



Spring 2016

Newsletter

BITAR COSMETIC SURGERY INSTITUTE

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Saturday April 23rd

10:00 am -3:00 pm

Fairfax Office

*A portion of the proceeds will benefit
the Leukemia & Lymphoma Society*



Dual Sculpting: Freeze Your Fat in Half the Time!

The Bitar Institute is one of the busiest Coolsculpting providers in the Northern Virginia area. Now, with the addition of a second Coolsculpting machine in our Fairfax office, patients can receive twice the treatments in half the time! Busy patients who want to speed up their treatment time can schedule an appointment and ask for dual sculpting. There are no additional fees or costs to patients.



**Freeze Your Gut Off
In Half The Time.**
Dual Cool.
coolsculpting

HARVARD TRAINED PLASTIC SURGEON JOINS THE BITAR INSTITUTE

In November we welcomed plastic surgeon Dr. Larry Lickstein to our practice. A very accomplished plastic surgeon, Dr. Lickstein has trained at some of the most renowned medical institutions in the country. He brings incomparable knowledge and over 14 years of experience in aesthetics to the practice.

A graduate of Princeton University and New York University School of Medicine, Dr. Lickstein completed his surgical residency at Harvard Medical School, which culminated in being named chief resident in the department of surgery. He received his fellowship training at the

University of Pittsburgh, one of the oldest and largest academic plastic surgery departments in the country.

Named "Top Doc" by Castle Connolly Medical Ltd. for 10 consecutive years, Dr. Lickstein also serves as a diplomat for the American Board of Plastic Surgery. He is a member of the prestigious American Society of Plastic Surgeons, the American Society for Aesthetic Plastic Surgery, and the American College of Surgeons.

Dr. Lickstein was most recently Plastic Surgeon and Executive Vice President

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EMPLOYEE SPOTLIGHT:

Devan Ritchie

Licensed Medical Aesthetician

Background

Devan lives with her family on a 500 acre farm in Fauquier County that has been in her family for 3 generations. She has 3 sisters and recently became an Aunt, a role that she loves! Devan is a high energy person and enjoys boating, water sports, and skiing.

Education & Training

Devan attended the esthetics program at Career Training Solutions in Fredericksburg, VA in 2008. A firm believer in continuing her education, Devan regularly attends seminars and classes to ensure that she is knowledgeable of the latest treatments and technologies.

Work Experience

Devan spent 2 years working for a laser skincare company in Virginia, eventually relocating to Boston. She has worked as a medical aesthetician in both a medspa and cosmetic surgery practice setting. She moved back to the northern Virginia area in August of last year and joined the Bitar Cosmetic Surgery Institute in October 2015.

What I think makes BCSI special:

I am so happy to be a part of Northern Virginia's premier plastic surgery practice. I get to work alongside two of the nations most talented plastic surgeons, how cool is that?

What I love most about my job

When I show patients their before and after photos and I see their face light up!

INNOVATION & TECHNOLOGY

What's new in 2016

There are several new treatments offered at the Bitar Cosmetic Surgery Institute to help you achieve a "New You in the New Year." Rest assured that these techniques and technologies are FDA approved and have been demonstrated in clinical trials to be safe and effective.

Kybella

It is not uncommon for patients to come to us complaining of a "double chin." These individuals often avoid mirrors and hate to see their own photo. They dislike collared shirts as much as their profile. Adding to their frustration is the fact that this deposit of fat, which may be attributable to age, weight gain, or simple genetics, often proves to be resistant to diet and exercise. Now there is an alternative to surgery. Kybella is deoxycholic acid, an FDA improved injectable that can improve the contour of the central neck through a simple procedure. Treatment is performed under local anesthesia in the office. Patients may experience swelling, bruising, or tenderness, but most can be in public immediately after treatment. Clinical studies suggest that patients may require 2-4 treatments at monthly intervals to achieve their goals.

Currently, Kybella is only approved to treatment fat deposits in the central portion of the neck, but stay tuned, as further clinical studies are bound to be performed.

Bellafill

In 2015, there were nearly 1.7 million treatments with hyaluronic acid fillers, according to the The American Society of Aesthetic Plastic Surgeons ASAPS. The demand for minimally invasive treatments to address lines and creases, or alter facial shape to provide more youthful contours, has never been greater. But the single greatest frustration of patients is the limited duration of effectiveness of most fillers. While fat grafting offers a solution, the procedure is more involved and more invasive. Bellafill is a unique injectable that combines collagen with polymethylmethacrylate (PMMA). The collagen provides immediate augmentation to address lines and creases, such as nasolabial folds, or to add volume to the face, or definition to the cheeks. As the collagen reabsorbs over a few months, the PMMA creates a matrix for the body's deposition of its own collagen. The results from Bellafill



Face and neck contouring will be on the rise in 2016, fueled by the popularity of the "selfie."

injections can last years, and have been observed to improve over time. Perhaps as notable, Bellafill is the first filler to receive FDA approval to treat depressed but distensible scars from acne, and can be used as a powerful adjunct to skin resurfacing to improve outcomes. Like other injectables, the procedure can be performed with topical or local in the office setting and has no real downtime.

CoolSculpting Advances

Many patients are already familiar with CoolSculpting, the technology that "freezes the fat," but now the company has introduced the Cool mini, an applicator specifically designed to treat the soft tissue of the neck. An office based treatment, performed without anesthesia and with no associated down time, can produce a greater than 20% reduction in the fat of the neck! The procedure can then be repeated until the desired contour is achieved.

The Bitar Institute started 2016 with the introduction of "Dual Sculpting" for our patients' convenience. Dual Sculpting is the process of utilizing 2 devices on a patient simultaneously, allowing a patient to treat more areas in a shorter amount of time. Since each treatment takes an hour, Dual Sculpting dramatically reduces the time commitment necessary to achieve a patient's goals and provide them a "treatment to transformation" experience.

On the horizon...

Surveys of plastic surgeons have suggested some trends anticipated in the New Year. There is the suggestion that more women are requesting smaller breast implants than they have in the past. Many practitioners feel that buttock procedures will continue to rise, though more conservative, natural looking augmentation is the new trend. The demand for lip augmentation is likely to continue, and many of us believe the demand for face and neck contouring will be on the rise in 2016, fueled by the "selfie." While it is difficult to predict the future, we believe that every year we will continue to offer new treatments, technologies, and products.

A BCSI patient relaxing with a book while receiving dual sculpting in our Fairfax office.



4 WAYS TO SLOW THE AGING OF YOUR SKIN

Aging of the skin can be slowed down with lifestyle changes that promote good health and diligent skin care habits. The natural aging process is affected by both internal and external factors which both show up visibly with the same results, yet the external aging factors are the ones that we have the most control over.

1. Sleep on your back: Repeated facial expressions lead to fine lines and wrinkles



and as the skin loses elasticity, the skin doesn't spring back to its original state. Sleeping on your back minimizes the occurrence of these types of wrinkles.

2. Do not smoke: Smoking cigarettes speeds up the aging process significantly for many reasons. Repeated facial movements from smoking can cause mouth and lip wrinkles. On a more serious level, chemicals from cigarettes are absorbed into the bloodstream, constricting blood vessels, which results in less oxygen and nutrients reaching

the skin. The supply of collagen is broken down in smokers, slowing the skin's repair and renewal process and resulting in wrinkles, loss of elasticity and dryness.

3. Limit alcohol consumption: Alcohol consumption deteriorates the skin-protecting, antioxidant Vitamin A supply in the skin. Alcohol causes dilation of the blood vessels in the skin, contributing to a blotchy, uneven look which may become permanent with excessive drinking.

4. Eat a healthy diet: Foods rich in Omega-3 fatty acids, like tuna and salmon, give antioxidants and anti-inflammatory protection for the skin and body. On the other hand, too much sugar consumption over long periods of time has been shown to age skin prematurely due to a process in the body called glycation. The products of glycation harms the good collagen in the skin, leading to wrinkles and loss of elasticity.



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EVENTS & HAPPENINGS

Holiday Party 2015

The annual BCSI holiday party took place on December 8th. It was a great event! Guests enjoyed food, a live jazz band, a green screen photo booth, and goodies from our vendors. Thanks to everyone who joined us!



Dr. Lickstein.....continued from page 1

at Belecara, a multi specialty practice in Baltimore, Maryland. A Florida native, Dr. Lickstein was with the Department of Plastic Surgery at the Cleveland Clinic in Naples, Florida, one of the most recognized and prestigious clinics in the nation.

Dr. Lickstein was recognized as a "Top Doc" by both Baltimore Magazine and Gulf Shores Magazine. His impeccable reputation was built on a comprehensive approach to

Valentine's Events in Fairfax and Manassas

We celebrated love with events in both offices. We ran injectable specials, had a licensed "Lipologist" reading lip prints, lunch, goody bags and complimentary hand treatments. It was love -ly!



rejuvenation of the face and body. He applies an artistic eye and surgical precision to facial surgery including facelifts, necklifts, and eyebrow lifts. Other surgical specialties for the body include post bariatric body contouring and mommy makeovers. Dr. Lickstein also performs laser treatments and injectables such as Botox and fillers to achieve beautiful, natural results. **Welcome Dr. Lickstein!**