

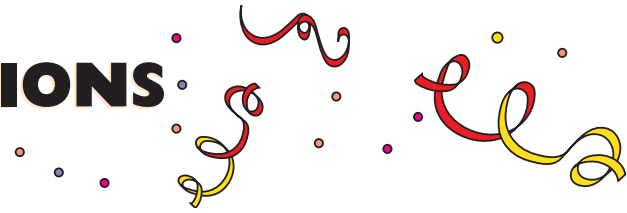


RENAISSANCE

review

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

CONGRATULATIONS to the Face Spa!



Tina Baker, Make-up Artist and Licensed Esthetician

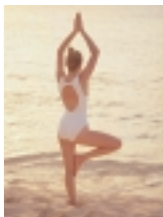
Yes, we have been opened a little less than one year and the readers of Gulfshore Life have voted the Face Spa a finalist (and a tie with the Ritz!). "That's pretty good company" says Tina Baker, Make-up Artist and licensed Esthetician at the Face Spa. "Our clients are serious about good

healthy skin. They appreciate and value the spa treatments that have been designed and directed by a physician. Dr. Maloney is often available to examine a clients' skin and make medical recommendations, and that's always a good thing."

With the expansion of the Face Spa facility, we have been able to provide our patients and clients with comfort essentials such as a private entrance for post-operative visits, and a private cosmetic room that is always ready for a complementary post-operative make-up session or lesson. The larger spa can now accommodate "party-size" opportunities for girls day out, bridal showers, birthday and anniversary treatments, as well as his and her day together!



Tammy Moreland, Licensed Esthetician



NEW AGE

Hints to help you look and feel your best, regardless of your chronological age.

By Richard W. Maloney, M.D.

Botox Cosmetic is a natural purified protein produced by the clostridium botulinum bacterium. Very low doses of Botox are administered via a few tiny injections directly into overactive muscles that cause lines to form. Botox gently blocks the transmission of nerve impulses to the injected sites and prevents the muscles from contracting and forming a crease or a wrinkle. The effect is usually confined to the injection site and will not travel throughout the body.

Dr. Maloney determines exactly where to administer several tiny injections to receive the best results. Although no anesthesia is required, Dr. Maloney recommends icing the injection sites before and after the treatment. The entire procedure takes about ten minutes. Discomfort is minimal and brief-most patients compare the sensation to a bug bite. It is unlikely that any significant side effects would occur, but some people develop slight temporary bruising at the injection site.

MAKE A Date Of It!

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

Friday, October 11, 2002

12:30 p.m. - 3:00 p.m.
Ritz Carlton Beach Resort

Friday, January 17, 2003

12:30 p.m. - 3:00 p.m.
Ritz Carlton Beach Resort

Friday, February 21, 2003

12:30 p.m. - 3:00 p.m.
Ritz Carlton Beach Resort

Friday, March 28, 2003

12:30 p.m. - 3:00 p.m.
Ritz Carlton Beach Resort

Friday, April 11, 2003

12:30 p.m. - 3:00 p.m.
Ritz Carlton Beach Resort

Reservations are requested by calling the Aesthetic Surgery Center at
**(239) 594-9100 or
1-800-594-7472**

or register on-line at our web-site.
www.aestheticsurgerycenter.com



From the Medical Director

See One Do One Teach One

Thirty-two years ago, I began medical school. One of my professors started his lecture by saying "See one, do one, teach one". My fellow 22-year old classmates and I eagerly scribbled our notes. Yes, we would see, do and teach one - hopefully all by next week.

Thirty-two years later, I was invited to lecture the medical students, residents and faculty at Upstate Medical Center at Syracuse. It was a thrill to be back at Upstate to lecture future generations* of facial plastic/head and neck surgeons. It was a wonderful opportunity for me to reflect upon my years at Upstate as a resident and chief resident when visiting lecturers were always a sweet diversion from long, long hours of "routine" patient care.

More importantly, it was an opportunity for me to remember that basic medical and surgical techniques are taught and drilled, while capable, competent and compassionate surgeons are developed through experience.

Yes, see one, do one, teach one with knowledge, understanding and caring!

*my son Jason is a third year medical student at Upstate

Sincerely,

Richard W. Maloney, M.D., F.A.C.S.
Facial Plastic Surgeon

BOARD CERTIFIED

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

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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 _____

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Master Permanent Cosmetic Technician

The Face Spa is pleased to announce the services of Gina Israeloff. A Master Permanent Cosmetic Technician with 9 years experience and licensed esthetician, Gina recently located to Naples from Pennsylvania. She uses the intradermal pigmentation technique – a new method of applying micro-insertions of natural pigments into the dermal layer of the skin.



This state of the art technique is medically proven and safe. Besides cosmetic enhancements such as eyebrows, eyeliner shadow, and lip liner, it is a remarkable option for scar camouflage and areola restoration.

Patient Coordinator



Sherry Elliott, C.M.M., has been the Administrator of the Aesthetic Surgery Center since March of 1998. Recently, she has also taken over the responsibilities of Patient Coordinator.

As Patient Coordinator, Sherry enjoys the opportunity to work directly with patients from the initial consultation to post-operative check-ups. "The transformations are incredible! It really makes me feel good to see how happy patients are after surgery. We have seen an increase in men inquiring about plastic surgery. It is interesting to see how men approach cosmetic surgery. They are very enthusiastic and definite about what they want to have done and typically request the first available date for surgery – no waiting for them!"

"Although our patients come to us to achieve a specific goal, they often continue the positive lifestyle changes that brought them here initially – and that is a good thing" says Sherry.

A REFLECTING SENTIMENT

The NEW Barbie

One of our patients sent this email that reflects sentiments I have overheard throughout the years.

1. Bifocal Barbie... Comes with her own set of blended-lens fashion frames in six wild colors (half frames too!), neck chains, and large-print editions of Vogue and Martha Stewart Living.

2. Hot Flash Barbie... Press Barbie's bellybutton and watch her face turn beet red while tiny drops of perspiration appear on her forehead. Comes with a little handheld fan and tiny tissues.

3. Facial Hair Barbie... As Barbie's hormone levels shift, see her whiskers grow. Available with teensy tweezers, magnifying mirror, and a gift certificate for hair removal at ASC.

4. Flabby Arms Barbie... Hide Barbie's droopy triceps with these new roomier-sleeved gowns. Good news on the tummy front. Includes two floral mumus with optional tummy support panels.

5. No More Wrinkles Barbie... Erase those pesky crow's feet and lip lines with a tube of Skin Sparkle-Spackle from Barbie's own line of exclusive age-blasting cosmetics and gift certificate for a crystal peel at the Face Spa.

6. Mid-life Crisis Barbie... It's time to ditch Ken! Barbie needs a change and her personal trainer, Alonzo, is just what the doctor ordered, along with Prozac. They're hopping into her new red Miata and heading for Napa Valley to open a B&B. Includes a CD of "Breaking up is hard to do."

7. Divorced Barbie... Sells for \$199.99. Comes with Ken's house, Ken's car and Ken's boat.

8. Post-Menopausal Barbie... This Barbie wets her pants when she sneezes, forgets where she puts things and cries a lot. She is sick and tired of Ken sitting on the couch watching the tube, clicking through the channels. Comes with Depends and Kleenex.

As a bonus this year, all Barbies come with a copy of "Getting in touch with your inner self".



ONE PATIENT'S STORY:

"It's Time . . . It's MY Time"

Dear Dr. Maloney:

I was turning 50 in a few months...As I passed by a mirror for a quick glance the reflection told me – It's Time—What are you waiting for? There are no magic creams, masks, facial exercises or TV gizmos that could pull up those jowls, tighten the neckline, or raise the brows. Family and friends meant well when they would look at me and ask: "Did you get enough sleep last night?" "Are your allergies acting up?", or "Is something wrong, you look angry?" Yes, I got enough sleep. No, my allergies are not acting up. And, No I am not angry! But yes it's time... It's MY Time! Because I was Dr. Maloney's surgical and office nurse for many years, I was familiar with the procedures that I needed to restore and enhance my appearance as well as the post-operative expectations. I had witnessed the artistic and caring surgical skills of a gifted surgeon whose respect, especially in the operating room, for patient's health and well being is exemplary. It's my time. Once my date was determined, it couldn't come soon enough. I was ready yesterday. I turned 50 a few months ago...without the speed bumps. Now as I pass by the mirror for a quick glance, the reflection tells me, it was my time... Thank you Dr. Maloney!



Before

After

In great admiration,
Cynthia
Naples

* Cynthia's procedures included: Endoscopic Forehead Lift & Mid-Face Lift, Lower Face & Neck Lift, and Lower Eyelid Blepharoplasty with Laser.