

THE GENIUS POST

Facial Plastic Surgery | Patient-Care | All Things Aesthetics

Navigating Through A New Normal: COVID-19



Plastic surgery and cosmetic medicine: On the surface, a field that is purely aesthetic. It's in the name after all - "cosmetic". But unless you've found yourself deeply involved in the plastic surgery world, you haven't been introduced to the profoundly emotional and mental impact it can have on individuals. We sat down with Dr. Elbert and Dr. Jacqueline, (**and their 20+ years of experience**) to have them share their expertise on how COVID-19 has impacted the aesthetic field in an emotional way; and what they're doing to make sure we continue to be there for you - no matter what new protocols are in place.

Q: What kind of impact do you feel COVID-19 has had on the Plastic Surgery field?

Dr. Elbert: "Plastic surgery has two essential components: reconstructive (i.e. trauma/cancer) and cosmetic. With the reconstructive component, the timing of surgery is critically important to outcome, and these surgeries have continued to be performed while following the CDC and Santa Clara County guidelines.

Timing, however, with cosmetic surgery is not typically critical and is regarded as "elective." Our local hospitals delayed all elective surgeries until May 8th; since opening up hospitals to all elective surgeries, infection rates from COVID-19 have remained low, and the "curve" has continued to go down.

Additionally, the pandemic and resulting stay-at-home life is affecting how we each perceive ourselves. Most of us are using technology to order food, buy groceries, stay in touch with friends, family and coworkers, obtaining news, and streaming entertainment. A wide variety of virtual conferencing software (Zoom, FaceTime, etc) has been essential for us to feel connected to those outside of our homes. Our faces are the first image we see when the video conference begins, and there is an immediate reaction of "Is this what others see?" Whether that reaction is positive or not, you instinctively process how others must be perceiving you. As sheltering-in-place orders are lifted and we begin to reopen, I believe there will be a tremendous desire and motivation for improvement or change to our appearances. This will likely drive a large interest in Plastic Surgery."



Doctor Spotlight

Dr. Elbert and Dr. Jacqueline Cheng are both **Double Board Certified Facial Plastic and Reconstructive Surgeons.**



Their extensive training has allowed them to become experts in a vast range of procedures such as **Face and Necklift, Forehead Lift, Rhinoplasty, Eyelid Surgery, Facial Fat Transfer** and many more.



Q: In what ways do you find the temporary halt to cosmetic procedures has effected individuals mentally?

Dr. Jacqueline: "With the uncertainty, fear and isolation that the COVID-19 pandemic has created, people are struggling emotionally and mentally - especially if they live alone. As humans, we need human connection which is difficult during this time of social distancing. In addition, the majority of interaction that we have now-a-days (work, school and personal) has gone virtual through Zoom, Facetime and other platforms. As people sit at home and interact through videoconferencing, they are becoming more critical of their physical appearance which adds more anxiety and depression during this unprecedented time. Cosmetic procedures not only provide physical enhancement but also can be emotionally and mentally uplifting."

Q: Do you feel there will be a new sense of "normalcy" soon?

Dr. Elbert: "Yes, I do believe there will be a "new normal" soon, but that will depend on several things: Do we have adequate testing and contact tracing? What is the actual mortality? Do we develop immunity to this virus? What drug therapies can lessen the impact of this disease or even protect us? Balancing our acceptance of the risks of contracting and transmitting the coronavirus with what we must do to live fruitfully - this is where each of us, and our families, begin to develop our new sense of normal. Life will continue, albeit differently with new levels of hygiene concerns and precautions, and it can be lived with cautious hope."

Q: Are there new protocols you will implement to ensure the safety of you, your staff and the public once able to start performing treatments and surgeries?

Dr. Elbert and Dr. Jacqueline: "We strictly adhere to safe-distancing protocols when staff and patients are present. Doors are locked so that only those with an appointment are admitted. Patients will call us from their cars when arriving to their appointments, and we will review COVID-19 screening questions and take the temperature of all patients with appointments prior to entry. If all is negative, patients will be able to enter the office only if they have a mask or protective face covering. They are taken immediately to a room by a staff member that is wearing a mask and often gloves, and the door is closed. High-touch surfaces, including door handles, countertops, and chairs, are disinfected between patients as we have always done, prior to the pandemic. If there is a high degree of

suspicion of COVID-19 symptoms, we send the patient for a COVID-19 test prior to any patient encounter. When surgery is needed, the surgeries are performed as they always are--in a sterile and safe manner with masks, face shields, gowns, and gloves."

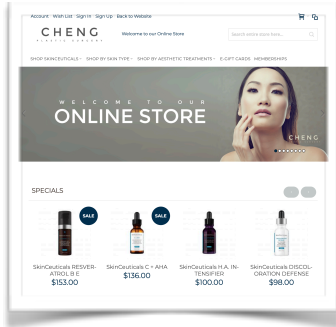




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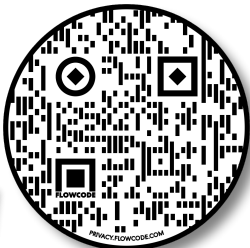
We are excited to introduce our BRAND NEW ONLINE STORE!

As we start the shift to a more digital patient experience, we know how important it is to give you the option to shop your favorite SkinCeuticals products right from home.

Shop everything from:

- All SkinCeuticals Products
- Aesthetic Treatments such as Hydrafacials, Peels and more
- Membership Options

Be sure to sign up for the digital newsletter so you'll be the first to know about monthly specials!



Open up the camera on your phone and place QR code in the middle of the frame to head to our store!

The emphasis on skincare and having a good routine has never been more important than it has been over the last few months; while our favorite aestheticians, nurses and aesthetic doctors were out of reach. **Although we're now open, one thing we encourage you to continue at home is your skincare.** Lucky for you, we have some SkinCeuticals products that perfectly compliment some of our favorite injectables and skin resurfacing treatments.



COMPLIMENT YOUR BOTOX WITH GLYCOLIC 10

That post-botox forehead glow - we all know it. We all love it. This will diminish the appearance of skin texture and tone to promote a bright complexion and glowing, smooth skin. Glycolic 10 Renew Overnight is formulated with a free acid value of 10% glycolic acid, allowing it to work at a true 10% concentration proven optimal in promoting effective exfoliation and natural cell turnover. This potent night cream is synergistically blended with 2% phytic acid to promote skin clarity and brightness, and a triple action-soothing complex to help support the skin barrier.

INSURE YOUR FILLERS WITH H.A. INTENSIFIER

H.A. Intensifier is a multi-beneficial corrective serum proven to amplify skin's hyaluronic acid levels. This unique formulation contains a high concentration of pure hyaluronic acid, proxylane™, and botanical extracts of licorice root and purple rice to support skin's hyaluronic acid levels and deliver surface hydration, helping improve the visible appearance of firmness, smoothness, and facial plumpness. This serum amplifies skin's hyaluronic acid levels by 30% and reduces the look of crow's feet, nasolabial folds (parenthesis around the mouth or laugh lines), and marionette lines (lines from the corners of the mouth down to chin) for smoother, firmer skin.



"Though skincare may not replace the minimally invasive treatments we all love - the potential results are doubled when we use the correct skincare products to compliment them!"

#HairGoals at Cheng Hair Restoration

SELF CARE = SCALP CARE



With our NEW

HydraFacial Keravive Scalp Treatment

This unique, relaxing treatment is designed to cleanse, stimulate, nourish, and hydrate the scalp for fuller and healthier-looking hair.

Poor scalp health can be characterized by:

- * Dry skin
- * Dead skin cells
- * Clogged hair follicles
- * Overall lack of circulation

And can be a major contributor to damaged and thinning hair and inhibit the growth of healthy hair.

HydraFacial Keravive is a 3-step treatment:

- * Cleanse, exfoliate and hydrate the scalp and hair follicles
- * Stimulate scalp circulation and nourish scalp and hair follicles with growth factors and skin proteins
- * Deliver daily scalp and hair follicle nourishment and stimulation

Mention this newsletter and get \$50 off your first treatment!

**New COVID-19
Appointment
Protocol**

THE WORD'S OUT...
WE'RE OFFICIALLY OPEN!

Ready to schedule that **Botox Treatment**, yearly **Thermage** or **Lip Filler** touchup? Let's first go over some **changes** we've made to our appointment protocol to ensure we're keeping you and our staff safe!

1. CALL WHEN YOU ARRIVE



One of our staff members will come out to you, take your temperature and conduct a short COVID-19 health survey prior to you entering the office. This is to ensure you are in good health for your safety, and ours!

2. NO WAITING IN THE LOBBY



We will then bring you inside, offer you hand sanitizer, take your photos and take you straight back into a consultation or treatment room.
At no point will we have patients waiting in the lobby.

3. MASKS, PLEASE!



Dr. Elbert and Dr. Jacqueline will be wearing the proper PPE, dependent on what treatment is being performed.
All patients **MUST** also wear a mask or face covering to appointments.

4. TRANSACTIONS DONE IN ROOM



Any necessary transactions will be done in the room where treatment is being performed.
This will avoid unnecessary back ups in the lobby.

5. PATIENT FLOW



Patients will enter through the front door of the building and leave through the back door.
This is the best way to keep all staff and patients socially distanced while avoiding traffic jams!

As always, all rooms will be heavily disinfected immediately after you leave just as we have always done prior to the pandemic. We will place a major focus on high-contact areas such as light switches, doorknobs, chairs and more.

Please know due to social distancing guidelines, we are working with a limited schedule. If you would like to schedule an appointment, please call the office and a staff member will do their best to help find a time that works best for you!

THE GOOD NEWS

"Time for a little self-care..."

"...and more family dinners with my son back from college"- Dr. Jacqueline

"Spending more quality time with my wife and kids" - Dr. Elbert

"Clear skies and less air pollution!" - Claire

"Being able to make recipes I never had the time to make before" - Nurse Alex

"Spending time with my pups!" - Lizzie

"Time for outdoor exercise!" - Alyssa

"At-home skincare with my daughter!" - Edina

"Getting outdoors and riding bikes, going on runs and hiking with my family" - Gaby

"Focusing on our studies and being accepted into the same nursing program together!" - Stephanie and Cindy (#futureRNs!)

"Reading a good book" - Nam





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Keeping Up With Us

BODY CONFIDENCE

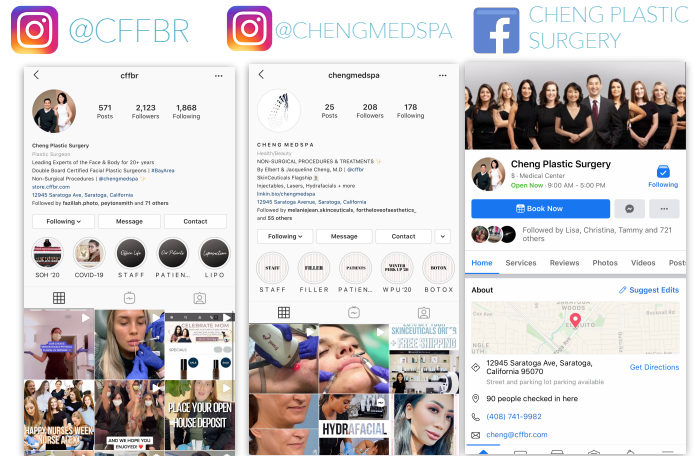
Coming **out** of quarantine more confident than when you went **in**

Attaining your body goals has never been easier with our
SURGICAL & NON-INVASIVE
BODY CONTOURING OPTIONS



Join us for our Virtual Body Confidence Event to learn about all things **VASERLipo** and **Coolsculpting** and receive exclusive event-only promotional pricing!

THURSDAY, JUNE 18TH
12:00 pm on Facebook and Instagram



FOLLOW OUR SOCIAL MEDIA!

To do our part in stopping the spread of COVID-19, we will start to transition into a completely virtual style of doing monthly events! To keep up to date with what we're doing in the office, make sure you're following us on our Instagram and Facebook, as well as signed up for our monthly emails!