

# FACE THE POSSIBILITIES

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CENTER  
for FACIAL  
AND BODY  
Rejuvenation

## Helping Women Fight Aging

My personal appreciation for women drives me to help them look and feel their best!

As a man, I think women are superior to men in so many ways. Women can multitask, manage to work full-time, have babies, keep the house immaculate, and raise their kids and a husband (often another kid). They do it all, and still look beautiful. This article is not only about what's new in facial plastic surgery, but it is also a celebration of why we appreciate women so much.

As a general rule of thumb, men and women become more masculine as we age. This is great for men, but not so good for women. The pleasing feminine features of a youthful female face become dominated by a squarer and heavier lower face. The nose lengthens and "grows," and the jawline loses its nicely defined heart or egg shape as the face and neck melt into one. The lines around the eyes and lower part of the face become deeper and longer. The nice, high cheeks begin to descend and fall, and the corner of the mouth sags. The eyes become deeper, the brows drop lower and lose their arched appearance, and the temples become hollowed and less smooth. The goal of facial rejuvenation surgery and less invasive procedures for women is to re-feminize a woman's face and redefine the qualities that make her youthful and refreshed. Aging is very complex and can't always be treated with a facelift alone.

Over the past fifteen years, facial plastic surgery has undergone a major paradigm shift in the concept of aging and what makes people look younger. As facial plastic surgeons, my sister and I were taught that aging is mostly related to the loss of muscle and skin elasticity, and the way to correct this problem is to tighten the skin via surgery or nonsurgical methods. But aging is much more complex than just loss of elasticity. As we've discussed, the changes are three dimensional in nature and involve replacing tissues and bones, which have become thinner and smaller over time. It is no longer appropriate to just pull skin and muscle back to tighten the skin, because that won't necessarily make someone look more refreshed or younger.

To achieve and maintain a refreshed, youthful look, let's first discuss when a facelift and necklift is appropriate. Individuals who have jowls and a lot of loose or sagging eyelid, facial, or neck skin will often need eyelid surgery with fat repositioning, facelift, and a necklift to redrape skin and muscle. The modified-SMAS facelift and necklift procedure is a technique we utilize to produce a refreshed, natural, and long-lasting appearance. This procedure will make you look refreshed and less tired. Plus, it can give you the appearance of having lost weight. Over the past few years, another shift is underway in Facial Plastic Surgery. My sister and I have been trying to make the facelift incision shorter and shorter. With a shorter



incision, healing time is faster, and the scar will be much less visible. If a patient has extensive aging to the face and neck with excessive laxity of skin, the traditional, longer incision, which extends behind the ear and into the hairline, is still needed. Fortunately, this is the exception these days.

To look younger, we also need to discuss volumizing the face and creating more smoothness to the face and skin. As we age, our bony skeleton changes shape. Bone changes shape because our body becomes less efficient in forming new bone, and we lose bone minerals and density over time. This translates into our chin becoming more prominent. The cheek bones, orbital bones, and other facial bones then become less prominent. Over time, fat cells will atrophy and become smaller in most of our face, except in the jowls and submental region. Skin and muscle atrophy as we lose the integrity of collagen and the matrix in the skin. Skin also loses hydration over time, which translates into deflation of the face and sagging of the skin. All of this results in a tired, older appearance.

Reversing the signs of aging is multifactorial and needs to be addressed that way. Often achieving and re-capturing a youthful appearance involves replacing the volume loss in our face with fat, permanent implants, or dermal fillers. Fifteen years ago, my professor of surgery at Stanford used to tell us that fat injections do not work. "Do not do fat injections because they will fail." At that time, collagen was a revolutionary dermal filler, but we quickly realized that the product didn't last very long (1-3 months), and allergic reactions prevented the full acceptance of this product. We now have new techniques of fat transfer called lipostructure. Scientific studies show the proven longevity and benefits of overlying skin with fat. There is still debate about what survives in a fat transfer. Is it fat, or is it fibrosis which surrounds fat, or is it



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

- April 20: Better Body Boot Camp featuring SmartLipo, Cellfina, and CoolSculpting, 12pm
- May 4: Annual Spring Open House, 4pm to 7pm
- May 7-11: Mother's Day Celebrations
- June 1: Cool Summer Lunch & Learn Featuring CoolSculpting, 1pm
- June 15: Cellfina Lunch & Learn, 1pm
- July 13: Ultherapy Lunch & Learn, 1pm



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. She now lives in Singapore and works from her remote office. She spends time in the Saratoga office regularly. Follow her on Facebook! [Dodsworth@CFFBR.com](mailto:Dodsworth@CFFBR.com)

## Introducing CryoCorrect & SkinCeuticals

Learn about a treatment for removing age spots and skin tags and our new skin care line.

In Singapore, those unsightly spots on my hands and arms are called “Wisdom Spots.” Well, I would rather not be so wise! Thankfully, we now offer a new option for removing sun spots, age spots and skin tags. CryoCorrect is a non-invasive treatment that gently freezes away spots and skin tags on the face, hands, and body in as little as one treatment.

The CryoCorrect treatment features the SkinCeuticals CyoCorrect Precision™ pen which dispenses a precise flow of carbon dioxide (CO<sub>2</sub>). Carbon dioxide freezes the skin at a milder temperature than traditional cryogens like liquid nitrogen. Carbon dioxide’s mild temperature results in a softer, shallower, and more comfortable freeze that is more likely to leave the surrounding tissue intact.

During your treatment, the spot or tag is quickly frozen for five to eight seconds with a precise stream of carbon dioxide to gently freeze away the unwanted cells. The spot or tag will darken over the next one to two weeks and then peel off. The underlying skin will be pink but will heal completely by four to twelve weeks.

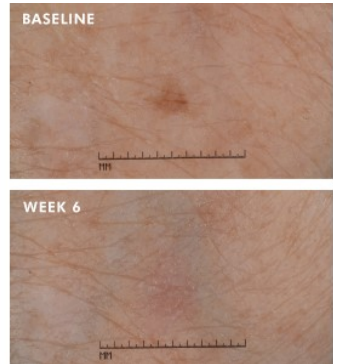
I had one of these treatments in our office recently, and I have been so happy with the results. The spot got a little darker during the first week or so after the procedure and then gradually healed. The spot is completely gone now! I’ll be having more of my “Wisdom Spots” removed with this gentle but effective method very soon!

In addition to CyoCorrect, SkinCeuticals offers a comprehensive skincare regimen designed to maintain your CryoCorrect results and also address the entire spectrum of skin concerns.

Their clinically proven line, including cleansers, topical antioxidants, toners, corrective serums and creams, moisturizers, sun protection, and more, features pharmaceutical-grade ingredients that have the scientific proof to back up their claims.

Research and innovation are at the core of the SkinCeuticals mission, and their dedication to science has established the brand as a leader in the advanced skincare arena. The company’s founding was the direct result of a revolutionary discovery that set the standard for antioxidant formulation. SkinCeuticals continues to pioneer next-generation products that will optimize the health and beauty of the skin—and change the face of skincare for years to come.

Schedule a complimentary consultation with Dr. Elbert Cheng or Dr. Jaqueline Cheng to learn more about this amazing skin care line and CryoCorrect treatments.



### Wisdom Spot Removal Special Offer!

Take 10% off a SkinCeuticals or CryoCorrect treatment.

*Cannot be combined with any other offer.  
Available until June 30, 2018*

## Wonderful Women—Continued from Page 1

the stem cells in fat which mature into muscle, fat, and bones? I believe that all the above are true in fat transfer procedures. The hormones, growth factors, and proteins released by your own fat cells also seem to improve scars, skin wrinkles, and texture of the skin.

Fat is harvested by the latest in liposuction techniques. Fat cells are obtained intact and spun down to strain out all blood products and other debris. Once purified, fat is precisely injected into the face to create more volume. Swelling gradually resolves over a few weeks. After approximately four months, we will have an idea of how well your stem cells and fat cells have assimilated into their new home. Occasionally, more than one session of fat transfer will be needed to correct your problem. This will depend on how well your fat survives. My own experience shows that the further away from menopause you are, the less fat takes and survives. The ultimate goal of fat transfer is to provide fullness and volume to your face where you have lost it. If your body incorporates the fat and gives it a blood supply, it can last for years.

Permanent implants, which are made of various materials including silastic material, can be placed against the bony facial skeleton to improve the asymmetries of the face, loss of bone from age or trauma, or simply to enhance your appearance. This is an alternative to fat transfer if a patient does not have enough fat to transfer or may not be an appropriate candidate for fat transfer. This correction is permanent.

Temporary dermal fillers are another option for those patients who don’t want to have surgery or are afraid to do so. There are many different brands and types of dermal fillers, and these products now have fantastic

longevity. Most dermal fillers last between six months to one year. Some fillers have studies showing they last two years or longer. These dermal fillers can be injected to correct volume loss without the recovery time of surgery, but the results will fade away over time.

The last step in looking refreshed and younger is reversing sun damage on the skin. Depending on what needs to be corrected, lasers and chemical peels can be part of this process. We have a full arsenal of lasers to treat age spots, facial red veins, superficial wrinkles, and unwanted facial hair with great results. For those patients who prefer a deeper, one-treatment approach to reversing sun damage and superficial wrinkling, we often perform intense chemical peels that do require an extended healing period but offer truly transformative results to the face, neck, and/or chest.

The key to looking more refreshed and youthful is re-feminizing the female face, redraping skin and muscle which has sagged, and volumizing the face. Giving women back the beauty they possessed when younger is a very realistic goal, and it is a goal I love to help my patients achieve. If you would like to develop your own treatment plan to recapture and maintain a more youthful and attractive appearance, please schedule a complimentary consultation with me or my sister, Dr. Jacqueline Cheng.

### Spring Facial Rejuvenation Special!

Take 10% off a Facelift with Fat Transfer Combination Procedure

*Discount taken from surgeon’s fee and cannot be combined with any other offer.  
Available until February June 30, 2018.*

*Procedure must be scheduled by June 30, 2018 and performed in 2018.*

# Body Sculpting for Your Best Summer!

Get to know our fat removal and body sculpting treatments...just in time for summer!

Unwanted fat and cellulite can be some of the most difficult esthetic problems our patients face. Fortunately, we have a full arsenal of body sculpting treatments that can offer solutions, before getting into your bathing suit this summer!

Cellulite has traditionally been one of the hardest problems to treat. Unfortunately, Cellulite does not discriminate...even the most fit person can develop these irritating and unsightly dimples and waves in the skin. 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. In a FDA-approved pivotal study, 93 percent of Cellfina® patients were satisfied after three years!

Cellfina® treats the underlying cause of cellulite, which are the bands of fibrous septae that are contained in fat and pull skin down. Cellfina® uses subdermal undermining to improve the surface texture. This treatment 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. Cellfina 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. There may be some slight soreness and bruising immediately after the treatment, and patients are asked to wear a compression garment for a brief time after the procedure to ensure best results; but the downtime after Cellfina® is minimal.

Cellfina® can be performed in conjunction with a fat eliminating treatment like SmartLipo® or CoolSculpting® to truly sculpt and refine the body for the best result.

SmartLipo® utilizes medical-grade lasers to create a light beam powerful enough to rupture fat cells and then melt the fat without traumatizing nearby blood vessels, nerves, and other soft tissues. This sophisticated laser technology is able to keep bleeding, swelling, and bruising to a minimum.

One of the major benefits of SmartLipo® is that it can also tighten the skin in the areas being treated. Loose, sagging skin can create bad results after liposuction surgery, but lasers can be used to help increase the elasticity of dermal tissues. At the end of a SmartLipo® procedure, the laser beam is pointed at the tissues to encourage the development of renewed and healthy collagen. The skin tightens in the months following the procedure, translating into a smooth, sculpted body contour.

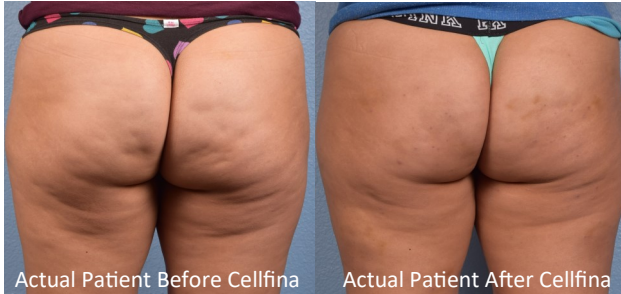
At the Center for Facial and Body Rejuvenation, we use the SmartLipo® TriPlex, which is the most advanced form of Smartlipo® laser technology. It melts away fat cells while tightening skin via a triple wavelength form of laser technology.

While SmartLipo® is an excellent choice for patients who wish to experience body contouring and skin tightening by undergoing a minimally invasive procedure with minimal downtime; Cool Sculpting is an alternative for patients who are seeking a completely non-invasive solution for diet and exercise re-

sistant pockets of fat.

CoolSculpting® by ZELTIQ® is a breakthrough procedure that safely and effectively eliminates fat without the cost, downtime and risk associated with traditional liposuction surgery. CoolSculpting® cools fat cells to temperatures that trigger their natural death. Those cells are then eliminated naturally by the body over the following weeks and months.

CoolSculpting® results in an undeniable reduction of fat in the



treated area and patients can start to see results as soon as three weeks following treatment, with the most dramatic results after two to six months. Every patient is unique, which is why we create a customized procedure plan as part of your initial, complimentary consultation. After the initial treatment is complete, patients can attain

further reductions with additional treatments, resulting in even more fat loss. With patented built-in safety measures including Freeze Detect™, CoolSculpting® is the only cold-based, non-surgical body contouring treatment that is FDA cleared in the U.S.

We also offer a new, injectable treatment for improving the profile and neckline. Kybella™ is the first and only FDA-approved nonsurgical treatment that contours and improves the appearance of submental fullness. It destroys fat cells when injected into the fat beneath your chin. The active ingredient in Kybella is deoxycholic acid, a naturally occurring molecule in the body that aids in the breakdown and absorption of dietary fat. When injected into the fat beneath your chin, Kybella causes the destruction of fat cells. Once destroyed, those cells cannot store or accumulate fat.

Many patients treated with Kybella experience visible contouring of their chin profile in three to four treatments. Some people require up to six treatments in order to achieve their desired results. For most patients, downtime was minimal and occurred most commonly after the first treatment session.

Kybella can dramatically improve the appearance of submental fullness and is an excellent option for patients who cannot or do not wish to undergo a surgical procedure.

Scheduling a complimentary consultation with Dr. Elbert Cheng or me will give you the opportunity to discuss your esthetic goals and determine which treatment option is best for you.

## Spring Body Contouring Savings!

\*Save 10% on your First Area of SmartLipo, CoolSculpting, or Cellfina!

\*Buy One Kybella Treatment and Get Your Second Treatment Free!

*One CoolSculpting Area= two small cycles or one large cycle.  
SmartLipo or Cellfina discount is taken off surgeon's fee.  
Offers available until June 30, 2018.*



*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.*



## Center for Facial and Body Rejuvenation

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CENTER  
for FACIAL  
AND BODY  
*Rejuvenation*

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
SAN JOSE, CA  
PERMIT NO. 932

### See What Patients are Saying About Us...

I can't imagine going to some of these 'facial' places to get Botox, when Dr. Jacqueline charges no more and I know I am getting a board certified plastic surgeon that knows exactly what she is doing! The entire staff is friendly and welcoming. I WILL be returning!

~Actual Yelp Review

## Join Us For These Upcoming Events!

### **Annual Spring Open House - May 4th, 2018 - 4pm to 7pm**

*Join us for cocktails, hors d'oeuvres, and information on the best treatments, procedures, and products to help you look and feel your best!*

*This annual event is our way of thanking our current patients and welcoming new patients. The Open House gives you an opportunity to chat with our product and service representatives and both doctors in the practice, plus some other surprise guests! We feature the best pricing on every product, service, and treatment offered at the Center for Facial and Body Rejuvenation during this event. Simply place a nominal deposit at the event and reserve the special pricing through July 31, 2018.*

### **Cool Summer Lunch & Learn - June 1st, 2018 at 1pm**

This luncheon event features CoolSculpting® fat freezing technology. A live treatment demonstration and special pricing will be available!

### **Cellfina® Lunch & Learn - June 15th, 2018 at 1pm**

Join us for this special luncheon event. Learn about Cellfina and see if it could be the answer for eliminating cellulite forever!

### **Ultherapy® Lunch & Learn - July 13th, 2018 at 1pm**

Have lunch on us and learn about amazing Ultherapy technology to firm and tighten skin without surgery! Special pricing is also on the menu!

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