



Center for Facial and Body Rejuvenation

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Face The Possibilities

CENTER
for FACIAL
AND BODY
Rejuvenation

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ELBERT T. CHENG, M.D.

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Address Breathing Problems and Esthetic Nasal Issues Combining rhinoplasty for cosmetic and breathing improvement.



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.

Most people either love or hate their noses. For those who don't like their noses, it can be a life-long source of dissatisfaction. The nose is located right in the center of a face. A well balanced and proportional nose does not draw any attention to it but instead enhances the overall beauty of the face. However, a nose that is too large, wide, short, flat, or crooked can draw all the attention to it and can even overshadow the other facial features.

In addition to being dissatisfied with the appearance of the nose, many people also have breathing difficulties that can be a source of discomfort and frustration. Did you know that you can have one surgery on your nose that can correct both your cosmetic concerns and your nasal obstruction?

Nasal obstruction or a stuffy nose is difficulty breathing through your nose.

There are many causes of nasal obstruction. Some causes are temporary such as the common cold, allergies, sinus infections or over use of nasal sprays. Other causes are anatomical in origin such as a deviated septum and enlarged turbinates which can be corrected surgically. In addition, getting hit in the nose with enough force that results in a broken nose can cause significant nasal obstruction that will definitely require a surgical repair.

Many times during a cosmetic rhinoplasty procedure cartilage must be harvested so that it can be used during surgery to help lift or support the nasal tip or even fill in a depression. One of the best sources of cartilage is the nasal septum. So you can see how easy it would be to correct a deviated nasal septum at the same time as a cosmetic rhinoplasty. Wouldn't it be great to improve your nasal appearance and correct your nasal obstruction at the same time?

In the past, it was desirable to have a small nose which unfortunately resulted in some people having difficulty breathing through their nose after rhinoplasty. Rhinoplasty is one of the most difficult surgeries because everyone's anatomy is different, and it is also very important to maintain the structural integrity of the nose so that nasal breathing is not compromised. Not



Actual Patient Before



Actual Patient After

every rhinoplasty surgery is the same, so it is important to have your surgery performed by someone who specializes in both cosmetic surgery and functional nasal surgery.

Rhinoplasty or nose surgery is all about creating a more balanced and proportional nose that does not detract from the rest of the face, but enhances it. Nose surgery is a very individualized surgery that must take into account the patient's desires, individual anatomy, desired recovery period and budget.

If your nasal obstruction is caused by an anatomical issue or a previous injury, the surgical procedure required to correct it is often covered by insurance. When you combine a rhinoplasty that provides structural repair with a cosmetic rhinoplasty, a portion of the surgery may be covered by insurance.

My brother and I are both trained and board certified in Otolaryngology (ENT) - Head and Neck Surgery and Facial Plastic and Reconstructive Surgery, so we are trained in the treatment of both the functional and cosmetic problems of the nose. We can determine the source and cause of your nasal structural issues as well as discuss your cosmetic goals during a complimentary consultation at our office.

Winter Rhinoplasty Special

Receive 10% off the Surgeon's Cosmetic Rhinoplasty Fee

Offers valid through February 28, 2017

Cannot be combined with any other offers.

Stacy's Corner: Celebrate the New Year with a New You!

We have terrific events and specials to help you keep that New Year's resolution.



Stacy Dodsworth,
Vice President of Operations, has been with CFFBR for eleven years and is a current member of the Organization of Facial Plastic Surgeon Assistants and Brilliant Distinctions Advisory Board.
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Happy New Year! I am so excited to tell you about the Winter events and promotions I have created to help you start the year beautifully and keep your esthetic resolutions.

Cool New You Event - January 13th

If achieving a better body is your annual New Year's resolution, CoolSculpting® is a completely non-invasive fat freezing technology that eliminates fat by literally freezing it to death. With several different applicators that vary in size and shape, we can personalize each patient's treatment and get the best possible results. We can treat the abdomen, flanks, "bra fat," thighs, and arms. Ultimately, you will lose 20% to 25% of the fat cells in the treated area.

Join us on Friday, January 13th at 12pm for a "lunch-and-learn" CoolSculpting event. You can watch a live treatment and get very special pricing.

SkinMedica® Vitalize Skin Peel Party - January 20th

Our patients are raving about their amazing SkinMedica results. After using the products for a full year, I am so impressed with the tone, texture and feeling of my skin. I am particularly obsessed with TNS Essential Serum, Lytera and HA5. I even travel with the products so I never miss a day! SkinMedica facial peels are another great way to improve your skin.

The SkinMedica Vitalize Peel is the number one recommended peel by physicians in the country and contains alpha and beta hydroxy acids to provide vibrant, radiant looking skin. It requires minimal downtime (2-4 days of peeling) and is appropriate for mild to moderate skin imperfections. This peel helps bring new, fresh skin cells to the surface to even out tone and texture.

I am hosting a Vitalize Peel Party on January 20th! Place a \$100 deposit and schedule a Vitalize Peel for Friday, January 20th. You will receive your peel absolutely free (\$199 value), and your deposit is applied to a SkinMedica product purchase to help you maintain your results at home. What an amazing deal! I will only have a limited number of appointments available for the Vitalize Peel Party, so call early to make sure you get a spot!

Younger at Every Level Event - January 27th

Make sure to read Dr. Elbert's article on the next page regarding our exclusive approach to stimulating collagen renewal at every level of the skin. Collagen building and maintenance is a great way to start a rejuvenation journey for the new year! Learn more, watch a live treatment demonstration, and enjoy very special pricing at our Younger at Every Level luncheon on Friday, January 27th at 12pm.

Winter Perk Up - February 9th

I have often touted the benefits of non-invasive injectable and topical treatments to achieve a more youthful and refreshed appearance without surgery or lengthy downtime.

Having Botox treatments every three to four months is an excellent way to relax specific muscles in the face to soften lines and wrinkles, keeping them from etching deeply into the skin. I also love the volume building and facial structure enhancement of dermal fillers like Voluma and Juvederm products which can last up to two years and can be used to enhance the cheeks or lips or soften deep lines and folds around the mouth and chin. Late last year, we also introduced Volbella which is FDA approved for lip definition and augmentation. Don't forget about the amazing double chin buster called Kybella. This amazing product can help reduce or eliminate a double chin with no surgery, dissolving fat in the submental area in as little as three treatments! Of course, you know I am a big fan of Latisse eyelash growth formula for longer, darker, thicker lashes and SkinMedica skin care products to maintain and enhance your in-office treatments.

Learn more about all these treatments and products and take advantage of incredible pricing at the Winter Perk Up event on February 9th. Simply visit or call us on February 9th to place your nominal \$100 deposit which reserves the featured pricing for you until March 10th. We also have Botox-only appointments available between 2pm and 6pm on February 9th if you prefer to have your treatment right away. Don't miss this opportunity to save on a wide variety of non-invasive solutions!

Sculptra Love Your Look Dinner - February 23rd

This very exclusive event is a rare opportunity to learn about Sculptra's unique method of using your body's ability to generate your own natural collagen while enjoying a luxurious multi-course dinner on us! Long lasting and completely different, Sculptra can be a replacement or addition to traditional dermal fillers. Call our office to register for this event. Seating is extremely limited and a registration fee is required.

New Prescription Medication Option

We can now offer high quality prescription medications like tretinoin, hydroquinone, hair growth treatments, and topical numbing creams for same-day purchase in our office. We are thrilled to provide this new convenient and cost effective option!

2017 VIP Club

The VIP Club will be returning for 2017. Membership is by invitation and requires a membership enrollment fee by January 31st. Ask us how to become part of this elite group.

Center for Facial and Body Rejuvenation Upcoming Events

- ◆ Jan 13: Cool New You Event featuring CoolSculpting, 12pm
- ◆ Jan 20: SkinMedica Peel Party, 10am-2pm
- ◆ Jan 27: Younger at Every Level Event featuring Fraxel, Thermage, and Ultherapy, 12pm
- ◆ Feb 9: Winter Perk Up featuring Botox, Juvederm, Voluma, Kybella, Latisse & SkinMedica products, 2-6pm
- ◆ Feb 23: Sculptra Love Your Look Event, 6pm at LePapillon Restaurant

Get Younger at Every Level!

The best approach to stimulating anti-aging collagen rejuvenation at each skin depth.



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.

Collagen is a very important structural element of our skin. As we age, our collagen production slows and our bodies are not able to replace lost collagen as efficiently as when we were younger. This results in some of the most visible signs of aging...loose, sagging skin on the face and neck. Slowing collagen loss and stimulating collagen renewal (neocollagenesis) is an essential method of rejuvenating and maintaining a youthful appearance.

Our practice is one of the few in the area that has the resources to help you address collagen renewal at all depths of the skin...helping you to stimulate collagen neogenesis at every level of your skin. We call it the "Younger at Every Level" approach to anti-aging treatment.

Let's start at the deepest level, right above the muscle layer of the skin. Ultherapy® gives us the ability to use Ultra-

sound technology to reach this important area of the skin and stimulate collagen renewal with ultrasound waves.

With Ultherapy, we use ultrasound imaging to actually see the levels of your skin, allowing us to focus the ultrasound energy at the precise depth to give you the best treatment. The Ultherapy system precisely heats tissue at exact depths, targeting a deeper tissue plane than any other facial aesthetic technology. This safe, non-surgical ultrasound treatment is FDA-cleared and stimulates your body's own regenerative response to gently and gradually lift skin on the face, neck, and body. There is no down time with Ultherapy, and you will see results with just one treatment.

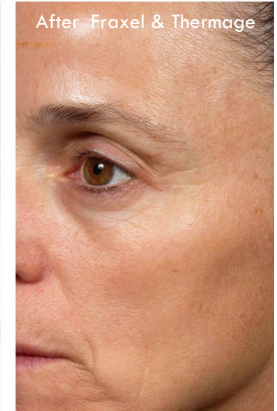
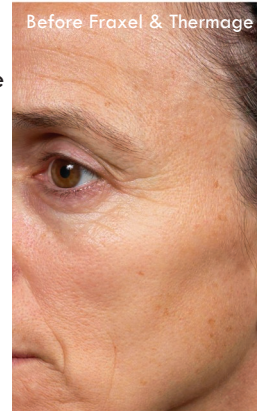
To address collagen renewal at the mid-levels of the skin, we see excellent results with Thermage®. Thermage uses radio frequency heat energy to deliver bulk heating to the dermis, stimulating collagen regeneration at this level. This completely non-invasive treatment can help improve the appearance of sagging or loose skin, giving you a smoother, sleeker and younger look and feel with no downtime. Thermage treatments can be performed on any area of the face and body and are particularly

rejuvenating when combined with the deep, targeted energy delivery of an Ultherapy treatment.

Fraxel® laser treatments employ the power of laser technology to create

micro-injuries to the more superficial layers of the skin. This treatment forces the body's natural healing process to stimulate collagen renewal and surface refinement to the skin, improving the texture and appearance of the skin. While Fraxel laser treatments achieve the best results with a series of three to five treatments and do involve a minimal recovery period, they are excellent treatments for fine lines and wrinkles, sun damage, and acne scars. When added to a Fraxel treatment, topical Platelet Rich Plasma (PRP) treatments speed healing and further stimulate collagen production.

We believe the best anti-aging regime addresses collagen remodeling at all levels of the skin. Whether it's the deep, targeting energy delivery of Ultherapy, the bulk heating at the mid-depths of Thermage, and/or the surface refinement and collagen stimulation of Fraxel. We can help you determine which combination treatment protocol would be right for you to help you look your best now and into the future. Call us to schedule a complimentary anti-aging consultation and be sure to join us for our Younger at Every Level Event on Friday, January 27th at 12pm.



Younger At Every Level Special

Save 10% on any Package of Ultherapy® AND Thermage®.

Save 30% on Fraxel® when added to your package.

Offer available through February 28, 2017.

Package must be purchased in full at the time of scheduling.

Discount cannot be combined with any other offer.

Introduce Us to Your Friends!

Help us share the joy of rejuvenation for the New Year.

We appreciate when you share your experiences in our office with your friends and family members. To show our sincere appreciation, we offer two special programs.

When you refer a new patient to our office and that person has a complimentary consultation with Dr. Elbert Cheng or Dr. Jacqueline Cheng, you will receive a \$50 gift card to our office. You will also receive a \$50 Center for Facial and Body Rejuvenation gift card when you post a review to Yelp.com or RealSelf.com. Simply post your honest review to either site and let us know where to find it. You'll soon receive your gift card that can be used toward any service or product for the next 90 days. Thank you again for sharing your experiences!

Face The Possibilities

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In the Next Issue...

March is Hair Rejuvenation month at the Center for Facial and Body Rejuvenation. Learn all about the latest and best hair rejuvenation options in our next issue.

Save the Dates for These Special Events

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

**Cool New You
Luncheon Event**

**January 13, 2017
12pm**

Join us for this special luncheon event. Learn about CoolSculpting® and watch a live demonstration. Enjoy special pricing too!

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

**SkinMedica® Vitalize
Peel Party**

**January 20, 2017
10am to 2pm**

Place a \$100 deposit prior to this fun event and get a complimentary Vitalize Peel. Your deposit goes toward a specially priced products.

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

**Younger at Every
Level Luncheon**

**January 27, 2017
12pm**

Learn how we can help you stimulate collagen renewal at all levels of the skin with Fraxel®, Thermage® & Utherapy®.

Live demonstration & special pricing for attendees.

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

**Winter Perk Up
Event**

**February 9, 2017
2pm to 6pm**

Join us for a mini open house featuring Botox®, Juvederm®, Voluma®, Volbella®, Kybella®, SkinMedica®, and Latisse®. Enjoy a specialty coffee on us and special offers on all these terrific products.

RSVP to Cheng@CFFBR.com
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