with less trauma and reduces the risk for surface contamination.

At Western Reserve we are always improving our performance through new methodologies and technologies. Ultimately it means less time in the operating room for you and a quicker recovery.

Here's what you can expect during your first patient visit: patient history, measurements, consultation and discussion on type of procedure. If you decide on a lift and augmentation, we would discuss the type and size to make sure you get the results you desire.

Call today to find out which type of procedure can help bring life back to your breasts.

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Crowne Centre
5005 Rockside Road, Suite 1225
Independence, Ohio 44131

Phone: 440-842-FACE
Toll Free: 800-525-8446
Fax: 216-328-1860
E-mail: info@westernreserveplasticsurgery.com



We're on the Web!
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Dr. George J. Picha

In his 20 years as a plastic surgeon, Dr. George Picha has performed more than a thousand breast augmentations; body sculpting, cosmetic facial and laser technology procedures. He's a world-renowned expert in breast augmentation and design of breast implants. In addition, Dr. Picha also has a Ph. D. in biomedical engineering from Case Western Reserve University and as a result Allergan Corporation requested his services as a chairman of its implant retrieval program. Allergan is the world's largest manufacturer of breast implants and also manufactures Botox. Dr. Picha and his staff take a special interest in each patient and his/her treatment, from the initial consultation to the post-operative phase of surgery.



Dr. George Picha is certified by the American Society of Plastic Surgeons and the American Society for Aesthetic Surgery



Dr. Nicholas R. Husni

Dr. Nicholas R. Husni is a highly skilled Plastic and Reconstructive Surgeon, who specializes in cosmetic surgery of the face and body, lasers, and injectables. After graduating Magna Cum Laude from Boston College, he continued at Boston University School of Medicine and earned his M.D. and a Ph.D. in Pathology with emphasis on wound healing. Dr. Husni completed his general and plastic surgery residencies at the prestigious Lahey Clinic Medical Center in Boston.



He returned to his hometown of Cleveland to pursue further training at The Cleveland Clinic Foundation. While at CCF he completed additional fellowship training in cosmetic and breast surgery, and gained valuable experience performing surgeries and training with the very best surgeons in the Department of Plastic Surgery, as well as mentoring the plastic surgery residents. Dr. Husni decided to pursue private practice in plastic surgery, in order to focus exclusively on cosmetic surgery of the face and body. While Dr. Husni finds other areas of plastic surgery very interesting, such as hand surgery and microvascular reconstruction, he receives the most satisfaction from helping motivated patients to look and feel their best.