



# Center for Facial and Body Rejuvenation

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WWW.CFFBR.COM

## Face The Possibilities

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ELBERT T. CHENG, M.D.

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JACQUELINE T. CHENG, M.D.

### Younger at Every Level!

Our new and exclusive 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 are 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 (neogenesis) 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. Until recently, this level of the skin could only be reached with surgical procedures. Now, Ultherapy® gives us the ability to use Ultrasound 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. 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 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 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 microneedling 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 safer, more comfortable treatment with a very low complication rate.

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 collage stimulation of Fraxel or Microneedling. 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.

### Younger At Every Level Special

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

Save 30% on Fraxel® or Microneedling when you add either treatment to your package.

Offer available through March 31, 2016.

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

Discount cannot be combined with any other offer.

## Achieving Your New Year's Better Body Resolution

The launch of Cellfina™ adds more ammunition to our body rejuvenation arsenal!



**Stacy Dodsworth,**  
Director of Business  
Development, has been  
with CFFBR for ten years  
and is a current member  
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The start of a new year tends to get us thinking about our goals and dreams. For many of us, that usually means an annual evaluation of our body image. Whether it's vowing to lose a few pounds, committing to an exercise regime, or deciding to stop covering up this summer; we have all the body rejuvenation options you need to make this your best body year!

### Fat Reduction and Body Sculpting

As you probably already know, we have some amazing fat busting treatments available in our office. Everyone on our staff and many of our patients love the results they've seen with Cool Sculpting®. Cool Sculpting is a completely non-invasive fat freezing technology that eliminates fat by literally freezing it to death. The Cool Sculpting® 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 Cool Sculpting treatment.



Before



After 2 Cool Sculpting treatments

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; but 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.

### Cellulite Reduction

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. We finally have two very good options for reducing cellulite!

Cellulaze™ is an FDA approved treatment for cellulite and targets cellulite precisely at the source, in the underlying structural tissue. Topical lotions and creams are no match for the precision and long-lasting results of the Cellulaze laser treatment. A Cellulaze treatment consists of inserting a very small cannula and a small laser fiber which delivers energy directly under the skin. The laser will melt fat, release the fibrous bands that pull down on the skin (which cause that annoying dimpled appearance), and promote collagen production, which has been clinically shown to result in improved skin thickness and elasticity. By targeting these three areas, Cellulaze effectively minimizes the appearance of cellulite.

We are pleased to announce the launch of Cellfina™ in our office. Cellfina is the only FDA-cleared, minimally invasive system clinically proven to improve the appearance of cellulite for at least two years...the longest FDA clearance for a cellulite treatment. At two years, 96% of patients were satisfied with their results.

Like Cellulaze, 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. 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.

### Skin Tightening

As I mentioned above, we can achieve skin tightening with SmartLipo, but what if you don't need fat reduction and just want to tighten up some saggy body skin? We two excellent options...Ultherapy and Thermage. Both treatments are described in the article on page one and can be administered to any part of the body for collagen renewal and skin tightening.

As you can see, we can address just about any body contouring and rejuvenation concern, so why not attend our Better Body Academy on March 18th or schedule a private complimentary consultation with Dr. Elbert Cheng or Dr. Jacqueline Cheng today?

### Your Best Body Specials

- \*Take 50% off your second SmartLipo area
- \*Take 20% off your second CoolSculpting area
- \*Take 15% off one area of Cellulaze or Cellfina

Offers valid through March 31, 2016.  
Cannot be combined with any other offers.

**Dr. Elbert T. Cheng**

**Dr. Jacqueline T. Cheng**

## Achieving Facial Harmony and Balance with Rhinoplasty

**Improving the appearance of the nose can rejuvenate the face and boost your confidence.**



*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.*

Have you ever wanted to change your nose? Remove a bump, narrow your tip, make your nose smaller, shorter, longer or taller? We have many options, including surgical and non-invasive techniques, to improve the appearance of the nose.

The nose is one of the central features of the face. A nose that is too long, short, big, small, wide, narrow, flat or tall can draw unnecessary attention to itself and detract from the other features of the face. The nose should never draw attention away from the eyes. A nose that fits a face creates balance and harmony.

Rhinoplasty, which is nose reshaping surgery, has significantly changed over the years. In the past, too much bone or cartilage was removed from a nose to create a small nose. This often resulted in collapse of portions of the nose leading not only to loss of structure but also of function. Patients often ended up with difficulty breathing through the nose. We have all seen the unfortunate results of this approach on a few of Hollywood's celebrities! The latest

and newest techniques in rhinoplasty focus on preserving structure and function while creating a well balanced and natural appearing nose. Gone are the days of a "cookie cutter" nose. Every nose is different and unique. In addition, there are ethnic variations. A nose that looks good on one person may not fit someone else's face. There is no standard rhinoplasty operation today. Each surgery is tailored to each patient's specific problem and esthetic desire. Thus, it is one of the most challenging and difficult surgeries to perform well. Rhinoplasty should be performed by an experienced surgeon who is trained in the latest advances and newest techniques. It should not be performed by the occasional or inexperienced surgeon.

I spend a lot of time with my patients prior to surgery so that my patient and I know exactly what we would like to achieve with surgery. I perform computer imaging so that my patients can have an idea of what their nose will look like after surgery.

It is important that the initial surgery be performed well because rhinoplasties that have not gone well are very difficult to correct. I see many patients who have had previous surgeries that have left them unhappy

with the results. Revision rhinoplasty often requires rebuilding the structural framework of the nose. What makes revision rhinoplasty so difficult is that I never know what I am going to find until I am actually performing the surgery. I always go into surgery with a game plan, and I am fortunate enough to have trained with some of the best rhinop-



lasty surgeons in the country so I can easily change my plan to correct the problem.

For those patients who prefer a non-surgical approach, we now have the option of injecting a dermal filler into the nose to augment the nasal bridge or change the slope, shape, and overall appearance of the nose. This type of procedure is done in the office and takes about an hour. Because it is not a surgical procedure which requires anesthesia, the patient is able to drive himself or herself to and from the appointment, and there is very little downtime. Of course, this option is temporary, lasting up to a year in some patients.

Rhinoplasty is one of the most rewarding operations if performed correctly. A successful rhinoplasty or non-invasive nasal procedure results in a nose that is natural in appearance and nicely balances a face. If you've ever considered nasal refinement, I invite you to schedule a consultation with me or my brother, Dr. Elbert Cheng. Let's explore the options for your beautiful transformation!

### Rhinoplasty

**Take 15% off the surgeon's fee of  
any Rhinoplasty procedure**

*Procedure must be scheduled by March 31, 2016.*

*A non-refundable deposit is required to secure special pricing.*

## Introducing SkinMedica® Skin Care Products

**Maintain and enhance your facial rejuvenation results with an at home skin care regime.**

SkinMedica® believes everyone deserves to have naturally radiant skin, and they have dedicated years of research to formulating advanced skin care products that rejuvenate skin. The entire SkinMedica aesthetic product line is inspired by the science of the skin. As skin ages, elasticity decreases, lines appear and overall appearance is diminished.

SkinMedica skin care products contain specialty ingredients that improve the overall appearance of skin. SkinMedica scientifically proven recovery compounds include essential ingredients ranging from vitamins C and E to retinol to TNS®— a patented blend of growth factors, soluble collagen, antioxidants and matrix proteins. The impact is clear beautiful skin.

We are so excited to offer SkinMedica products in our office starting on February 1st. Call today to learn more in a complimentary consultation.

### Introducing SkinMedica®

**Take 10% off your first SkinMedica® purchase.**

*Offer available through March 31, 2016.*

# *Face The Possibilities*

## **Center for Facial and Body Rejuvenation**

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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 Winter activities!

### **Winter Perk Up Event**

**February 4th  
2pm to 6pm**

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

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

### **Younger at Every Level Event**

**February 18th  
12pm**

Learn how we can help you stimulate collagen renewal all levels of the skin with *Fraxel®*, *Thermage®* & *Ultherapy®*. Live demonstrations, complimentary assessments, and special pricing for attendees.

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

### **Better Body Academy**

**March 18th  
12pm**

Learn about body rejuvenation options: *CoolSculpting®*, *SmartLipo™*, *Cellulaze™* & NEW *Cellfina™*! Live demonstrations, complimentary assessments, and special pricing for attendees.

RSVP to [Cheng@CFFBR.com](mailto:Cheng@CFFBR.com)  
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