

REVIVE

HEALTH • BEAUTY • FITNESS • FASHION

Fall 2010

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The Perfect Nose
Surgery vs Injectables

Foot Fashion Round UP

Look chic & fabulous this fall

Make Seemingly
Invincible Scars Invisible

Leslie Roberts & Anne Mroczkowski

DELIVERING THE NEWS HOUR WITH **STYLE** AND **CLASS**

Get The *Skinny*
On The Latest In
Fat Reduction
And Skin Tightening
Treatment



Cosmetic Imaging

Systems to help you make a confident choice

Whenever I get my camera out to take a patient's picture, they try to turn away. Many people do not want to have their picture taken. In fact, it's common that one of the reasons they come in for a cosmetic procedure in the first place was that they didn't like the way they looked in a picture.

Cosmetic medical imaging is one of the most important aspects of having a cosmetic procedure done. This holds true for laser and injectable treatments, as well as surgical procedures such as liposuction, breast enhancements or facelifts. It is always very important to have a high quality, accurate before and after picture and Canfield Imaging is the world leader in providing those pictures. For 25 years Canfield has been the "gold standard" in providing the medical and pharmaceutical industry with reproducible, standardized images that can provide very accurate before and after comparisons. Canfield is also a pioneer in digital imaging, incorporating technology such as 3D, computer simulation and many other features described below by four leading cosmetic doctors who share their experience working with different Canfield systems.

In a surgical office it provides patient's with a baseline of how they looked prior to their procedure. Some patients forget what they looked like before their surgery and it is only after looking at their before pictures that they see the dramatic results of the surgeon's artistry. In some cases, if a patient is not fully satisfied with the surgery, either due to not achieving the results they wanted or thinking that the surgery caused an imperfect appearance that wasn't there prior to the procedure, looking back on the pictures can reveal that the imperfection was there all along.

In a non surgical practice, where patients are seen over a long term for regular Botox, Restylane, Juvederm, Fraxel or Tripollar treatments imaging can play a very important role. One of the great things that patients love to see is the progression of their appearance over the years.





It's actually a lot of fun to see the look in the patient's eyes when they see how they looked 5 years ago (as they exclaim "I can't believe I wore my hair like that") and compare it with how they look now. As in a surgical practice, quality reproducible imaging can be beneficial for both the patient and the physician. There will be times that a patient doesn't think that there is a big difference, but when they look back and see the pictures side-by-side, they notice the improvement.

Dr. Matta Cosmetic and Laser Clinic
Dr. Ihab Matta
Medical Doctor
www.drmatta.com
Imaging System: OMNIA & Reveal

In my office, I do a lot of Botox and Fillers, such as Restylane and Juvederm as well as laser and skin tightening procedures and I am pleased to have both the OMNIA and Reveal systems. The OMNIA allows me to take before and after pictures in the exact same position, with the same settings to be able to have a truly accurate representation of the benefits of the treatment. It can show you how you look from all angles, highlighting your strengths and revealing potential treatment areas. I repeatedly hear comments from patients about how useful it was to them to be able to see a reliable standardized comparison. In addition, with the Mirror Software, I am able to show my patients any asymmetries in their natural anatomy as well as how they will look after a Botox or Filler treatment to improve any wrinkles they might have. All of my patients appreciate seeing their photos from when they started at my office until the present day.

Solomon Nasal and Facial Surgery Centre
Otolaryngologist Head & Neck Surgeon
Dr. Philip Solomon
www.solomonfacialplastic.com
Imaging System: Reveal Imager and Mirror Software

Canfield Mirror Software has been a terrific tool for preoperative planning for Rhinoplasty and Facial Implant Surgery... It has been in my clinic for over 8 years and has allowed 100s of patients to evaluate to understand the goals of surgery. Planning with imaging software allows patients to communicate with their surgeon their desires and it allows a surgeon to show realistic surgical outcomes. Many patients seek out computer imaging in order to decide if surgery is

right for them. The results of imaging are never guaranteed but in a review of our patients we have found that most patients find the imaging very close to their actual results.

The Reveal is a Canfield system which images ones face and allows skin analysis. The images allow for analysis of prominent blood vessels just beneath the skin as well as areas of brown pigment changes to the skin. This imaging tool is done on all our patients considering Intense light therapy as well as patients undergoing laser resurfacing procedures. The images set a baseline and help the physician and laser technician or nurse target areas of the face with different treatments. In my practice most patients have changes to the skin with age, sun exposure which require a few different treatments for optimal results. An example is a patient with significant sun damage with textural changes to the skin as well as pigmentation changes and prominent blood vessels. Imaging with Reveal will document these problems and allow us to target the best technology light and laser to the areas involved.

The Best You
Dr. Deniz Akyurekli
Otolaryngologist Head & Neck Surgeon
www.thebestyou.com
Imaging System: VISIA

At The Best You inc. we utilize VISIA's advanced technology as part of our client's assessment. Through multi-spectral imaging, an objective computerized skin analysis is generated.

The visual record highlights changes of the skin associated with the passage of time and sun damage.

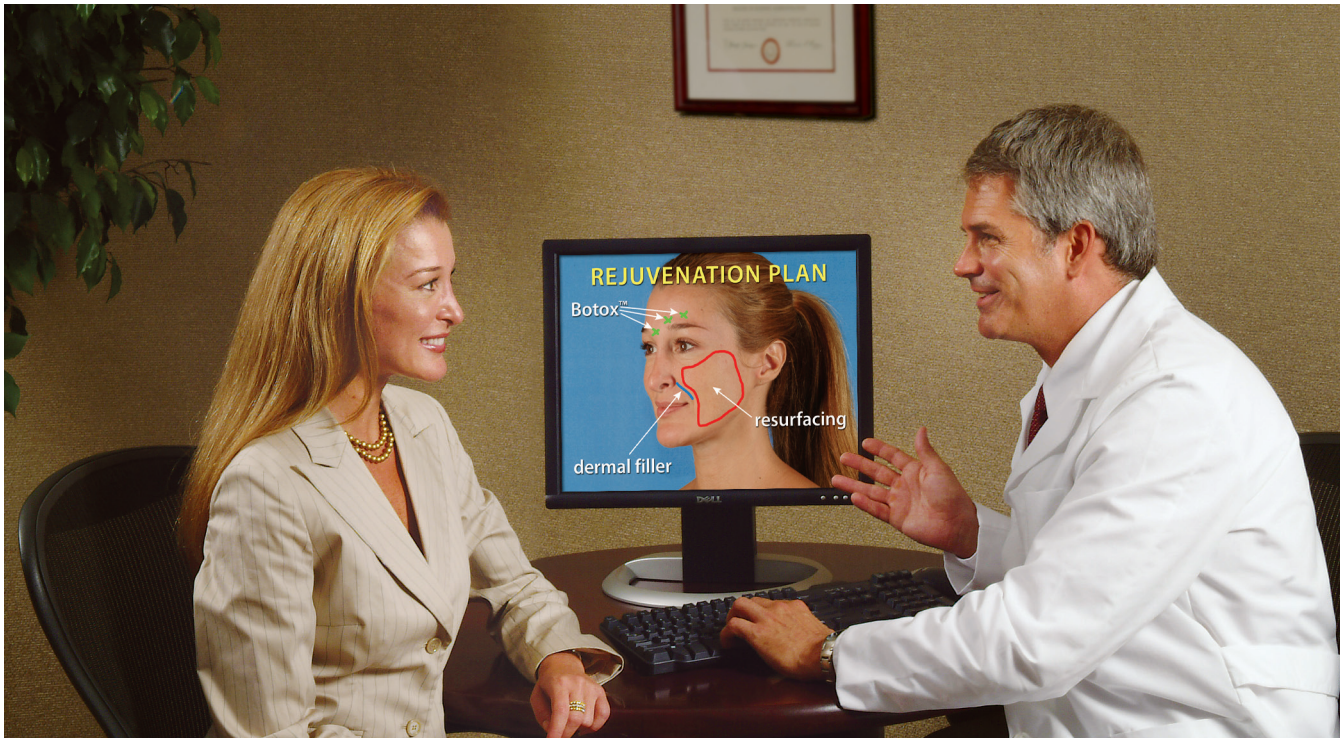
The results are compared to a database of individuals of the same sex, age and skin type, identifying the areas which need attention. These results form the basis for discussion of the various treatment options available for improving the skins health and appearance. After implementing a treatment plan, VISIA helps us to monitor and adjust treatments to provide the best possible outcomes for our clients.

Niagara Falls Dermatology
& Skin Care Centre
Dr. Kevin Smith, Board Certified General & Cosmetic Dermatologists
www.smithlaser.com
Imaging System: VECTRA Face System

3D Imaging can help me and my patients to plan treatment. Imagine being able to view a very highly detailed image of yourself in 3D. Imagine being able to see yourself as others see you, and from angles you never see yourself. Imagine being able to work with your physician to visualize the effects of BOTOX®, fillers and surgery while considering those treatments.

Now, thanks to advances in computer power and imaging software, 3D imaging systems — notably the Canfield VECTRA — has moved out of the lab and into the clinic. Physicians are adopting the VECTRA 3D system for visualization of face, neck and breast for both surgical and aesthetic indications. Patient's images





can be rotated and tilted in real time on the computer monitor, and the effects of various treatments, including fillers, liposuction, breast enhancement and breast reduction can be simulated. The VECTRA 3D system helps both the physician and the patient understand the likely outcomes of proposed interventions, and consider the range of alternatives available in an individual case.

After treatment has been completed, 3D images can help the patient and physician to appreciate the response to treatment, and to plan for future interventions if the patient wishes.

Trillium Health Centre
Dr. Cory Goldberg, Cosmetic Plastic and Craniofacial Surgeon
www.CoryGoldbergMD.com
Imaging System: VECTRA Face and Body System

All of my patients coming for cosmetic breast surgery and body contouring ask the same question – What will I look like after I have surgery? VECTRA Breast and Body allows me to answer this question. The system captures a high-resolution 3D image of a patient's breasts and body, and then allows simulations of procedures to help visualize the potential outcomes.

The Breast module allows personalized simulation of breast augmentation and breast lift. For breast enhancement, specific sizes and shapes of implants can be selected, and different

techniques of surgery can be chosen. Patients can “try-on” different implants and decide what looks best for them. For women who would benefit from elevating and reshaping the breast, I can also show them the effects of a breast lift.

The Body Contouring module shows patients the improvements in their tummy, waistline, and thighs from procedures such as tummy-tuck and liposuction. Patients are amazed to watch themselves in high-definition while the inches melt away and stretch marks disappear. I know that when I see smiles during a simulation that the patient will be smiling at themselves in the mirror after surgery is finished, and that is reassuring to both me and the patient.

The Canfield Experience:

Over and over again, patients are amazed by the results that a Canfield Imaging system produces. No other medical camera system can produce such reliable pictures and allow you to manipulate them in such a powerful way. With state of the art hardware and cutting edge software Canfield systems can show you where you've been, where you are and where you're going.

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DELIVERING THE NEWS HOUR WITH **STYLE** AND **CLASS**

Get The *Skinny*
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Get the skinny on Maximus TriLipo!

New non-invasive fat reduction and skin tightening treatment

By Dr. I. Matta

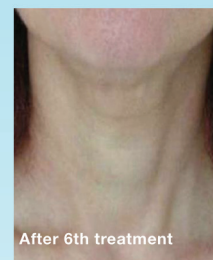
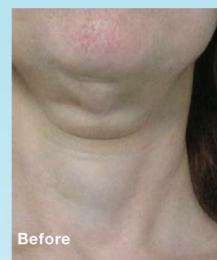
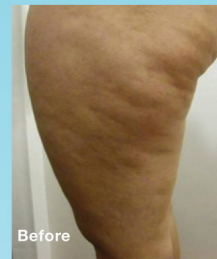
As we age, our bodies succumb to the three 'D's – descent, deterioration and deflation as well as increased body fat. This occurs from head to toe, but the most common areas of concern are the face and neck, arms, abdomen, buttocks and thighs. With a new device available in Canada called the Maximus we can provide men and women with a non surgical way to tighten and lift sagging facial skin and reduce local body fat giving them an alternative to liposuction.

Advanced TriLipo Technology

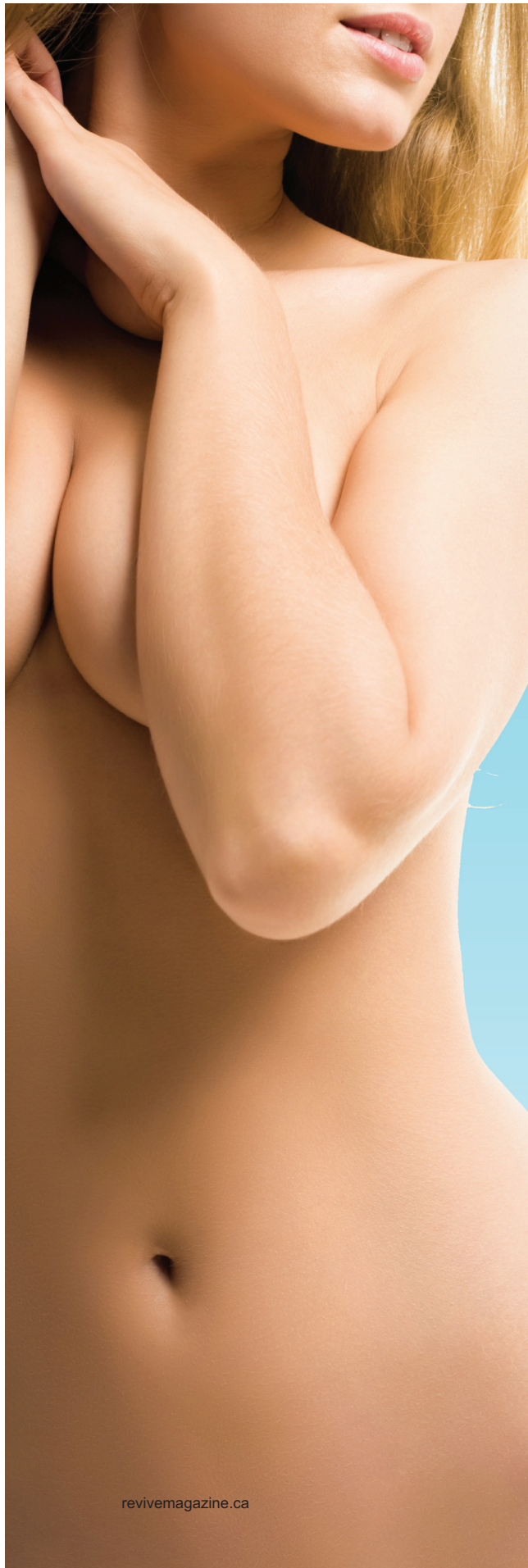
While we always have to realize the limits of any machine to reverse the aging process or correct the outcome of poor dietary and lifestyle choices, the Maximus is now available to improve the appearance of problem areas of the body.

Radio Frequency is safe for all skin types (including sun-exposed skin) and the Maximus is the most current third generation RF device available from Pollogen, a world leader in RF research. The Maximus Trilipo technology is considered to be the most advanced non-invasive body and facial shaping system available and has a distinct advantage over other technologies with its safety profile, comfort and clinically proven results, even from the first treatment. Studies have also shown long-term collagen regeneration and cellulite improvement.

The Maximus simultaneously optimizes fat reduction for body contouring. The device also provides dramatic results in skin tightening and has been clinically proven to reduce cellulite and stretch marks, as well as lift and tone underlying muscle. Patients notice a difference after the first treatment



SIGMACON



with continuous improvement over further treatments. Most patients undergo a series of four to six weekly sessions, each lasting approximately 30 minutes.

With the Maximus we are able to treat small delicate areas around the eyes and mouth; broader areas of the face, neck and hands; and the large applicator targets large body areas such as thighs, buttocks and abdomen. For those worried about how the process feels, it's actually quite pleasant – in fact, we've even had patients fall asleep during treatment. Best of all, there is no down time.

How it works

The MaximusTriLipo works on three different layers – the skin dermis, the subcutaneous fat layer (underneath the dermis), and the underlying muscle. The dermis is the most important part of the skin because it is here that cells create collagen and elastin, two proteins that make up the structural component of the skin. As we age, collagen quality and quantity goes down, which is why skin starts to sag and deteriorate. The cells in the dermis that create collagen are called fibroblasts and it is here that we target our therapies.

By heating the fat layer underneath the skin with radio frequency energy, the Maximus increases the breakdown of fat cells and results in a release of stored fat.

A major breakthrough with the Maximus TriLipo is the addition of Dynamic Muscle Activation (DMA), or muscle contraction, which optimizes the release and removal of fat during a procedure. By stimulating muscle contraction, the Maximus creates a “squeezing” effect that reduces the size of the fat cells and improves drainage of liquified fat. Additionally, the heating effect of the RF combined with the muscle activation improves blood flow and lymphatic circulation, optimizing tissue oxygenation and detoxification. The outcome? Improved

maximus™
Powered by **TriLipo™**

muscle tone, a reduction of visible fat and improved body measurements.

Collagen-building benefits

Most patients try to build collagen through topical creams, but this is ineffective because collagen cannot penetrate through the skin. Another significant benefit of RF energy is that it heats the dermal skin layer and causes collagen fibers to contract. This contraction results in immediate skin tightening and improved skin texture.

Over and above the instant results, the heating causes fibroblast cells to generate new collagen for longer-term skin tightening, elasticity and wrinkle reduction. Collagen production and maturation usually starts in three to 12 weeks, so it's not unusual for patients to notice an immediate improvement, and even further enhancement as the year progresses.

Targeting problem areas

Three common body complaints that are almost exclusive to women include:

1. The “bat wings” that develop on the underside of the arm when a woman raises her arms.
2. Skin laxity on the abdomen after significant weight gain and loss (most commonly after pregnancy). Affectionately termed “mummy tummy.”
3. Cellulite.

Previous treatments for bat wings and mummy tummy included surgery to remove the excess skin and fat but resulted in a long noticeable scar. For those patients who don't want a scar or surgical intervention, the Maximus provides a viable option.

There is no ideal treatment to permanently eliminate cellulite, but the Maximus provides one of the best treatment options available and offers immediate improvement. Since cellulite is a chronic condition, best results require ongoing treatment.

Help for face and neck

While we can improve the appearance of loose, sagging skin on the face and neck with Botox or fillers such as Juvederm and



SIGMACON

Restylane, the Maximus provides us with a new treatment option. By targeting the areas of concern we can tighten the skin producing a lifting effect. This is especially helpful in the jowl area, marionette lines and neck.

For more information on the Maximus TriLipo treatment or our other treatment options, feel free to contact my office at **905-790-6644** or **1-866-790-6644**

visit **www.drmatta.com** or **www.pollogen.com**

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