

CENTER
for FACIAL
AND BODY
Rejuvenation

FACE THE POSSIBILITIES

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The Best Treatments for Thinning Hair

Explore treatment options for thinning hair during Hair Loss Awareness Month.



Dr. Elbert Cheng is a double Board Certified Facial Plastic Surgeon and a member of the American Academy of Facial Plastic and Reconstructive Surgery, as well as numerous other national and local medical societies.

Hair loss may seem like more of a male problem, but in reality, females are nearly as likely to suffer from thinning hair or hair loss. Both men and women can lose hair over the course of their lives. Most women will notice hair loss in their 50's or 60's, but it can happen at any age and for many different reasons.

The most common form of hair loss is called male or female pattern baldness, or androgenetic alopecia. Hair loss is very different from hair shedding, or telogen effluvium, which is usually reversible and can also happen to both males and females following a traumatic or stressful event.

About 70% of men and 40% of women suffer from this permanent hair loss condition. It runs in families, so if your parents and grandparents had male or female pattern baldness, your chances of developing hair loss are much higher. What happens is that dihydrotestosterone (DHT), a byproduct of testosterone, shrinks hair follicles and makes it hard for healthy hair to live. Men will usually lose hair in a defined pattern, with a balding crown, but women experience thinning all over and rarely go bald.

Some males experience hair loss as young as their teens, but for the most part, it comes later. By the time they turn 35, two-thirds of men will have experienced at least some hair loss. By 50, about 85% will show pronounced hair thinning or loss. Some women will also start losing hair at a young age, but most women will begin noticing hair loss after menopause.

Hair loss can be an embarrassing issue that can make you feel helpless. On average, we have approximately 5 million hair follicles over our bodies. The scalp develops 100,000 follicles, and we tend to naturally shed approximately 50-100 hairs every day. When we lose more than 100 hairs a day, we tip the scale of maintaining hair density to thinning scalp hair.

Thinning hair can be a major cause of anxiety and can impact your self-confidence, but you don't have to sit back and accept it! Today we have many options to help you maintain and improve your hair quality and quantity. August is National Hair Loss Awareness Month, so it is an appropriate time to explain the hair rejuvenation options available at the Center for Facial and Body Rejuvenation.

TOPICAL & ORAL MEDICATION OPTIONS

Minoxidil was first approved in 1988 to treat androgenetic alopecia (male pattern hair loss). The drug was originally prescribed in oral form to treat high blood pressure. After noticing unexpected hair growth in patients, the drug was trialed

topically to treat hair loss. When these FDA trials proved successful, the drug was approved by the FDA for this use.

Using Minoxidil can put a stop to hair loss from male pattern



baldness once it has started, and it may even stimulate new hair growth. It works best when started as soon as hair thinning is noticed and must be used continuously to maintain the results. Results in men are further enhanced when Minoxidil is used with an oral prescription medication called Propecia.

Minoxidil is the only drug which is FDA-approved to treat female pattern baldness. It may prolong the growth phase of the hair follicle to slow down or stop hair loss; and up to a quarter of women using Minoxidil actually experience new hair growth. Its results in women are further enhanced with the use of the oral medication Spironolactone.

While weaker forms of Minoxidil are available over the counter, studies show that higher concentrations of Minoxidil are much more effective and show results sooner. In our office, we dispense a men's and women's topical prescription formulation of Minoxidil. We also combine the topical prescription medication with oral prescription drugs (Propecia for men and Spironolactone for women) to maximize results.

Another topical product that helps with hair rejuvenation is Restorsea's Revitalizing Scalp Treatment which gently removes the dead skin cells that accumulate in and around the hair follicle, enabling the follicles to stay open and healthy. This product features the proprietary ingredient Aquabeautine XL® to give you a healthier scalp and thicker, shinier looking hair. After 12 weeks, patients using Restorsea's Revitalizing Scalp Treatment experienced less hair shedding, thicker and longer-looking hair.

Center for Facial and Body Rejuvenation Upcoming Events

- August 9: Summer Shape Up Event featuring Botox, Juvederm, Kybella, CoolSculpting, and Latisse, 2pm-6pm
- August 24: Thermage FLX Consultation Event, 11am-2pm
- September 14: Fraxel Friday Lunch & Learn, 1pm
- September 21: Back to Cool Event featuring CoolSculpting, 1pm
- October 11: Fall Open House, 4-7pm

CoolSculpting® Advances for Fat Removal

A new CoolSculpting® applicator makes this treatment an even better way to sculpt the body.



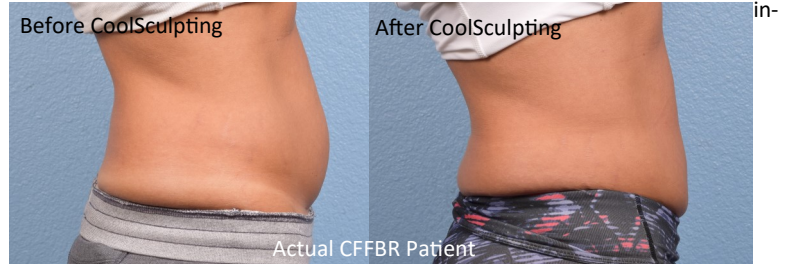
Dr. Jacqueline Cheng is a double Board Certified Facial Plastic Surgeon and a member of the American Academy of Facial Plastic and Reconstructive Surgery, as well as numerous local and national medical societies.

As you probably already know, CoolSculpting® is a breakthrough procedure that safely and effectively eliminates fat. CoolSculpting® cools fat cells to temperatures that trigger their natural death. Those cells are then eliminated naturally by the body over the following weeks and months. Patients can start to see results as soon as three weeks following treatment, with the most dramatic results after two to six months.

Already an amazing, non-invasive way to eliminate fat and sculpt the body, we are excited to introduce the CoolAdvantage™ applicator to our patients. This new CoolSculpting® applicator cuts treatment times by almost half due to a revolutionary cup design and colder temperatures. Patients who have used this applicator report 45% improvement in comfort scores, making the treatment even easier and more comfortable than before. Plus, this new applicator design provides a larger cooling area to increase the amount of tissue we can treat in one session.

Every patient is unique, which is why we create a customized procedure plan as part of your initial, complimentary consul-

tation. After the initial treatment is complete, patients can attain further reductions with additional treatments, resulting in even more fat loss. With patented built-in safety measures



cluding Freeze Detect™, CoolSculpting® is the only cold-based, non-surgical body contouring treatment that is cleared by the U.S. FDA.

Cool Summer CoolSculpting Special

Take 10% off Two or More Areas of CoolSculpting.

One CoolSculpting Area = Two Small Cycles or One Large Cycle. Cannot be combined with any other offer. Available until 9/30/18.

Hair Thinning Treatments — Continued from Page 1

HAIR REJUVENATION WITH PRP

Platelet Rich Plasma (PRP) injections have been around for decades, helping athletes to heal from sports-related injuries. The benefits of PRP are now being used to rejuvenate the skin and hair in a gradual fashion. PRP treatments offer an additional, non-invasive weapon in our arsenal against hair loss and thinning.

Platelet Rich Plasma is a concentration of platelets which circulate through the blood and are involved in the clotting process. Rich in growth factors, PRP activates and rejuvenates cells in your body by promoting healing and stimulating tissue growth and collagen formation. PRP can induce a remodeling of the tissue to a healthier and younger state, and we are now discovering this includes hair. Over the last several years, a growing number of physicians have been utilizing it for hair loss with great success.

During this procedure, a small amount of your blood is drawn, the same way blood is taken for routine blood testing. The blood sample is spun in a centrifuge to produce the Platelet Rich Plasma, separating this "liquid gold" from the red and white blood cells. We can introduce PRP to the scalp via microneedling in completely hairless scalp. In areas of thinning, utilizing injections of PRP into the scalp may improve the hair's quality and quantity.

PRP for hair rejuvenation works best when performed as a series of treatments. We recommend four treatments once per month as the initial treatment and single treatments four months apart for maintenance. Of course, patients see the fastest and best results when they combine PRP treatments with oral and topical treatments.

FUE HAIR TRANSPLANTATION

Over the last several decades, the single greatest advancement in hair restoration surgery is the Follicular Unit Extraction (FUE) technique. Prior to the FUE technique, the traditional way to transplant hair was harvesting a long strip of hair from the back of the scalp or temples, cutting individual groupings of hair by a team of hair technicians, and implanting them into the scalp.

We offer the NeoGraft® FUE system in our office. It eliminates the need to cut a long strip of scalp hair and allows us to individually harvest one or more hair follicles directly from the back of the scalp and, almost immediately, transplant them back into the hair deficient scalp. It avoids long, painful, wide scars in the back or sides of the scalp, which results in a faster recovery and less discomfort after the procedure. In addition, since long scars are avoided, hair can be taken from other parts of the body besides the scalp. This also opens up the possibility of NeoGraft® hair transplantation to create fuller eyebrows in women or a fuller moustache, beard, or chest hair in men.

Expectations and goals with any treatment or procedure are important to review during a private consultation. The most important concept to accept about hair loss is that the original density and number of hairs in the scalp will not be replaced. The goal and expectation of hair transplantation is to create the illusion of increased hair density on the scalp and to build self-confidence and self-esteem for the individual with hair loss.

Typically, patients will see the transplanted follicles grow in 3 months after transplantation. Sometimes it can be sooner, and sometimes it can take longer. NeoGraft® transplantation normally has a very good survival rate for hair follicles. Anywhere from 70% to 80% of the transplanted hairs will grow and thrive.

With these effective and affordable options available, there is simply no reason to suffer with hair loss or thinning. There is so much that can be done to help! Call our office today to schedule a complimentary, private consultation to determine the best hair rejuvenation treatments for you.

Hair Loss Awareness Month Special Offer

Schedule a Private, Complimentary Hair Rejuvenation Consultation and Receive a Free Travel Sized Restorsea Pro Revitalizing Scalp Treatment and Special Pricing on ALL Hair Rejuvenation Treatments!

Available until September 30, 2018.

Introducing Thermage FLX™

Aging is what you make of it...Thermage FLX™ can make it easier.

At some point, most of us will start to see folds, bags, and sagging skin looking back at us in the mirror. As we age, the collagen that keeps our skin firm breaks down resulting in loose, aging skin that contains fine lines and wrinkles. As frustrating as that is, there is help!

For years, we have used Thermage™ to tighten the neck, jawline, eyelids, and even the body of our patients with excellent results. Thermage® is a non-invasive skin tightening treatment that stimulates your body's natural renewal of collagen, which creates subtle, natural looking results on the face and body. Thermage® uses unique radiofrequency technology to safely heat the deep layers of your skin, while cooling the surface of your skin to keep it intact during the procedure. This deep heating stimulates your body's natural renewal process to help tighten existing collagen and form new collagen. Over time, sagging or wrinkled skin is replaced with smoother, tighter skin with improved tone and texture.

For most patients, measurable results appear gradually in the two to six months following a single treatment session and can last for one to two years depending on your skin condition and aging process. Thermage® is safe for all skin types and colors and can be performed on the face, neck, eyes, hands, arms, tummy, knees, or other areas to rejuvenate, firm, and tighten the skin.

As good as Thermage® has been, there's a new version of it on the block now, and it's even better than the original! We are so excited to introduce the newest version of Thermage technology...Thermage FLX™. Available only in the US and FDA approved, Thermage FLX™ is 25% faster, cutting treatment time significantly, so you can get back to your life faster. In fact, there is virtually no downtime after a Thermage FLX™ treatment, so you can resume your normal activities immediately following a Thermage FLX™ treatment. Thermage FLX™ also features AccuREP technology that tunes each pulse of energy for an even more precise and consistent treatment.

Plus, the Thermage FLX™ system incorporates vibration on the face and body treatments, which has been

shown to provide better patient comfort. You'll feel a brief heating sensation when the treatment device tip touches your skin, followed by a cooling sensation to help protect your skin and minimize any discomfort.



Before Thermage

After Thermage

We are proud to be the first office in the South Bay to offer Thermage FLX™. In fact, Dr. Elbert Cheng and Dr. Jacqueline Cheng were two of the very first doctors to ever perform Thermage® in our area, having offered this technology in their practice since its introduction over a decade ago. Dr. Elbert has lectured internationally on Thermage® technology, and both our board certified facial plastic surgeons are regarded as experts in this field of treatment. So much so, they were instrumental in developing the most advanced Thermage® treatment tip to date, now called the Total Tip. They helped Thermage® maximize the efficiency and efficacy of the treatment tip while ensuring patient comfort.

I have had several Thermage® treatments on my face and body over the years, and I think it's a terrific way to slow down aging and encourage collagen growth for a more youthful look, especially when you have the benefit of expert treatment providers like Dr. Elbert and Dr. Jacqueline! Call us today to schedule a complimentary consultation and take advantage of the special pricing available for a limited time.

Thermage FLX™ Introductory Pricing

Buy a full face treatment and take 75% off a neck treatment!

Cannot be combined with any other offer. Available only until 8/31/18.

The Right Time for a Facelift

In some cases, a surgical option like a Facelift, is the best choice for facial rejuvenation.

Do you hate looking in the mirror? What happened to that beautiful jawline and neck that you had in your twenties and even thirties?

As we age, our skin loses collagen, elastin and hyaluronic acid which causes our skin to sag. Genetics, sun damage and smoking can all affect the aging process. As our skin sags, we start to look tired and see a heaviness in our lower face from the skin sagging along our jawline and neck. Some of us even develop a not-so-attractive "turkey neck."

If you have noticed that your jawline and neck are no longer well defined due to extra hanging skin, you may be a good candidate for a facelift. Non-invasive collagen treatments like Ultherapy® and Thermage® can provide the stimulus for your body to produce collagen to replace the collagen you have lost

and can work really well for some patients. However, some patients will require a surgical option to achieve their esthetic goals.

A facelift lifts, tightens, and removes the extra skin from the lower face to help redefine your jaw and neck. To help a facelift last longer, we not only pull the skin but also the underlying muscle. By doing that, it takes the heaviness away from your lower face, creating a more youthful appearance.

This procedure has evolved to provide more natural results and less downtime than in the past, giving us many facelift options that will meet your goals and budget. Call our office today to schedule a complimentary consultation...let's create a personalized plan for you!



Stacy Dodsworth, Director of Marketing, has been with CFFBR for thirteen years and is a current member of the Organization of Facial Plastic Surgeon Assistants and Brilliant Distinctions Advisory Board. She also sits on the executive board of the American Women's Association and an advisory board at NASA. She now lives and works from her remote office in Singapore. She spends time in the Saratoga office regularly. Follow her on Facebook! Dodsworth@CFFBR.com

Introducing Our New Patient Care Coordinator



Recently promoted to Patient Care Coordinator, Edina Becirovich has been with us since 2010 and has worked in many different capacities. She holds an AA in Child Development, a Medical Assisting certificate, a phlebotomy license, and is CPR certified. She loves taking care of patients and seeing how happy they are after having procedures at our center. She has her own after-care service, offering our patients at home care after surgery. Becirovich@CFFBR.com



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See What Patients are Saying About Us...

After searching for the right surgeon for months, I found Dr. Cheng and am so grateful I did. I have had several surgeries and have used other plastic surgeons, and they were very good. Now that I have found Dr. Elbert Cheng I won't have to search any longer for future procedures. He is the best! As are his staff! Thank you Dr. Cheng. ~Actual Yelp Review

Join Us For These Upcoming Events!

Summer Shape Up Event - August 9, 2018 - 2pm to 6pm

Join us for a special informational day devoted entirely to Botox, Juvederm and Voluma Injectable Gels, Kybella, Latisse Eyelash Growth Formula and CoolSculpting. Talk with our Allergan specialists to learn about these amazing treatments and enjoy a healthy treat on us! Plus, we'll be offering special pricing at the event only.

Place a \$100 non-refundable deposit in person or over the phone on August 9th and lock in the special pricing on Botox, Juvederm, Voluma, Vollure, Volbella, Kybella, and CoolSculpting through September 7th. The special pricing on Latisse is available on August 9th only, so be sure to visit our office or call on August 9th!

Thermage Consultation Event - August 24, 2018 by Appointment

Have a private, complimentary evaluation with our Thermage FLX Expert to learn about this brand new collagen building treatment and how it can work for you!

Also enjoy lunch and the best pricing!

Fraxel Friday Lunch & Learn - September 14, 2018 at 1pm

Join us for this special luncheon event to learn about Fraxel, one of the best collagen building and skin resurfacing treatments available. Special pricing will be offered!

Back To Cool Event - September 21, 2018 at 1pm

Watch a live treatment demonstration and learn about this fat freezing technology while enjoying a complimentary lunch and great Fall pricing!

RSVP to Cheng@CFFBR.com or (408) 255-3223