

Empower Yourself Beautiful

Beach Ready Body

The days are getting warmer and layers are getting lighter. Now is the time to create your perfect bikini body.

One of the most popular procedures for gaining swimsuit confidence is breast augmentation. More than 250,000 augmentations are performed every year in the United States alone!

Augmentation enhances the size and shape of the breasts for women who want larger breasts or who wish to correct changes resulting from pregnancy, such as sagging.

Augmentation can also help women who need reconstruction following breast surgery. Not only are our surgeons experts in creating the contour a woman desires, they also minimize discomfort with his attention to detail and minimal surgical invasiveness, leaving patients happy with the results and the recovery process.

By inserting an implant behind each breast or under the muscle, the surgeon is able to increase a woman's bust line by one or more bra cup sizes.

A breast implant is a silicone shell filled with either silicone gel or a salt-water solution known as saline. The difference in implant design can allow for a more natural appearance based upon your anatomy and goals.

A clinical professional can help

you choose the size and type of implant. However, the final decision is entirely up to you.

The method of inserting and positioning your implant will depend on your anatomy. The incision can be made either in the crease where the breast meets the chest, around the areola (the dark skin surrounding the nipple), or in the armpit. Every effort will be made to assure that the incision is placed so resulting scars will be as inconspicuous as possible. There are advantages to each approach. However, many patients choose to go under the arm to avoid scars on the chest.

The outpatient procedure is done under anesthesia and lasts approximately an hour. The majority of patients are back to work in less than a week.

It is very common for patients to further complement their look with other procedures such as tummy tuck or body sculpting, to achieve the desired overall look.

When deciding to have cosmetic surgery **Western Reserve Plastic Surgery** believes that the most important thing for a successful outcome is excellence in skill and care along with accurate communication. **Western Reserve Plastic Surgery** represents a center of excel-



lence! From the initial consultation to the post-operative treatment, they provide patients with excellent care and professional knowledgeable advice.

When you first contact **Western Reserve Plastic Surgery** you will be greeted courteously. Upon consultation, you will immediately sense a caring and compassionate approach to your expectations. Dr. George Picha and Dr. Nicholas Husni are passionate in their desire to achieve the most rewarding outcome for patients, offering sound, professional recommendations.

The staff at **Western Reserve Plastic Surgery** believes that knowledge empowers beauty and wants you to feel completely informed and confident in the decision to have surgery.

440-842-FACE

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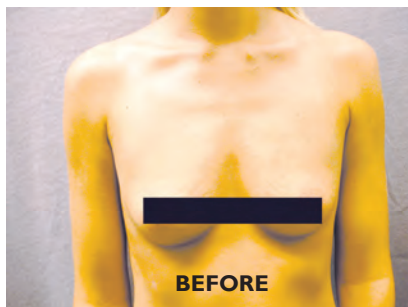
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Our philosophy at

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.



BEFORE



AFTER



Melt Away Fat!

LifeSculpt™ laser body sculpting uses the latest technology to gently melt away fat in as little as an hour! This minimally invasive procedure smoothes or eliminates trouble spots that don't respond to diet or exercise and patients experience little or no down time.

Western Reserve Plastic Surgery is the first and only practice in Ohio to offer the LifeSculpt™ procedure. Unlike traditional liposuction which is performed under general anesthesia, LifeSculpt™ requires only local anesthesia, which lowers the risk of complications and can be done right in the doctor's office or a surgery center.

The surgeon inserts a thin laser fiber into the trouble area and delivers a unique fat melt-

ing 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!

LifeSculpt™ can treat your problem areas, removing fat and sculpting areas most anywhere on your body. The most common areas are neck and chin, upper arms, love handles, thighs, back and abdomen. It is also ideal for smaller hard to address areas such as the ankles.

Let LifeSculpt™ contour your physique and quickly achieve the body you want!



BEFORE



ONE WEEK

Schedule a consultation to see if LifeSculpt™ is right for you!

www.wrpsurgery.com



LifeSculpt™

www.lifesculpt.com

Laser Tummy Tuck

This revolutionary procedure using lasers to make incisions, lift the skin and tighten the muscles. It results in a smooth tummy and involves minimal blood loss.

Performing the entire tummy tuck with lasers greatly reduces operation time which reduces risks to the patient and also speeds recovery. There are many benefits to the

laser vs. traditional tummy tuck. Fat is removed and skin is tightened, resulting in smoother skin. It's less traumatic and recovery is quicker. Laser Tummy Tuck is often combined with body sculpting of the thighs and waist. In 2 1/2 to 3 hours, a patient

can have a brand new body!

Call for a free consultation.

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Artistry & Elegance

Over the Counter vs. Prescription Skin Care

At WRPS we carry the most advanced prescription-strength skin care lines.

If you are buying over-the-counter skin care products, it doesn't matter if you are spending money at the Chanel counter or spending money on Olay: the FDA will not allow more than a percentage of the active ingredient.

What's more, if a product requires a prescription, that means it's been PROVEN to work. Over-the-counter products simply do not offer this assurance.

So why not spend your hard earned money on products that will actually improve your appearance.

Our estheticians are fully trained on the best

prescription strength skin care lines, and offer many other services, such as Endermologie cellulite treatment, medical grade peels, brow shaping, hair removal, and permanent makeup.

Call for your free skin care assessment and appointment today.

440-842-FACE





Reduce Hair Permanently

The best accessory for the latest spring fashions is beautiful, smooth skin. Look great in a skirt or bikini after a series of laser hair removal treatments.

The Sciton laser can remove hair and result in permanent hair reduction. Here's how it works. The light energy is selectively absorbed by the melanin in the hair follicles and converted to heat.

The heat diffuses and injures certain cells so hair doesn't grow back. Effective hair reduction can only be achieved during

the active growth phase.

Hair reduction is considered permanent when a significant amount of hair does not return for a period of time longer than the complete growth cycle.

After a series of treatments, most hair is permanently removed. However, if hair does regrow it will be finer and lighter than before.

The Sciton laser can be used to remove hair from the legs and from sensitive areas like the face or bikini line.



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Picking the Right Peel

One of the fastest, most effective ways to get great results for your skin is with a medical grade peel. Here are a couple of the most popular peels at Western Reserve Plastic Surgery.

Enzymatic Corrective Peel

We follow a deep exfoliation enzyme mask with a chemical peel customized to the skin type. This is a soothing and calming treatment excellent for clients with rosacea, inflamed or acne prone skin, as well as sensitive skin.

Dermaplaning plus Corrective Peel

In this treatment we offer exfoliation for dull, dry aging skin with the use of a special tool. We follow the dermaplaning with a light customized chemical peel. This treatment leaves the skin with a smooth luminous appearance. Let our estheticians create a peel personalized to your skin type and needs.



Spring Specials

- 20% off Endermologie package of 14
- Buy 3 peels, get one free
- 10% off laser hair removal (Specials end May 31, 2010)



**SCHEDULE YOUR
APPOINTMENT TODAY!**

So Long Cellulite!

Western Reserve Plastic Surgery offers an FDA approved treatment which effectively reduces the appearance of cellulite. **Endermologie™** is a non-invasive treatment similar to receiving a massage. The computer driven handheld device rolls over the body delivering intermittent suction and rolling to the area being treated. Following a series of treatments you may notice clothes fit looser and your thighs feel tighter. Although this is not a weight loss treatment, you will see a change in the contour of the cellulite treated areas. Commonly treated areas are the thighs, stomach, arms, and back.



Empower Yourself Beautiful

Crowne Centre
5005 Rockside Road, Suite 640
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!
www.wrpsurgery.com

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. .