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# BeautyNow

Volume II • Number 1

Edwin C. Pound, III, M.D., P.C. • 993-C Johnson Ferry Road • Suite 210 • Atlanta, GA 30342 • 404/256-1400 • [www.winpound.com](http://www.winpound.com)

QUICK HITS!

It's the new look of 21st Century beauty:  
Less costly, faster procedures with natural results

#### Trans-Umbilical Breast Augmentation (TUBA)

The TUBA procedure is a technique for inserting saline-filled breast implants through a small incision in the navel. It differs from traditional approaches because there is little cutting of tissue. The breast pocket is created by stretching tissue, not cutting it. As a result, surgery time and recovery are shorter — most patients resume non-strenuous activities in just two or three days. Dr. Pound has published articles and lectured extensively on this technique. As a pioneer of the TUBA procedure, Dr. Pound has done over 2600 TUBA procedures over the past 16 years on patients from all over the world.

#### VelaShape™

Finally, there's effective, fast help for problem areas. VelaShape™ is the first and only FDA-cleared, non-surgical, alternative for cellulite and circumference reduction — and we are among the most experienced VelaShape™ providers in metro Atlanta.

The secret behind VelaShape™ is elōs™ technology which combines radio frequency and light energies to precisely target and heat fatty tissues within the treatment area. In addition, tissue manipulation through gentle suction evens out the skin to reveal a smoother, tighter figure. VelaShape™ can help improve contours in body areas including thighs, stomach and buttocks — and many women see results after only one treatment! Results are most apparent in 6-8 weeks following the final treatment session.

#### ReFirme™

Want to comfortably and quickly achieve a more youthful, toned and lifted appearance? ReFirme™, a FDA-cleared non-invasive procedure featuring the revolutionary elōs™ technology, targets jowl and neck laxity, sagging and wrinkled skin. It significantly improves skin tone, elasticity, and contour through the production of new collagen by combining the two leading approaches to tightening: radio frequency and infrared light. Deep electro-optical heating causes the skin to

*continued inside*

Eyelashes Have  
Come A Long Way  
Introducing  
**LATISSE™**



There are all kinds of mascaras that help emphasize, color and coat your eyelashes to make them look longer and lusher. But now there's a way to actually grow you own lashes longer and thicker: LATISSE™ is here!

Recently approved by the FDA, this is the first product designed to spell the end of stubby and sparse eyelashes. Made by Allergan Company, which also produces Botox™, LATISSE™ is simply dabbed once-a-day on your lash line with a disposable wand. The results are longer, thicker and darker eyelashes in just four to six weeks. For some incredible before-and-after photos visit [www.latisse.com](http://www.latisse.com). We are introducing LATISSE™ at a special introductory price of \$ 120. Call today for more information!



## A PERSONAL MESSAGE FROM DR. POUND

Hello. Are you a current patient or considering a consultation? I'd like to share some information with you about my background – and my passion for excellence in plastic surgery.

I am the fifth generation of doctors in my family and the second generation plastic surgeon. My father started in plastic surgery in 1961 and retired in

2001 after 40 years in practice. I joined him in private practice in 1990, and I credit him with teaching me the skills that I have today. I also learned a lot about caring for patients from him. I've heard many wonderful stories over the years about the great care a patient or their relative received from my dad. I have always tried to carry on that tradition of excellent patient care.

My practice is primarily concerned with cosmetic surgery. However, every year I travel to third world countries to operate on children with cleft lips, cleft palates, and burns. Sometimes patients see my photo albums from my trips in my office and tell me that they feel bad having cosmetic surgery when there are people with so many more pressing needs in the world. My reply is always that it is because of the people who come to me for cosmetic surgery that I can do the things I do in other countries. In a sense, my patients are contributing to that effort.

I look forward to meeting you, discussing your needs and answering any questions you have about cosmetic surgery.

Edwin C. Pound, III, M.D., P.C.



ask Dr. Pound..

### Q: How can plastic surgery help after significant weight loss?

**a:** Losing weight, whether by surgery or diet, is an impressive accomplishment and represents a major lifestyle change. One of the unfortunate side effects of weight loss is that the patient is left with large amounts of excess skin of the arms, thighs, breasts, and abdomen. This can make it difficult to find clothes that fit properly. Surgery to remove this excess skin can result in a dramatic improvement in body image and help complete the transformation of major weight loss.

### Q: What can I do to look good on a tight budget?

**a:** Everyone is feeling the strain of the current economy, however, there are some cost-effective things that can be done without a large cash outlay. Filler materials injected into depressed lines and creases and botox injections are particularly popular procedures at the present time. While producing temporary improvements, they can delay the need for more invasive procedures. VelaShape is another non-invasive procedure that is FDA-approved for the reduction of cellulite and tightening of the skin without the need for liposuction. In fact, our skin care specialist, Celeste, has a wide assortment of peels and laser treatments that can improve looks with minimal financial investment. For patients with protruding ears, there are procedures that can be done under local anesthesia in the office to correct this condition. We also offer the minimally invasive "Lunch Lift", described to the right, which refreshes the face without the cost or the downtime of a full face lift.

### Q: What is new to cosmetic surgery?

**a:** A couple of new procedures either being offered by our office or on the horizon include the new Perma Facial Implant, a soft silicone lip implant that is a permanent solution to thin lips. This new implant can be put in using only local anesthesia in the office. We are offering Latisse, a new product that lengthens and thickens eyelashes. SmartLipo use laser technology to help break up fat cells as well as tightening skin during liposuction. Another new filler material that we have tried is Fibrinex. This filler material is actually derived from the patient's own blood. A small amount of blood is drawn from the patient, centrifuged, and reinjected as a filler material. It is rapidly reabsorbed by the patient's tissues leaving a scaffold behind on which collagen is built up. Over the course of three to six weeks, the fullness returns as the patient's own tissue grows into this scaffold.

### Q: Can I still get financing for my surgery?

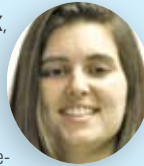
**a:** Absolutely! We have several companies that we work with who offer easy financing at good rates. Our office manager, Nancy Cadora, will be happy to discuss those options with you.

## MEET DR. POUND'S STAFF

**NANCY CADORA**, Office Manager and Patient Coordinator, will help arrange your surgery date. She has been with the practice for 10 years and is a past president of the Plastic Surgery Administrative Association. A native Atlantant, Nancy is married with two grown sons. Her hobbies include stained glass and quilting.



**JENNIFER FUNDERBURK**, Scrub Tech, has been employed by Dr. Pound for three years. Smart and helpful, Jennifer assists in surgery as well as in office procedures. A native of North Carolina, Jennifer has a five-year-old son, Gabriel, who loves to visit the office to see where Mommy makes people even more beautiful.



## SPOTLIGHT ON...

### CELESTE ARTHUR, AESTHETICIAN

When you visit Dr. Win Pound's practice, you receive care from experts – including licensed medical aesthetician Celeste Arthur.

Formerly with Duke University Hospital, Celeste is a skin care specialist with extensive experience and training in individualized skin care and procedures from microdermabrasion, lasers (for hair removal, body contouring with VelaShape and skin tightening with Refirme), facials, injectables, make-up application and more.

"I enjoy working with a board certified plastic surgeon, Dr. Pound, to help people realize their potential," says Celeste. "Getting to know people, finding what will work the best for them and helping them improve their appearance is very rewarding. Peels and pharmaceutical skin care are my specialty and watching a patient's skin change and seeing their appreciation makes us both feel good!"

To schedule a consultation with Celeste, call (404) 256-1400.



### QUICK HITS! *continued from page 1*

contract and tighten while stimulating collagen production for a period of at least 90 days. You'll notice continuous improvements in the tone and contour of your skin as it becomes tighter and firmer.

### BOTOX

Botox has become a popular way to decrease lines between the eyes, outside the eyes, and on the forehead. But did you know there are other uses for this beauty enhancer?

In small amounts, it can help with fine lines of the lips. Injected below the sides of the mouth, it can elevate these corners. It can also help with banding below the neck.

Botox injections can prevent perspiration in the armpits for up to nine months, too – eliminating the need for anti-perspirants and deodorants and protecting clothes from sweat stains!

# 2 New Choices for Individualized and Natural Lifts!

If you stand in front of a mirror and pull your face straight back towards your ears, you are mimicking the pull applied in a traditional face lift. Unfortunately, you can sometimes see the results of too much of this kind of surgical pull from across the room – it's a "windblown" effect that screams "FACE LIFT!"

This is because people aren't made in straight lines. We are all made with curves. Our faces, especially our cheeks, are rounded. What's more, everyone is an individual and a cookie-cutter approach to a face lift is a sure way to end up with a non-natural appearance. Based on his decades of experience, Dr. Win Pound has developed two minimally invasive face lift that works with the rounded planes of your facial structure. The results are individualized for your needs – and beautifully natural.

## *the Lunch Lift*

In about the same amount of time you could spend eating lunch with friends or business associates, now you can have your face refreshed. The Lunch Lift is a minimally invasive face lift that works with the rounded planes of the facial structure. This procedure is performed under local anesthesia in the office. The Lunch Lift is ideal if you need just a slight tightening of their tissues or to refresh your looks without the cost of a more extensive face lift procedure. Another plus: you can resume normal activities far sooner than with a traditional face lift.

## *the Smart Lift*

Another type of face lift performed by Dr. Pound is the Smart Lift. What separates this type of face lift from more traditional approaches is the consideration of facial curves. "By adjusting our stitches to pull in a more circular fashion, we can produce more lift while limiting the amount of skin undermining," Dr. Pound explains. "This decreases the trauma to the tissues of the face, resulting in less discomfort afterwards." Though the Smart Lift is performed under general anesthesia, it takes less time to perform and the cost is less than with more invasive type face lifts.

Which lift is right for you? Call (404) 256-1400 today and schedule your free consultation with Dr. Win Pound.

## **LOSE THOSE WRINKLES FOR LESS with our April & May BOTOX® Special!**

BOTOX® Cosmetic injections are the popular – and highly effective – way to smooth frown lines and brow furrows. Want to see what all the buzz is about and try it yourself? Or are you already a BOTOX® user who's ready for a touch-up? Don't miss this special for BOTOX® at \$11.00 a unit.

For more information on our lose-the-wrinkles-for-less special, call Celeste Arthur at (404) 256-1400.

## announcing DR. WIN POUND'S SKIN CARE SYSTEM

*Dr. Win Pound*

Although beauty isn't just skin deep – beautiful skin is a good place to start! Now you can experience Dr. Pound's own skin care system by Dermesse that addresses problems of hyperpigmentation, photodamage from sun exposure and the dark, irregular patches often associated with pregnancy known as melasma.

The products, which include a cleanser, skin lightener, toner, exfoliator and skin balancer, work on the cellular level using topical prescription strength products to produce noticeable and lasting improvements in your skin's appearance. Dr. Pound's skin care system features the highest quality, remarkably effective ingredients yet are more affordable than other premium lines (30 percent less than Obagi, for example).

Dr. Pound and his staff will supervise your individual skincare regime to help you achieve the most healthy, youthful skin possible in 2009! Call skincare expert Celeste Arthur for a free consultation and information on our special introductory prices! (404) 256-1400



# COSMETIC PROCEDURES *for* Men?

Cosmetic procedures from face lifts to Botox are becoming increasingly popular for men, as well as women. In fact, according to American Society of Plastic Surgeons (ASPS) statistics, although women still have far more cosmetic procedures, more men than ever are visiting plastic surgeons to enhance their appearance, too.

For example, from 2006 to 2007, ASPS figures show laser skin resurfacing increased by 32 percent in men, and the use of facial fillers such as Restalyne rose by 24%. Male face lifts increased 16% and male breast reduction increased by 7%.

**“There’s nothing ‘unmanly’ about taking care of yourself and looking as good as you feel.** There are now a host of options, including minimally-invasive procedures, that can provide men with a more natural, refreshed and restored look — not a too tight, obviously ‘lifted’ or feminized effect,” says Dr. Win Pound. “And many of these involve little if any down time, which is especially important to busy executives.”

*Give  
the Gift  
of Beauty*

Looking for a gift for someone special? Or need a special anniversary surprise or birthday present? Here’s a suggestion that will save your gas and time — and it’s sure to surprise and delight anyone on your list who would enjoy some pampering. Consider a gift certificate from our practice.

Just tell us the amount you have in mind for your gift and we’ll print a certificate that your friend or family member can use for a tube of Dr. Pound’s skin products, a cosmetic procedure or any service or product we offer!

Call Nancy Cadora for more information, (404) 256-1400.

## **SPECIALS ON INJECTABLES: Restylane or Perlane Injectable**

**Buy 2 Vials and Get One Vial Free or Buy 1 Vial and Get One Half Price! While supplies last.**

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