

Cosmetic Plastic Surgery Did You Know?

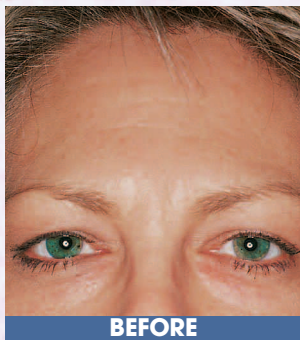
Endoscopic Forehead Lift, Upper & Lower Lid Blepharoplasty with Transconjunctival Approach

If you think your eyes are making you look tired, sad or older than you really feel, cosmetic eyelid surgery (blepharoplasty) may be the right choice for you. More than any other facial feature, your eyes reveal the most about how you feel. When your eyes are bright and alert, you appear energized, well rested, in control. However, lower-eyelid puffiness, dark circles or drooping upper lids may present a fatigued, unhappy or angry appearance. Eyelid surgery is performed on men and women who seek to improve their self-image.

Surgery of the upper eyelids involves removal of excess skin and fatty tissue using an incision that is camouflaged by lying in the normal lid crease. Lower lid incisions are concealed just below the lash margin. Through this incision excess skin and fatty tissue are removed. Special adjustments may be made by redistributing the lower lid fat beneath the eye to eliminate puffiness or bulges. Your surgeon may decide that the best approach for fat removal from the lower lids is with a **transconjunctival blepharoplasty**, which is performed by placing the incision **inside** the lower eyelid, requiring no external scar. Chemical peel is sometimes used with this procedure to minimize wrinkles around the eyes.

In many cases an **endoscopic brow or forehead lift** is performed in conjunction with blepharoplasty surgery. This surgery addresses furrowing of the brow, drooping brows and creases or wrinkles in the forehead area. A plastic surgeon who has been specially trained in **endoscopic** plastic surgery is able to greatly minimize the size of incisions necessary to perform a surgical procedure.

With the older, traditional technique, in order to perform a forehead lift the plastic surgeon has to make a long incision in the scalp starting from an area above the ear on one side of the head and continue the incision across the top of the head to the other side. The skin, underlying tissue and hairline are then all pulled back and tightened. The disadvantages of this technique are the patient's hairline is moved up and back, the patient is left with a long scar transversing from one side of the head to the other and at times significant hair loss along the incision line.



With the relatively newer endoscopic technique, four tiny incisions (1/8th to 1/4th of an inch long) are made in the hair-bearing area of the scalp and the surgeon is then able to tighten the skin of the forehead and underlying tissues through those incisions. The advantages of this technique are the patient does not look as though he or she has had plastic surgery (the forehead and hairline don't have that pulled-back look), the incisions are minimal and the possibility of hair loss is reduced.

You can now "charge" a surgical procedure to your Visa, Mastercard, American Express, etc. There are also numerous finance companies which offer financing specifically for cosmetic surgery procedures with a full range of interest rates and payment plans.

When considering having a cosmetic procedure performed you should use the same care in choosing your plastic surgeon as you would in choosing any other professional. Know what the doctor's training has been, the extent of his or her practical experience, and what credentials the doctor holds along with exactly what it is those credentials represent.

Ideally, the surgeon you choose should be Board Certified specifically in Plastic Surgery by the American Board of Plastic Surgery. The American Board of Plastic Surgery is a recognized board of the American Board of Medical Specialists (ABMS). Since 1934, specialty Boards recognized by the ABMS have been certifying the competency of physicians who wish to specialize in a specific medical field such as Dermatology, Internal Medicine, Obstetrics and Gynecology, Otolaryngology (ear, nose, and throat), Pediatrics, General Surgery, Thoracic Surgery, Plastic Surgery, etc. Each specialty Board certifies the competency of physicians who have continued their training (usually an additional two to seven years depending on the specialty) beyond M.D. licensure. With specific regard to aesthetic/cosmetic surgery, the American Board of Plastic Surgery is the only board recognized by the ABMS.

To become an American Board Certified Plastic Surgeon, after a physician receives his or her M.D. degree, the physician must complete an additional five to seven years of training in the specialty of plastic surgery and then pass intensive evaluation examinations (given by the American Board of Plastic Surgery) designed to assess the knowledge, skills and experience required to provide quality patient care in plastic surgery. ❖



Dr. Joseph J. Bongiovi, Jr.

Dr. Bongiovi is certified by the American Board of Plastic Surgery and is also a Fellow of the American College of Surgeons (FACS). He is an active member in the American Society for Aesthetic Plastic Surgery (ASAPS) and the American Society of Plastic and Reconstructive Surgeons (ASPRS) in addition to numerous other medical organizations and societies. He has held the positions of Chief of Staff at Desert Springs and Valley Hospitals, Vice-Chairman of Plastic Surgery at Sunrise Hospital and Chief of Plastic Surgery at Women's Hospital and Desert Springs Hospital. He is currently Chief of the Department of Plastic Surgery at Desert Springs Hospital.

TO MAKE AN APPOINTMENT WITH DR. BONGIOVI FOR A CONSULTATION, CALL 733-7070