



CENTER  
for FACIAL  
AND BODY  
*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.*

### Center for Facial and Body Rejuvenation Upcoming Events

- January 19: Cool New You Luncheon event featuring CoolSculpting, 12pm
- January 26: New Year, New Skin lunch & learn featuring Fraxel and Thermage, 12pm
- February 8: Winter Perk Up event featuring Botox, Juvederm, Kybella, CoolSculpting, SkinMedica, and Latisse; 2-6pm
- February 21: Exclusive Sculptra Dinner event, 6pm

# FACE THE POSSIBILITIES

JANUARY 2018 | VOLUME XIII | ISSUE I

## New Year's Rejuvenation

Evaluate your overall facial needs and commit to a New Year's rejuvenation...you deserve it!

As we start a new year and make those New Year's resolutions, it may be time to revitalize and rejuvenate! From simple treatments to a combination of procedures, you will feel a major boost in self-esteem and confidence if you take the time to improve and update your appearance. This article explores some of our patients' most common areas of concern and possible solutions to consider for yourself.

### Skin

If you are unhappy with the appearance of your skin, consider photo-rejuvenation. A noninvasive procedure, Intense Pulsed Light (IPL) treatments can improve blemishes, sun damage, birthmarks, broken capillaries, and more. There is no downtime, but several treatments may be required for desired results.

For superficial imperfections or scarring, we may recommend cleansing, exfoliating, and moisturizing the skin to keep it looking fresh and healthy as it turns over new cells. A mild chemical peel may be applied to remove skin with sun damage or acne scars. Deeper scars may require a stronger treatment such as dermabrasion or laser therapy. A scar can also be removed surgically; the incision is closed with fine stitches, resulting in a less prominent scar.

Crow's feet (tiny wrinkles that radiate from the corner of your eyes) or other facial lines and folds can be treated with a neurotoxin or an injectable filler to plump up the area and soften the wrinkles. Botox or Dysport can be injected under the skin to relax the muscles in the face that pull the skin and cause wrinkles. Dermal fillers can be injected to actually fill the lines and folds in the skin. The resulting smooth skin lasts from six to nine months. Both types of injectable treatments are temporary and will require repeated treatments to maintain your results. Laser resurfacing (like Fraxel laser treatments) or microneedling with PRP may also be used to further refine the skin surface, stimulate collagen production, and reduce wrinkles.

For a more permanent way to address sagging skin and wrinkles around your eyes, blepharoplasty (eyelid surgery) may be an option. This procedure removes excess fat and skin from the lower and/or upper eyelids, leaving the skin around your eyes smoother and younger looking.

### Overall Wrinkling and Sagging

Overall aging to the face—loss of that youthful look—may be a combination of loose skin, laxity of underlying muscles, volume loss, and an accumulation of fat. One of the earliest signs of aging is the obliteration of the angle formed by the neck and the lower jaw. A facelift can improve the appear-



ance of the lower two-thirds of your face by reducing the sagging skin, muscles, and fat.

While younger patients may require less extensive procedures and older patients may request less downtime, recent advances in techniques and modern variations to the traditional facelift offer a wide range of facelift procedures and options. Trusting your face to a board certified facial plastic surgeon like Dr. Jacqueline and I allow for the personalization of your facelift procedure, decreased operative time, reduced postoperative complications, and optimal results.

### Nose

Nose surgery, or rhinoplasty, is the most popular procedure performed by facial plastic surgeons. It can reduce the size and position of the nostrils; improve a nasal tip that is upturned, hooked, bulbous, or drooping; correct nasal asymmetry; and reduce humps or depressions on the bridge. Incisions are typically made inside the nose and the underlying bone and cartilage is reduced, augmented, or rearranged to create a newly shaped structure. The tissues are redraped over the new frame and the incisions are closed. We will evaluate your nose in proportion with your other features to provide the best natural results.

### Chin

You may be unhappy with your profile because you think your nose is too big or your chin is out of proportion to the rest of your face...or both. You may require a chin implant; or, if the chin is too large, we can sculpt the bone to a more pleasing size. We may recommend one procedure or a combination of chin surgery and nose surgery to bring your profile into balance.

### Cheeks

Fullness of the cheeks is one of the strongest characteristics



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## Seeing the New Year with Younger Eyes

Blepharoplasty could be the answer to refreshing the look of your eyes.

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 tired and older than you feel.

Many patients complain that as they get older, their upper eyelids become droopy, 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. This can lead to permanent creases in the forehead by doing so.

Droopy upper eyelids can be improved through upper eyelid surgery. The incisions are 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.

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.

Upper and lower eyelid surgery can be tackled at the same time if you wish to improve both areas. An example would be a patient with drooping upper eyelids and puffy 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 fewer appointments before and after surgery.

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.

### Winter 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. Available until February 28, 2018.*

## New Year's Rejuvenation — Continued from Page 1

of youth. Most people start to notice fat loss from the midface region in their late 30s, causing the skin to sag and creating folds and wrinkles around the mouth. For minimally invasive solutions try temporary injectable fillers or fat transfer for a more long lasting solution.

Cheek implants are a permanent possibility. They hold up the collapsed tissue and restore the youthful appearance of adequately padded skin. This improves the contour, creates balance, and bolsters self-esteem.

### Lips

Thin lips are a common complaint. You may want to start with a minimally invasive solution, such as a soft tissue dermal filler injection like Juvederm, Volbella, or Restylane products. There is limited to no down-time with this treatment and results last between six to twelve months, depending on the filler used. For longer-lasting options, consider fat transfer or a lip lift. The surgical lip lift shortens the distance between the bottom of the nose and the top of the upper lip to give the appearance of fuller lips, with additional

benefits of tightening sagging skin and redefining the lip line.

### Forehead

If you have furrows (vertical lines) between your brows or sagging, horizontal forehead wrinkles that are inhibiting your expressions, you may want to consider a browlift. This procedure removes excess, loose skin and tissue from the forehead. We may remove part of the muscle that causes vertical frown lines between eyebrows. A less invasive alternative to reduce furrows would be a neurotoxin treatment (Botox or Dysport); although, treatment must be repeated every three to four months in order to maintain the smooth appearance.

Schedule some time for yourself to explore all the esthetic options available to you. If you do not have a specific treatment or procedure in mind but are looking to renew and rejuvenate, make an appointment today to discuss the many possibilities. Make this your best year yet!

# Get That Cool, New You!

CoolSculpting and SmartLipo can help you finally achieve that New Year's resolution.

Everyone on our staff and many of our patients love the results they've seen with CoolSculpting®. CoolSculpting is a completely non-invasive fat freezing technology that eliminates fat by literally freezing it to death. The CoolSculpting® machine has several different applicators that vary in size and shape, allowing Dr. Elbert and Dr. Jacqueline to personalize each patient's treatment and get the best possible results. We can treat the abdomen, flanks, "bra fat," thighs and arms. The applicator is applied to the area to be treated, and the machine's vacuum device sucks the tissue in that area into the applicator's cup. Then, the machine freezes that area for a full hour. When the applicator comes off, the area is massaged. Some of the fat cells die during that process and others are programmed for cell death over the next few weeks. Ultimately, you will lose 20% to 25% of the fat cells in the treated area. The surrounding tissue is not affected, and you may have minimal bruising and discomfort. In fact, most people go right back to their normal routines immediately after the treatment. It can take up to two to six months to see the full results of a CoolSculpting treatment.

SmartLipo- is a minimally invasive surgical procedure that uses laser assisted liposuction to remove fat, which is the option I chose to sculpt my stomach and tighten the skin in that area. With SmartLipo, a couple tiny incisions are made in the area to be treated. The SmartLipo laser emulsifies the fat

in that area, and the liquefied fat is removed. The laser can then be used to heat the skin to the optimum temperature to stimulate collagen regeneration and skin tightening! Because the laser cauterizes the blood vessels and veins during the treatment, patients experience far less bruising, discomfort, and downtime than with traditional liposuction. We can treat the abdomen, flanks, "bra fat," thighs, and arms. This method of fat removal allows Dr. Elbert or Dr. Jacqueline to more precisely sculpt the treated area. While the recovery period is minimal with SmartLipo, patients are required to wear a compression garment for two weeks. Patients see the fat reduction immediately with this procedure, but skin tightening results take six to nine months.

Don't spend another year wishing for your best body! Let us help you develop a plan to banish that diet and exercise resistant fat to reveal a better body for the new year. Call us today to schedule your complimentary consultation.

## Better Body New Year's Specials

Save 5% off one area and 10% off two or more areas treated with CoolSculpting or SmartLipo

*One CoolSculpting Area= two small cycles or one large cycle*

*SmartLipo discount is taken off surgeon's fee*

*Offers available until February 28, 2018*

# New Year, New Skin!

Use collagen building and surface refinement to rejuvenate and refresh your skin.

With a new year just beginning, this is a great time to invest in your skin's health and appearance. Why not make this year your best skin year? We take an innovative, multi-treatment approach to skin rejuvenation. Each treatment works well on its own, and you get an even better, more youthful result by combining them. Ultherapy and Thermage work to stimulate collagen renewal, and Fraxel provides amazing surface refinement and collagen stimulation.

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. It bypasses the superficial skin to deliver the right amount of energy at the right depths and the right temperature. There is no down time with Ultherapy, and you may 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 treat-

ments 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 PRP treatments speed healing and further stimulate collagen production.

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.

## Winter Collagen Boosting Specials

\*Purchase a Full Face Ultherapy or Thermage Treatment and take 50% off Your Neck Treatment!

\*Purchase 4 Fraxel Treatments and Take 50% off 4 Neck Treatments!

*Package must be purchased in full by February 28, 2018.*



Stacy Dodsworth, Director of Marketing, has been with CFFBR for twelve years and is a current member of the Organization of Facial Plastic Surgeon Assistants and Brilliant Distinctions Advisory Board.  
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**See What Patients are Saying About Us...**

*"Dr. Elbert Cheng is the best. I wouldn't go anywhere else. Dr. Elbert does the best for what you want or need. Dr. Elbert will work with you to get the best results that you want for yourself."*

~Actual Yelp Review



**Join Us For These Upcoming Events!**

**New Year, New Skin Lunch & Learn Event - January 26, 2018 at 12pm**

Learn about Fraxel and Thermage at this limited seating luncheon event in our office. Special pricing available!

**Winter Perk Up Event - February 8, 2018 from 2pm to 6pm**

Join us for a mini open house featuring Botox, Juvederm, Voluma, Volbella, Vollure, Kybella, CoolSculpting SkinMedica, and Latisse. Enjoy a specialty coffee on us and special offers too!

**Sculptra Dinner Event - February 21, 2018 at 6pm**

This exclusive multi-course dinner event features Sculptra Aesthetics and requires prior registration. Fantastic pricing will be available!

**"Just Be You" Ultherapy Event - March 23, 2018 at 12pm**

Join us for this special luncheon event. Learn about Ultherapy and try out our treatment simulator. Enjoy special pricing too!

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