



CENTER  
for FACIAL  
AND BODY  
Rejuvenation

# Center for Facial and Body Rejuvenation

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## Face The Possibilities

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### Aesthetic Results are Just Part of Facial Plastic Surgery

Reconstructive surgery can improve form and function at the same time.



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.

We are used to hearing the media hype about the latest techniques, serums, and celebrities having cosmetic surgery; however, there are equally important and exciting reconstructive surgery options you should know about that may help you live a more fulfilling and optimal life. The most common reconstructive surgeries are skin cancer revision and nose surgery. And in some cases, a combination of reconstructive and cosmetic surgery achieves maximum results.

#### Cancer Reconstruction

Most skin cancer reconstruction is performed at the time of the cancer removal. If the area is small, the wound may be closed by bringing the edges of the skin together. Another option is to use a local skin flap. A portion of nearby skin, tissue, and blood supply is repositioned over the wound. For larger wounds, a skin graft may be needed to cover the area. Skin grafts are taken from another part of the body, such as the neck or leg. With complicated or extensive cancer, reconstruction may be delayed until the pathologist can confirm that the tumor has been completely removed.

#### Nasal Reconstruction

A functional rhinoplasty, or nasal reconstruction, may be required to alleviate obstruction to the nasal airways. The obstruction may be caused by a deviated septum, polyp, tumor, or weakened nasal tissue. When someone has a deviated septum, the wall between the two sides of the nose is crooked; this can obstruct the flow of air through the nose. Side effects may include headaches, persistent nosebleeds, and sinusitis. The crooked portions of the septum may be trimmed, straightened, augmented, or removed. Polyps and tumors are surgically removed. If a patient does not have enough cartilage in the septum to support the nose, this weakened nasal tissue can

also impede breathing. We may decide to build up the nose with a cartilage graft.

#### Reanimation

As board certified facial plastic surgeons, we can create an optimal plan to improve facial symmetry and restore facial animation. Which may include one or any combination of procedures, as facial paralysis can cause problems of the eyebrow, eyelid, cheek muscles, and mouth. A brow lift or blepharoplasty (eyelid surgery) can address sagging skin. Implants may be used to fill a depression where muscle tissue has atrophied or been removed. A muscle transfer can improve mobilization and nerve stimulus to the mouth.

#### Scar Reconstruction

The various surgical techniques for scar revision are designed to make the scar as smooth and invisible as possible. This can involve recreating the incision, moving skin around, or even moving the scar to make it less noticeable.

A skin flap or skin graft may be used when the main concern is improved function, rather than appearance. We will evaluate what technique to



use based on the type and location of the scar.

#### Trauma Reconstruction

Facial trauma repair addresses correction of facial fractures or facial lacerations, commonly suffered during motor vehicle accidents, fights, domestic violence, athletic events, animal bites, etc. Traumatic facial fractures frequently involve the jawbone, cheekbone, the eye socket, or the brow and require realignment of the bone segments and fixation for proper healing. Traumatic facial lacerations can cause scarring, facial nerve damage, salivary duct transection, tear duct injury, or even loss of a body part (e.g., ear). The extent of surgeries to repair the face depends on the degree of injury.

Reconstructive surgery can be life changing for many people. Make an appointment for a complimentary consultation to discuss what treatments or procedures you should pursue. Be sure to contact your insurance company regarding reimbursement, as reconstructive and medically necessary surgeries are often covered in part or in full.

### Center for Facial and Body Rejuvenation Upcoming Events

- ◆ Aug 11: Summer Shape Up Event featuring Botox, Juvederm, Voluma, Kybella, SkinMedica & Latisse, 10am-6pm
- ◆ Sep 9: Back to Cool Event featuring CoolSculpting, 12:30pm luncheon
- ◆ Sep 23: Fraxel Friday Event, 12:30pm luncheon
- ◆ Oct 7: Annual Fall Open House, 4pm to 7pm

## Fat Transfer Procedures Are the Latest Trend

Adding fat transfer to another facial plastic surgery procedure can dramatically improve results.



*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.*

The latest trend in Cosmetic and Plastic Surgery is performing fat and stem cell transfer simultaneously with facelift and eyelid surgery. We have realized over the last 20-30 years that aging involves a loss of skin elasticity and strength (i.e. breaking down of collagen, elastin, and hyaluronic acid) and a general deflation and loss of volume in the face.

Aging is a subtle process that occurs daily. As we lose bone mass and density, muscle, and fat, our faces begin to show what is occurring internally. It is difficult to pinpoint exactly what makes us look older, but it's easy to assume wrinkles, lines, and sagging skin as the reason. Thus, for the first sixty years of Plastic Surgery, surgeons addressed this issue with facelift and neck lift surgery alone.

For a few rare individuals, with the correct bone structure and fullness, this was enough to improve their appearance to the desired point. Unfortunately for most patients, this approach was not enough to fully deliver the restored and youthful

appearance they wanted. It was not until we discovered that stem cell and fat transfer can restore volume to the face and tissues, that we finally took the next step to adequately achieve a more youthful, refreshed appearance.

Over the past three years, Dr. Jacqueline and I have been performing fat and stem cell transfer from the body to the face with simultaneous facelift and eyelid surgery. The results have been remarkable. The volume lost in the temples, eye area, jawline, and cheeks is replenished by the stem cell and fat transfer which ultimately creates smooth contours. We often liken this transformation to a balloon that begins to deflate over time and is refreshed by more air.

### Why have a fat and stem cell transfer versus a dermal filler at the time of surgery?

Fat and stem cells are your own cells, and there is very little risk of rejection of your own cells. Within 6 months of your procedure, we will know if your body is nourishing and allowing the fat/stem cells to thrive in their new location. The portion of fat and stem cells that survive will provide permanent filling and volumization to their new location! That is why we like to perform fat and stem cell transfer, rather than temporary dermal fillers, with facelift, neck lift, and eyelid surgery.

### What is the actual fat transfer process?

The process of fat transfer is an artful and time-intensive procedure. Fat is carefully harvested from a donor site on the body (inner or outer thighs, abdomen, or inner knees) that has excess and pinchable fat. The cells are then centrifuged to separate the living fat cells, stem cells, growth factors, and waste products. Stem cells are the most valuable cells obtained because they can further differentiate into muscle, bone, or muscle cells depending on the environment in which they are placed. Because stem cells are so versatile, we place these cells into lips and other areas around the mouth. In some instances, the stem cells can be injected into multiple layers of the lower eyelid. The other living fat cells are injected into different additional layers of tissue in the temples and cheeks. Typi-

cally, there is some swelling, but very little bruising from fat transfer. This process usually takes two hours to complete. A facelift, necklift, or eyelid surgery can be performed immediately following the fat transfer.

### How long is the typical recovery period?

Plan on taking ten days to two weeks away from work. Although you won't be completely recovered after this time period, you will be able



to use make-up and feel comfortable meeting friends and even co-workers.

### Can intensive postsurgical care speed recovery time?

Nearly all my surgical patients utilize a postsurgical care service independently provided by a member of our Medical Assisting team. Depending on the patient's needs, the Medical Assistant can take the patient home or to a hotel following surgery and care for him or her overnight. The Medical Assistant can bring the patient back to our office the next day for hair washing and a thorough review of postsurgical instructions. We have noticed much faster healing, with less postsurgical bruising and swelling when patients utilize a postsurgical care service. Our patients love the convenience and decreased stress of the postsurgical healing period on family and friends.

If you have been considering facelift, neck lift, or eyelid surgery, you may want to include a fat transfer procedure to your surgical package. Call us today to schedule a complimentary consultation with Dr. Jacqueline Cheng or myself. We can review all the surgical and non-surgical options that are right for you.

### *Fat Transfer Special*

Add Fat Transfer to Your Facelift, Neck Lift, or Eyelid Surgery and Take 50% Off the Fat Transfer Surgeon's Fee.

*Must purchase a full priced Facelift, Neck Lift, or Eyelid Surgery to qualify. Surgery must be scheduled by September 30, 2016 and performed in 2016. Cannot be combined with any other offers.*

## In Our Patients Own Words...

### One of our actual patients talks about her facelift and neck lift surgery.

In 2007 I had a facelift by a famous L.A. plastic surgeon who was written up in many magazines with recommendations from celebrities he had worked on. He took 11 hours to complete a facelift and a few other procedures which should have taken no longer than 7 hours. The result after general anesthesia and other medication was breathing trouble, nausea, and a slow recovery.

Other problems were a hematoma and an indentation in my face because he took out too much fat in my face. Also, he never did fix my neck which was the main reason I had the procedure done. Because of my bad experience with this so called expert plastic surgeon, I was afraid to have any facial repair work done.

I searched far and wide the last few years looking for the right plastic surgeon. From plastic surgeons who also taught in universities to specialists in facial plastic surgery, no one fit the bill...until I met Dr. Elbert Cheng and his staff at the Center for Facial and Body Rejuvenation.

A few of the reasons why I choose Dr. Elbert Cheng are:

1. He (as well as his sister who works with him and does the same procedures) is a board certified specialist in FACIAL plastic surgery.
2. Dr. Elbert Cheng, as well as his staff, are caring very organized, honest, sincere and sensitive to the patient's needs.
3. Dr. Cheng, as well as each staff member, are experts in each of their fields. Dr. Cheng is very knowledgeable, experienced and all staff members work together in sync as a wonderful team.
4. Dr. Cheng, as well as his staff, take the time to explain things and thereby reduce anxiety. He is also thorough in making sure all procedures are very safe.

5. He offered Edina as the post-surgical care person and she really made a difference. She tirelessly attended my every need for 2 days and facilitated a quick recovery...without any need for anything more than Tylenol for a pain reliever.

6. Although money was not an issue, Dr. Cheng is quite reasonable and his cost was 1/2 the cost of the LA plastic surgeon who's work didn't compare to Dr. Cheng's.

Results:

My facelift/necklift and fat transfer was a total success and he did it in only 3 1/2 hours! (In part because he had a great team helping him!). I look great already at 10 days post surgery and feel fine, no complications either. I never looked this good after the 2007 facelift and I was quite ill after. Dr. Elbert Cheng really did an excellent job on my face. Other plastic surgeons said they couldn't fix the hematoma area of my face, but Dr. Cheng did it!

Before ending, I might add that the anesthesiologist in attendance was Dr. Lo. She too was an excellent member of their team. She took the time to patiently explain all, read my previous anesthesia reports, and decide on the safest and most comfortable experience for me. Because of her expertise, I was given just the right amount of medication and never experienced post-surgical nausea nor had any breathing problems.

I highly recommend Dr. Elbert Cheng as well as the members of his staff at CFFBR. I consider him to be the best facial plastic surgeon in California.

~Actual CFFBR Patient

## Stacy's Corner: Non-Invasive Treatment for Double Chin

### Kybella® is a new, injectable treatment to eliminate submental fullness.



Stacy Dodsworth, Vice President of Operations, has been with CFFBR for over ten years and is a current member of the Organization of Facial Plastic Surgeon Assistants and Brilliant Distinctions Advisory Board.

Dodsworth@CFFBR.com

Kybella® is a revolutionary new product that has been approved by the FDA to improve a double chin. This injectable product destroys the excess fat cells which cause "submental fullness." Once destroyed, the cells cannot store or accumulate fat.

Made of deoxycholic acid, a naturally occurring molecule in the body that aids in the breakdown and absorption of dietary fat, Kybella® has been proven both effective and safe in over 20 studies. Seventy-nine percent of patients treated with Kybella® have reported satisfaction with the appearance of their face and chin. They have said they felt less self-conscious and less overweight.

Our board-certified facial plastic surgeons approach every procedure individually. Dr. Elbert Cheng and Dr. Jacqueline Cheng

have been trained in the use of Kybella® and understand well how it works in the body to reduce the appearance of a double chin.



Kybella® does not remove sagging, excess skin. For mild sagging, Ultherapy® or Thermage® might be better options for you. For substantial sagging, a facelift may be the only procedure that will provide you with a satisfactory result. If you have neck bands, which are often a result of loosened muscles, you might require a neck lift.

We will be offering very special pricing on Kybella® and the entire family of Allergan injectable products including Botox®, Juvederm®, Voluma® and topical products Latisse® and SkinMedica® at our Summer Shape Up Event on August 11th from 10 am until 6 pm. Visit us at this fun event for more information and terrific pricing. Place a nominal deposit at the event or over the phone on August 11th to secure special pricing on these products and treatments for 30 days.

*Kybella® Special*

Purchase a full price Kybella treatment and receive a complimentary Juvederm syringe.

*This special cannot be combined with any other offer. Procedure must be scheduled and performed by September 30, 2016*



*Face The Possibilities*

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**Fall Open House - October 7, 2016, 4pm to 7pm**

*Visit with our numerous product and service representatives, watch live treatment demonstrations, and meet our special guests including Marla Davies from Mix 106.5 Radio! As a special gift to our valued patients, there will be very exciting offers available to attendees of the event only.*

**Call (408)255-3223 or Email [Cheng@CFFBR.com](mailto:Cheng@CFFBR.com)**

*Save the Dates for These Special Events*

Mark your calendar and plan to join us for our exciting Summer activities!

**Summer Shape Up Event**

**Thursday, August 11th  
10am to 6pm**

*This fun event features Botox®,  
Juvederm®, Voluma®, Kybella®,  
Latisse® and SkinMedica® Skin Care.*

*Place your \$100 deposit at the event or  
over the phone on August 11th to get  
special pricing for 30 days!*

**RSVP to [Cheng@CFFBR.com](mailto:Cheng@CFFBR.com)  
Or (408)255-3223**

**Back to "Cool" Event**

**Friday, September 9  
12:30pm**

*Learn how CoolSculpting® fat freezing  
technology can help you eliminate those  
diet and exercise resistant pockets of  
fat...forever!*

*Special pricing for attendees.*

**RSVP to [Cheng@CFFBR.com](mailto:Cheng@CFFBR.com)  
Or (408)255-3223**

**Fraxel® Friday Event**

**Friday, September 23  
12:30pm**

*Join us for this special  
luncheon event. Learn about Fraxel®  
laser treatments and watch a live dem-  
onstration. Plus, receive your own  
treatment evaluation.*

**RSVP to [Cheng@CFFBR.com](mailto:Cheng@CFFBR.com)  
Or (408)255-3223**