



RENAISSANCE

A review of contemporary approaches to restoring and enhancing the face and skin

review

COMPUTER IMAGING



Shows The "New You"

"What will I look like?"

That's the question every person asks when they visit our office for their initial consultation about cosmetic surgery. The answer can be found within our computer imaging system.

After taking a patient's picture, the image can be sculpted to simulate the surgical procedures.

"Because we do not have to rely on words alone when discussing the outcome of a potential surgery, the computer imaging greatly enhances communication between doctor and patient," said Richard W. Maloney, M.D., Medical Director of the Aesthetic Surgery Center.

The imaging system will assist you and Dr. Maloney in objectively deciding what is a realistic surgical goal - in light of aesthetic considerations and inherent limitations.

Once a computerized image has been attained that is aesthetically pleasing, a print is produced and given to the patient.

While the photo is not intended to be an exact portrait of the "new you," it does help patients with the decision process whether to proceed with the surgery. Patients also are encouraged to share the photo with a friend or family member whose judgment they trust.



By taking a photograph of a patient (left), the computer imaging system can be used to alter features to simulate the expected outcome of cosmetic surgery (right).



From the
Medical Director

*A New You
in 2000*

All of us wish to be the best we can be. Never was there a better time to act on that adage than now — the beginning of a new year and a new millennium. To help you make decisions about your personal appearance, the Aesthetic Surgery Center has a wonderful computer system that will show you what you can expect from cosmetic surgery. Read more about it on this page.

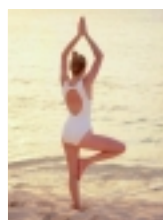
A patient told me recently what an eye-opener it was to attend her high school reunion. Some of her classmates looked great, others looked just okay, and then there were the others who looked and behaved far older than their years. Chances are the people who looked and acted younger not only have "bionic genes;" they probably made good choices too. I have been studying anti-aging medicine for years and will offer some guidelines on what you can do to look and feel your best. Look for it in "New Age" in this issue.

Finally, the new millennium is a time for each of us to reflect on what we can do individually to live fuller, more active lives in the years ahead. Aging is inevitable. Growing older shouldn't be!

Sincerely,

Richard W. Maloney MD

**Richard W. Maloney,
M.D., F.A.C.S.**



NEW AGE

A column to help you look and feel your best and to optimize your health, regardless of your chronological age.

By Richard W. Maloney, M.D.

1. Know your cholesterol. Remember your LDL (bad cholesterol — remember "lousy") and your HDL (good cholesterol — remember "happy") levels. LDL cholesterol elevation is responsible for the arteriosclerosis that causes heart attack, stroke, and diseased arteries. Very few people with LDL at 90 or less and HDL at 60 or greater will suffer from arteriosclerosis. Diet and medications are now available from your doctor that can get 90% of us to these ideal numbers.

2. Take antioxidants and nutritional supplements daily. Vitamins C, E, and Folate (folic acid) have been shown to reduce the risk of heart disease and probably cancer as well.

3. Sleep. Quality sleep time is essential for health and longevity. We need six to eight hours sleep every night to replenish our biochemical functions to maintain normal hormone levels and to reduce free radical build-up. Remember — sleep reduces daytime stress.

4. Drink water. About 35% of us are not drinking an adequate amount of water each day. Water is the broth on which all our bodily functions operate. We need an adequate amount of water to replenish this environment and eliminate toxins. Drink 6 to 10 glasses of filtered or distilled pure water a day.

5. Look your best. Contentment with your appearance and lifestyle is the most effective positive feedback your mind and body can obtain. Imagine the satisfaction you can earn by being 50, feeling 30 and looking 35 or 40. What a powerful motivation for life! In my practice, I see these results daily and it still sends a shiver up my spine.

MAKE A Date Of It!

Dr. Maloney will be presenting his popular seminars several times during the winter season:

Mon., Feb. 28
6 p.m. - 8 p.m.

Bonita Bay
Hors d'oeuvres, wine and cheese

Thurs., March 23
1 p.m. - 3 p.m.

Philharmonic Center for the Arts
Buffet lunch 12:30 p.m. - 1 p.m.

Sun., April 9
1 p.m. - 3 p.m.

Philharmonic Center for the Arts
Buffet lunch 12:30 p.m. - 1 p.m.

Reservations are requested by calling the Aesthetic Surgery Center at
594-9100 or
1-800-594-7472.
Bring a friend!

BOARD CERTIFIED

American Board of Facial Plastic & Reconstructive Surgeons
American Board of Otolaryngology - Head & Neck Surgery

FELLOW

American Academy of Facial Plastic & Reconstructive Surgery • American College of Surgeons
American Academy of Cosmetic Surgery • International College of Surgeons

Renaissance Review is a periodic medical information publication for the patients and friends of the Aesthetic Surgery Center.

If you have a friend who would like to receive a complimentary copy of *Renaissance Review*, please let us know and we'll be happy to add them to our mailing list.

Name _____

Address _____

City _____

State _____ Zip _____

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Visit Our Web Site
www.aestheticsurgerycenter.com



ON THE HORIZON

Coming soon to the
Aesthetic Surgery Center:

- **Image Consulting** - Learn what looks best on you in hair, fashion, make-up, and jewelry. Our image consultant will make general recommendations appropriate for your lifestyle, skin tone, and body type.
- **Aesthetic Surgery Workshops** - Our aestheticians will lead workshops on proper skin care, make-up application tips, and other topics of interest to today's contemporary woman!



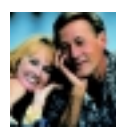
TEEN SCENE

Glycolic Peels Help Acne-Prone Skin

More and more teenagers are learning the importance of taking care of their skin early in life. Cleansing alone often isn't enough to control the acne flare-ups that accompany adolescence.

The staff at the Aesthetic Surgery Center understands the unique skin care problems of teens and offers a special Teenage Facial to address those troublesome areas of excess oiliness and frequent breakouts.

The one-hour treatment includes a Glycolic Acid peel formulated especially for teens and instruction for contemporary methods to control adolescent skin at home.



COUPLES SURGERY: *The New "IN" Thing*

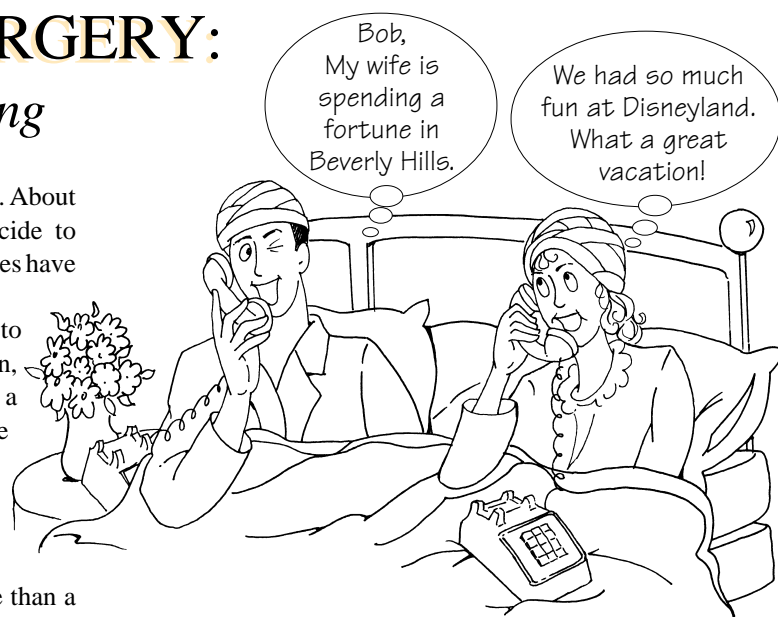
Couples surgery is becoming more commonplace. About 40% of men at the Aesthetic Surgery Center decide to surgically enhance their appearances after their spouses have a cosmetic procedure.

"Their reasons differ. Sometimes, they want to eliminate the tired look or a "turkey neck." Quite often, however, they are concerned about maintaining a youthful appearance in a workplace that has become increasingly competitive with younger colleagues," said Richard W. Maloney, M.D.

Among the most popular procedures for men are eyelid surgery, face lifts, and brow lifts.

A man's facial skin typically is a thicker texture than a woman's, and may become wrinkled 10 years later than a woman.

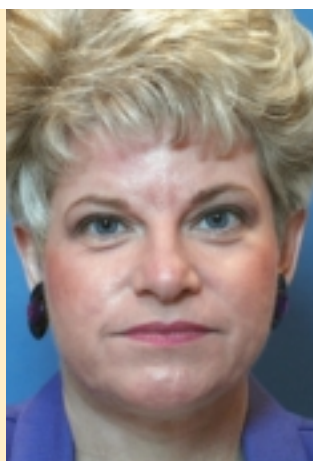
"Because of the male facial hair, the incisions must be carefully hidden beyond the beard just inside the ear, and just behind the ears. Large amounts of excessive skin from the neck are removed, resulting in a more refined, slender neck so there is no more excessive skin rolling over the collar," Dr. Maloney said. For this reason, it is extremely important for men to select not only an experienced surgeon, but one who



"What they don't know won't hurt them!"

is experienced with male facelifts.

Couples fly into Naples to have their surgery together and then recuperate at a local hotel. When they return home after their "vacation," friends assume their well-rested, refreshed look is due to their holiday in Florida.



Before and after computer shots

ONE PATIENT'S STORY: *"A New Zest For Life"*

Dear Dr. Maloney:

Every day when I wake up, I can't wait to look in the mirror and see the younger, wrinkle-free face that you gave me just four months ago. The forehead lift and mid-face suspension that you performed were more than just surgical procedures — they were miracles that gave me a new zest for life and renewed vigor.

My friends and business associates now call me "The Energizer Bunny" because, as they put it, "you just keep going and going and going." No task seems too daunting or too difficult if you look and feel 10 years younger than your actual age!

I am so proud of my new look that I carry my before and after pictures with me everywhere and share them with whomever expresses an interest. Was it worth investing two weeks of recovery time at home and enduring what turned out to be far less pain than I expected? You betcha!

Thank you, Dr. Maloney, for helping me be the best I can be. You're terrific!

In grateful appreciation,

Susan Bennett
Fort Myers