



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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Join Us for Our Annual Fall Open House Celebrate, learn, experience, and save at this exciting fall event!



It's that time again! We are hosting our annual Fall Open House on Friday, October 7th from 4pm to 7pm. This event is so exciting because you'll be able to get information about every procedure, treatment, and product we offer. In fact, you can watch live treatment demonstrations of some of our most popular and amazing procedure options like CoolSculpting®, Thermage®, Ultherapy®, Microneedling with PRP, Kybella® and more. We will have wine, champagne, and delicious appetizers to celebrate another wonderful year with our patients. Marla Davies from Mix 106.5 Radio will be on site as well, so be sure to stop by and say hi to her. Plus, White House Black Market will be at the event to showcase their fall fashions and offer a very special discount to our guests!

As a special thank you to attendees of the event, you will be able to take advantage of our annual Fall Open House pricing. Place a nominal, non-refundable deposit at the event to enjoy special pricing on every treatment or procedure offered at our office through the end of the year. Don't worry if you are not able to attend but still want the best pricing of the year. Simply call our office between 11am and 1pm on October 7th, and we can take your deposit over the phone. Due to all the preparations for this big event, our office is closed until 4pm on the day of the Open House and we are not able to answer the phone after 1pm. Please mark your calendar for October 7th and plan to join us for the Fall Open House. Please contact our office for more information or to RSVP for the event.

Use Fat Freezing Technology to Sculpt Your Body

Non-Invasive CoolSculpting® targets and freezes fat that is resistant to diet and exercise.



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.

One of our most popular body sculpting treatments is CoolSculpting®. Everyone on our staff and many of our patients love the results they've seen with CoolSculpting®, which 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 us 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, but the treatment is completely non-invasive and the results are well worth the wait!

Your Best Body Special

**Purchase One CoolSculpting Area and
Take 20% off Your Second Area**

Offers valid through November 30, 2016.

Cannot be combined with any other offers.

Center for Facial and Body Rejuvenation Upcoming Events

- ◆ Sep 23: Fraxel Friday Event, 12:30pm luncheon
- ◆ Oct 7: Annual Fall Open House, 4pm to 7pm
- ◆ Oct 31: Boo-tox Day, 9am to 2:30pm
- ◆ Nov 4: Vote Out the Fat CoolSculpting Event, 12pm
- ◆ Nov 18: Thermage Event, 12pm
- ◆ Dec 2: Holiday Boutique, 9am-3pm
- ◆ Dec 4: White House Black Market Los Gatos Champagne Party, 6pm

Stacy's Corner: Non-Invasive Skin Rejuvenation

Fraxel® and Microneedling with PRP are two excellent ways to refine the surface of your skin.



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.
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Often when we think of aesthetic rejuvenation, we think of facial plastic surgery, collagen building treatments like Thermage or Ultherapy, or quick fixes like Botox or dermal fillers. While all those procedures are fantastic, I am also a big fan of non-invasive treatments that refine the surface of the skin to improve texture, pore size, sun damage or pigment issues, and acne scarring. Fraxel® and Microneedling with PRP can do all of that and more! These treatments can soften your appearance and turn back time on their own or in conjunction with other collagen building treatments or surgery. They are like icing on the cake. Both treatments refine the surface of the skin and stimulate collagen growth in the superficial level of the skin, but they use two different techniques.

Fraxel® laser treatments employ the power of laser technology to create micro-injuries to the 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 also stimulate collagen renewal at the superficial level by performing Microneedling with PRP treatments. Automated Micro-Needling, also known as Collagen Induction Therapy or CIT, uses tiny needles to create controlled micro-injuries to the skin in order to produce collagen and elastin. The skin's repair process results in improvement of the appearance of the skin and a softening of fine wrinkles. Automated micro-needling also creates superficial micro-channels which can be used with topical PRP to help improve the appearance of the skin. Unlike lasers, Microneedling breaks up pigment mechanically and remodels the collagen without heat

for a more comfortable treatment with a very low complication rate. Because no heat is involved with this treatment, it can be used on most skin types without inducing hyperpigmentation.

Platelet Rich Plasma is a concentration of platelets which circulate

through the blood and are involved in the clotting process. Rich in growth factors, PRP activates and rejuvenates cells in your body by promoting healing and stimulating tissue responses. PRP can induce a remodeling of the tissue to a healthier and younger state.

By topically applying PRP during and/or immediately after a Fraxel® or Microneedling treatment, we can increase the absorption of your own healing and rejuvenating PRP through the micro-channels created by the Fraxel® or Microneedling process. The transformative repair process is enhanced with application of the super-healing properties of your body's natural growth factors and proteins contained in your PRP.

Since I have used both of these transformative treatments in my battle with aging, I am happy to answer any of your questions or help you schedule your complimentary consultation with Dr. Elbert Cheng or Dr. Jacqueline Cheng.



Anti-Aging Special Offer

Take 10% Off Any Collagen Building Treatment:
Sculptra®, Microneedling with PRP, Fraxel®,
Thermage®, or Ultherapy®

10% discount off any single treatment or treatment package.
This special cannot be combined with any other offer.
Procedure must be scheduled and performed by November 30, 2016

In Our Patients Own Words...

One of our actual patients talks about his eyelid rejuvenation procedures.

The Center for Facial and Body Rejuvenation doctors and staff are very professional, knowledgeable, and friendly! I have been going back to their office going on 3 years now, working with Dr. Elbert Cheng. I am very happy with the procedures that have been done. Dr. Elbert Cheng spends time explaining the surgery, recovery time and results expected. I had a double eyelid surgery, Ptosis (repair), and lower eyelid blepharoplasty. I am very pleased with my results! I highly recommend Center for Facial and Body Rejuvenation for all cosmetic needs. Doctor Elbert Cheng is an exceptional Plastic Surgeon and has my complete trust. Thank you Dr. Elbert Cheng.

~Actual Surgery Patient

Measuring the Speed of Aging and How to Slow It Down

Research on aging may help identify ways to slow the signs of aging.



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.

How does that 50-year-old friend not look a day over 25? Is she getting some amazing anti-aging treatment or is it a combination of healthy habits? Some people do age at a slower pace; researchers are now able to measure the rate of aging and to examine what factors contribute to this occurrence. This is exciting news, not only for taking preventative actions but also for evaluating if antiaging treatments work.

In a recent study published in the Proceedings of the National Academy of Sciences, 954 participants from New Zealand were followed from birth to 38. At ages 26, 32, and 38, 18 different biomarkers were calculated to assess how quickly they were aging. Researchers looked at factors typically linked to aging, such as blood pressure, lung function, body mass index, inflammation, cholesterol, and DNA. They compared the data taken from the baseline at age 26 with information collected at age 32 and 38 in order to compute the pace at which each person was aging. The results validated that not everyone was aging at the same rate.

Some people were biologically older than their chronological age and aging at a faster pace. These same people self-reported feeling worse in health and scored lower on tests of balance, strength, and motor coordination. They also showed a decline in their IQ tests and exhibited signs of elevated risk for stroke and dementia. As an additional assessment, researchers took photographs of each person at age 38 and asked a panel of Duke University undergraduates—blind to all details of the study—to rate the pictures. The panel, based on the facial images alone, scored the participants with advanced biological age as looking older than their biologically younger cohorts look. In other words, those that were aging faster looked older.

The good news: Some participants were biologically younger than their chronological age and aging more slowly. This is where it gets interesting; researchers are comparing the two groups to distinguish the factors that influence aging. The scientists believe that genetics only play a small role and that the majority of factors are within our control.

The researchers will continue to track the study group and re-evaluate them again at age 45. They are also now charting participants' diet, exercise, and additional behaviors.

What does this mean for facial cosmetic surgery? Now that the pace of aging can be quantified, we will be able to glean important information about what lifestyle practices work to slow down the aging process as well as comparing types of rejuvenation treatments and procedures for efficacy. In the meantime, we can advise eating a healthy diet, exercising, managing stress, and getting enough rest. Don't forget to apply sunscreen with a sun protection factor of at least 15 before heading outside, and reapply every two hours during peak times of the day. A good at-home skin care program can also help to slow down aging and repair damage from sun exposure and environmental factors.



In addition to lifestyle changes, there are many procedures that can help restore a youthful appearance and slow the aging process. Collagen building treatments like Fraxel®, Thermage®, and Ultherapy® can stimulate your body's own natural collagen growth to help firm and tighten loose skin, while collagen stimulating Sculptra® can help your body fill in hollow areas on the face with your own collagen! We employ a wide variety of injectable products like Botox® and dermal fillers to soften lines and wrinkles and restore lost volume to the aging face.

Plus, we can use lasers and microneedling to remove sun damage, age spots and fine lines and wrinkles from skin on the face or body.

Of course, the best method of restoring a youthful appearance is often facial plastic surgery to the face, neck, eyes, nose, or forehead. Planning ahead and employing non-invasive treatment methods can often delay or minimize surgery; but the first step is an in-depth, complimentary consultation to determine your aesthetic needs and develop a plan to restore your youthful appearance and slow down the aging process. Call our office to schedule your anti-aging consultation today!

Fall Surgery Special

*Take 10% off the surgeon's fee for any eye rejuvenation surgery.

*Take 50% off a neck lift when purchased with a full priced facelift.

Surgery must be scheduled by November 30, 2016 and performed in 2016. Cannot be combined with any other offers.

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**Center for Facial and Body
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"Boo-tox" Day - October 31st

Make sure to call or visit our office for scary-good savings on Botox®, Juvederm®, Voluma®, Kybella®, and Latisse® on October 31st from 9am until 2:30pm.

Fall Open House & Cocktail Party

Don't miss this very special annual event!

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

Fall Open House & Cocktail Party

Friday, 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 and local artist Marnie Dufau! As a special gift to our valued patients, there will be very exciting offers available to attendees of the event only. We invite you to extend this invitation to a friend!

Please RSVP by October 3rd by calling (408)255-3223 or by emailing Cheng@CFFBR.com