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rejuvenation & plastic surgery

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Velashape or Liposuction?

Truth be told, no amount of diet and exercise can really get rid of cellulite. It can help reduce the appearance of cellulite but it will still be there.

By Patricia Woloch

Ah, cellulite: that nasty cottage cheese looking affliction that some people have no matter how hard they diet or exercise. Pedalling for hours on the stationary bike won't help either. You just end up with muscled hips and thighs that look like cottage cheese.

"No amount of diet and exercise can really get rid of cellulite... There are safe, more aggressive ways to divest yourself of the cottage cheese look:

Liposuction and VelaShape.



Truth be told, no amount of diet and exercise can really get rid of cellulite. It can help reduce the appearance of cellulite but it will still be there. This is because cellulite is an area of internal fat that appears lumpy and dimply on the surface of the skin. Along with the fatty deposit, poor circulation, a build up of toxins and a loss of skin

elasticity all add to the unsightly look of cellulite in both men and women. There are safe, more aggressive ways to divest yourself of that cottage cheese look, though.

First, there's the old standby — **liposuction**. Power-Assisted Liposuction (PAL) is a fairly recent evolution of the traditional cellulite-removing method and is much gentler on the patient both during the procedure and in terms of recovery. PAL uses a powered cannula (narrow plastic tube) that vibrates through the tissue rather than having to be forced through. Plus, PAL generates no heat so the healthy tissue surrounding it is not damaged during the process.

VelaShape™ is another relatively new technique that uses elos technology to give you a smoother, non-cellulite look. Elos technology combines radio frequency energy and laser light energy to create a target-specific heat that doesn't harm the surrounding tissue. VelaShape incorporates elos, vacuum and specially designed massage rollers to increase metabolism, improve lymphatic drainage and shrink the size of the fat cells. Instead of cottage cheese thighs, you have softer, smoother, healthier skin. Plus, there will be a noticeable size reduction of the area treated. And what woman doesn't want smaller hips and thighs, as well as no cellulite.

With PAL liposuction being a surgery, it is mainly used for reshaping the hips, thighs, buttocks and abdomen. Due to its non-surgical process, VelaShape is ideal for re-contouring the thighs, hips, buttocks, abdomen, upper arms, neck and "love handles."

Leave the cottage cheese for the salad bars of the world and stop trying to pedal your way to the moon and back just to lose those cellulite deposits. You've done what you could and now it's time to seek professional help. Let your cosmetic surgeon help you figure out which option is best for you.

Source: www.articlesbase.com/plastic-surgeries-articles/velashape-or-liposuction-678682.html

Women in the Workforce Link Cosmetic Surgery to Success

Nearly 15-million U.S. Working Women Considering Cosmetic Procedures, reports American Society of Plastic Surgery



(Arlington Heights, Ill.) — Faced with news of increasing layoffs, straining economic times, and a belief that hiring is based on looks, millions of American women are looking at cosmetic medical procedures to give them a competitive edge in the workplace. In a new telephone survey* compiled by the American Society of Plastic Surgeons (ASPS) of 756 women between the ages of 18 and 64, many reveal cosmetic plastic surgery procedures now appear to be an important rung on the success ladder.

- 13 percent (more than 1 out of 10 of the 115-million working-age women) say they would consider having a cosmetic medical procedure specifically to make them more confident and more competitive in the job market.
- An astounding 3 percent (nearly 3.5-million working women) say they've already had a cosmetic procedure to increase their perceived value in the workplace.
- 73 percent (almost three out of four or, 84-million working women) believe, particularly in these challenging economic times, appearance and youthful looks play a part in getting hired, getting a promotion, or getting new clients.
- 80 percent (four out of five or 92-million working women) think having cosmetic medical procedures can boost a person's confidence.

Insurance Broker Janice Axelrod, a baby-boomer, recently had a chemical peel and fat transfers from her abdomen to her face. "Time has given me the professional knowledge. But time can take away the youthful sparkle of my appearance if I let it. When you look good, you feel confident. That gives me a competitive edge and something my clients have come to expect from me," says Axelrod.

ASPS Member Surgeon Loren Schechter, MD performed Axelrod's cosmetic procedures at Advocate Lutheran General Hospital in Park Ridge, Illinois. He says, "Not only do the women believe youthful looks help in the workplace... they're acting on that belief."

John Canady, MD, president of ASPS, says, "Consumers need to remember that while cosmetic procedures might help them in the job market, they're still medical procedures." Canady says women still need to proceed with caution. "Patient safety is [our] number one concern. Women need to do their homework."

*Survey conducted by Opinion Research Corporation between January 15 and 19, 2009, with females who are not retired. Results have a +/-3% error range. See: www.plasticsurgery.org

Doctor Knows Best

Prior to surgery, there are a number of steps that will help with a speedy and successful recovery.

By Dr. Gloria Rockwell, FRCSC

Almost every patient asks about the recovery they can expect after a plastic or cosmetic procedure. The first thing I tell them is that healing is an individual process; just as no two people will have exactly the same results, no two people will recover exactly the same way.

The second thing I mention is to be sure and follow the specific post-surgical instructions that accompany your procedure. Doing so is essential to achieving optimal results.

Thirdly, and of equal importance, is that people take care of themselves. Studies show that an informed patient is less likely to feel anxiety before and/or after surgery which, by extension, improves the recovery process. I advise all patients to come in for their consultation with questions prepared ahead of time. A few good ones include: What type of anesthesia



Photo: Angela Reid

Dr. Gloria Rockwell, MD, MSc, FRCSC, Medical Director, Shine Rejuvenation & Plastic Surgery Centre

will be used? What are the steps of the procedure? How long will the procedure take? How will I feel when I first wake up from the surgery? Will I be on any medication and for how long? How long will I need to take off of work? When can I expect swelling to go down? When is it okay to resume normal activities? Can I apply makeup to camouflage the area?

Only by having all of these queries addressed, will you feel comfortable going ahead with surgery. In addition to these answers I do, of course, explain all the steps involved with a specific procedure, including the surgical technique involved and the various aspects of recovery that can be anticipated.

The Internet is, frankly, a double-edge sword. On the one hand it has a plethora of information. On the other hand, some of that information is inaccurate and, even when it's correct can lead to 'information overload', whereby patients become inundated with facts and figures (and opinions) that cloud the reality of a given procedure and/or common outcomes.

For the two weeks prior to surgery I strongly recommend that patients abstain from taking any and all blood thinning agents (e.g., Aspirin, Ibuprofen, and other non-steroidal anti-inflammatory drugs), Vitamin E, herbal supplements, herbal teas, and red wine. Also, people should refrain from or quit smoking 6 to 12 months in advance of their surgery date in order to reduce wound healing risks for certain procedures such as face lifts, eyelid lifts, tummy tucks, breast lifts and reductions. Smoking cessation is also recommended for a minimum of 1 month before and after surgery for most other procedures to optimize the recovery and the result. (The combination of nicotine and carbon monoxide deprives the body of oxygen needed for healing and resistance to infection.)

Preparation — both physical and mental — is essential to achieving the best possible surgical outcomes.

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- Facelift
- Botox
- IPL

NEWS FLASH!

CJOH news visits Shine

On February 11, 2009, Leanne Cusack and the CJOH TV News at Noon team visited Shine. Watch the full interview on the Shine website at: www.shineottawa.com



Most Common Procedures

Shine Rejuvenation & Plastic Surgery Centre offers a wide array of invasive and non-invasive procedures. The most popular of these are:

- Surgical:**
 - Breast augmentation
 - Abdominoplasty
 - Liposuction
- Non-surgical:**
 - Trinity
 - Velashape
 - Botox
 - Fillers

According to a 2007 survey conducted by the American Academy of Facial and Plastic Reconstructive Surgery (AAFRRPS) there was a 30 percent increase in surgical and non-surgical activity among men and 26 percent among women since 2000. (facemd.org)

Visit the Shine team of professionals under Plastic Surgeon and Medical Director, Dr. Gloria Rockwell, MD, MSc, FRCSC.

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