



CENTER
for FACIAL
AND BODY
Rejuvenation

Center for Facial and Body Rejuvenation

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Face The Possibilities

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Spring Fever Makeovers

Spring is the perfect time to start or re-evaluate your path to rejuvenation.



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.

Spring is in the air; it is the perfect time to take a break and plan for a revitalized and rejuvenated you. Whether you want to finally address some concerns with treatments or schedule a surgical procedure that will prepare you for summer fun—the options are endless. Check out these suggestions to say goodbye to winter and hello to spring.

Routine

Skin care technology and products are changing all the time. When did you last consult with Dr. Jacqueline or me regarding your skin care routine and the products that you have been using? You may need to freshen up your daily cleansing and moisturizing regimen. Check in with us for an evaluation of your skin, a review of products that you are using, and recommendations for your unique skin tone and texture.

Tone

Along with the sunnier days, your skin tone can also be brighter with a few treatment options. Laser resurfacing with Fraxel® Laser Treatments, Micro-needling with PRP, micro-dermabrasion, and chemical peels offer varying degrees of removing the old, wrinkled top layer of the skin and allowing a new, refreshed layer to come through. If you have concerns regarding sunspots, uneven pigmentation, blemishes, fine lines, rosacea, or scars, we can provide guidance on how these options will improve your visage.

Volume

As we age, we tend to lose volume in our skin. Fillers can be used to augment the cheeks and improve the appearance of moderate to severe facial wrinkles and folds. The most common areas are the smile lines around your nose and mouth, marionette lines at the corners of your mouth, and fine lines above the mouth. Fillers are injected with mini-

mal discomfort and may last between a six months to two years, depending on the material used. If you are looking for plumper, fuller lips, try lip augmentation; there are surgical and non-surgical options.

Slowing collagen loss and stimulating collagen renewal (neogenesis) is an essential method of rejuvenating and maintaining a youthful appearance. We can stimulate collagen production at each level of the skin to firm, tighten, and rejuvenate with Thermage® and Ultherapy® treatments.

Shape

The nose affects the overall balance and harmony of your face. Rhinoplasty, surgery of the nose, is the number one procedure performed by facial plastic surgeons. This procedure can improve symmetry, increase or decrease the size of the nose, reduce a hump, reshape the tip or bridge, narrow the span of the nostrils, or change the angle between your nose and upper lip. The recovery and return to normal activities could be up to two weeks, depending on the extent of your surgery. Plan well in advance.

Restoration

If you are looking to remove accumulated fat, resupport the neck muscles that have stretched, and remove excess skin primarily in the lower two-thirds of the face, then a facelift (rhytidectomy) may be right for you. The result is a smoother neck area, reduced jowls, and refined jawline.

Channel that spring fever into something productive—a makeover! You have already taken the first step by getting educated about your options. If you don't have a specific treatment or procedure in mind but are looking to renew and rejuvenate, make an appointment with Dr. Jacqueline or me. You can discuss your concerns and decide what would be optimal for you.



Center for Facial and Body Rejuvenation Upcoming Events

- ◆ May 6: Mother's Day Flash Sale
- ◆ May 13: Spring Open House, 4-7pm
- ◆ June 3: "Sculptra Summer Sip" Tea Party, 2pm
- ◆ June 12: White House Black Market Summer Party, 6pm
- ◆ June 17: Cool Summer Event featuring CoolSculpting®, 12:30pm

Spring Open House - May 13!

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. Bring a friend who is new to our practice and receive a special gift!

Please RSVP by May 9th

Call (408)255-3223 or Email Cheng@CFFBR.com

Stacy's Corner: The Latest News from CFFBR!

Sculptra, Ultherapy, and Cellfina are the latest weapons in our fight against Mother Nature!



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

Shake, Rock, Roll with Ultherapy & Cellfina

Helping others look and feel their best is a cornerstone of our goals at the Center for Facial and Body Rejuvenation, and it often extends outside the office. We were proud to be the major sponsor of KBAY and Mix 106.5 Radio's annual "Shake, Rock, Roll" event on April 20th. This exciting event benefitted Cancer CARE-point which is dedicated to transforming support for cancer patients, families, and caregivers in Silicon Valley through personalized one on one Counseling, Assistance, Resources, and Education.

At the "Shake, Rock, Roll" event, Rae and I were joined by Tracy and Angela from Ulthera, the company responsible for Ultherapy® and Cellfina®. We met so many wonderful ladies and introduced them to these two amazing treatments.



Ultherapy stimulates collagen production by delivering focused ultrasound energy to the skin's foundational layer typically addressed with cosmetic surgery—without cutting or disrupting the surface of the skin. Non-surgical Ultherapy bypasses the surface of the skin to deliver the right amount of ultrasound energy at the right depths and the right temperature. This energy triggers a natural response under the skin, jumpstarting the regenerative process that produces fresh, new collagen. This amazing procedure can be performed on any face or body skin and requires no downtime!

Cellfina is the only FDA-cleared, minimally invasive system clinically proven to improve the appearance of cellulite for at least three years...the longest FDA clearance for a cellulite treatment. Cellfina treats the underlying cause of cellulite, which are the bands of fibrous septae that are contained in fat; but Cellfina uses subdermal undermining to improve the surface texture. Cellfina uses a non-thermal, non-energy-based method to treat the fibrous septae. A precision-guided platform is used to access

and release these bands. This treatment is minimally invasive and performed under local anesthesia right in our office. It is a single treatment procedure, so you can achieve virtually all the results you need in one session.

We're offering special spring pricing for both Ultherapy and Cellfina...make sure to contact me if you would like more information or want to take advantage of these specials.

Spring Open House

Our next big event is just around the corner. It's time for our annual Spring Open House on Friday, May 13th from 4pm to 7pm. I love this event because we are able to give you information on every treatment, product, and service we offer. There will be live demonstrations, a prize drawing, a personal appearance by Marla Davies from Mix 106.5 Radio, and the best pricing of the year! Make plans to join us for an evening of cocktails, hors d'oeuvres, information, fun surprises, and savings. See page one for information on placing your RSVP.

Sculptra® Summer Sip

Sculptra Aesthetic is a long lasting facial injectable product that gives you subtle results over time by replacing lost volume in the face. This new type of facial injectable product made from Poly-L-lactic acid which helps to replace lost collagen.

We use it in conjunction with traditional dermal fillers and Botox or Dysport to achieve natural-looking volume replacement and line and wrinkle smoothing for an overall facial rejuvenation.

Learn more about Sculptra Aesthetic, Restylane, and Dysport and how they can work together at our Sculptra Summer Sip on Friday, June 3 at 2pm. This afternoon tea party will be held at a local tea house and does require a \$25 reservation fee that will be applied to any purchase you make. We will have amazing pricing on these products that are only available to attendees of the event, so call us to RSVP for this fun ladies' tea party!



Ultherapy Spring Special

Purchase a full face Ultherapy treatment and receive a free treatment to the décolletage (chest)

Offer valid through June 30, 2016.
Cannot be combined with any other offers.

Cellfina Spring Special

Take 15% off surgeon's fee

Offers valid through June 30, 2016.
Cannot be combined with any other offers.

Sculptra Summer Sip Tea Party

Featuring Sculptra, Restylane & Dysport

Friday, June 3 - 2pm

Facial Assessments, Tea & Luncheon, Amazing Pricing!

\$25 Reservation Fee Required

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

Using Blepharoplasty to Improve the Appearance of the Eye

Addressing the droopy, sagging skin around the eyes with eyelid surgery.



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.

Eyelid surgery (blepharoplasty) improves the area around the eyes. You may be an excellent candidate if you have excess hanging skin covering the natural fold of your upper eyelid, loose skin hanging over the eyelashes, puffiness in upper or lower eyelids, sagging skin ("bags") underneath your eye, or excess skin and fine wrinkles in the lower eyelid. All of these conditions can make you look unraveled, old, and tired. According to a recent survey by the American Academy of Facial Plastic and Reconstructive Surgery, 71 percent of facial plastic surgeons stated that as one of the top three trends they are seeing is patients getting blepharoplasty to look less tired .



Before



After

lower eyelids. Correcting both at the same time would result in smooth, firm, and younger looking skin around the eyes. A combined blepharoplasty usually requires from one to three hours and is done under local or general anesthesia.

The advantages of combining surgical procedures include less time in surgery, one recovery period, less time off work, less time to achieve desired results, less overall cost (due to surgeon, anesthesia, and facility fees), and less overall appointments.

Recovery

Immediately following surgery, there will be some swelling and discomfort, which gradually decreases over time. Cold compresses, as well as head elevation while lying down, will enhance healing and relieve tenderness. Sutures will be removed seven days after surgery. Over the first seven to ten days, you will clean the eye area and use eye drops. We will provide postoperative instructions for you to follow. The final results may take months to show; however, the revitalized, youthful results will be worth the wait!

If you are in good health and have a positive attitude with realistic expectations, make an appointment with us to discuss and decide what is optimal for you.

Eyelid Rejuvenation Special

- Take 15% off any single eye rejuvenation procedure.
- Take 20% off two or more eye rejuvenation procedures.

Included procedures: Upper and Lower Blepharoplasty, Forehead Lift, Ptosis Repair, Canthoplasty, Eye Widening, Sub-Brow Lift. Discount taken from surgeon's fee and cannot be combined with any other offer. Procedure must be scheduled by June 30, 2016 and performed in 2016.

Upper Eyelids

Many patients complain that as they get older, their upper eyelids become saggy, making makeup application difficult. Without realizing it, they may be keeping their brow muscles tensed upward most of the time to open up their eyes and lift their droopy eyelid skin. They can develop permanent creases in the forehead by doing so.

Droopy upper eyelids can be improved through upper eyelid surgery. The incisions would be made in the natural lines and creases of the lids. Excess fat can be removed, and the loose muscle and skin are removed. Fine sutures are used to close the incision, thereby minimizing the visibility of any scar.

Lower Eyelids

In lower eyelid surgery, the incision is made in an inconspicuous site along the eyelash line and smile creases of the lower lid. Excess fat, muscle, and skin are then trimmed away before the incision is closed with fine sutures. Lower eyelid fat can sometimes be repositioned to create a smoother contour under the eyes as seen in the patient above.

If eyelid puffiness is primarily caused by excess fat, this may be corrected by a transconjunctival blepharoplasty. The incision in this case is made inside the lower eyelid (which completely hides the incision), and excess fatty material is removed leaving no visible scar.

Combining Surgeries

Upper and lower eyelid surgery can be tackled if you have the need. An example would be a patient with drooping upper eyelids and puffy

In Our Patients Own Words...

One of our actual patients talks about her blepharoplasty surgery.

Dr. Jacqueline gave me the most comfortable experience undergoing cosmetic lower eye surgery. This was my first experience, and I found her to be both professional and personable while explaining in full detail what the procedure and recovery entails. Dr. Jacqueline spent her time with me during all pre and post operative visits. Stacy, and all of the staff were very friendly and caring as well. I would highly recommend the practice to anyone considering a surgical procedure. ~Actual Patient Seen Above

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Patient Referral Program

Refer a friend or family member to our office, and you will receive a CFFBR gift certificate as a special "thank you" when that person has a complimentary consultation with either Dr. Elbert Cheng or Dr. Jacqueline Cheng. We appreciate your trust in us!

Save the Dates for These Special Events

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

Annual Spring Open House

Friday, May 13th
4pm to 7pm

Get information on all our products and services, watch live treatment demonstrations, and meet our special guests. Bring a friend who is new to our practice and receive a special gift! Enjoy best pricing of the year!

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

Sculptra® Summer Sip

Friday, June 3rd
2pm

Learn about Sculptra, Restylane, and Dysport and receive a complimentary facial assessment. Enjoy a ladies' tea and luncheon at a lovely local tea house.
\$25 Reservation Fee Required.

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

Cool Summer Event

Friday, June 17th
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
Or (408)255-3223