



## Summer 2008

### Days of Beauty:

July 12, 9am-5pm

**Lofty Salon and Wellness  
Center, Vienna**  
354 West Maple Ave

August 11, 9am-5pm

**Prince William Hospital,  
Manassas**  
8650 Sudley Road,  
Suite 203

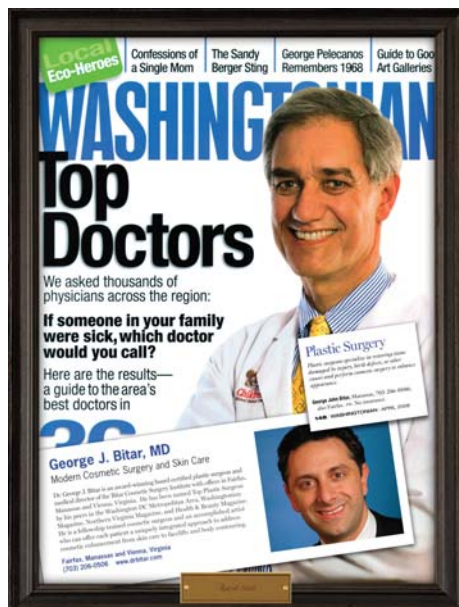
September 11, 9am-5pm

**Prosperity Medical Plaza,  
Fairfax**  
8501 Arlington Blvd,  
Suite 500

Get **20% off** of all skin care products and services rendered as well as **20% off** of **Botox®**, **Restylane®**, **Juvederm®**, and **Radiesse®**

To book your appointment call us at:  
**1-800-BEAUTIFUL**  
Or visit our website at:  
**www.DrBitar.com**

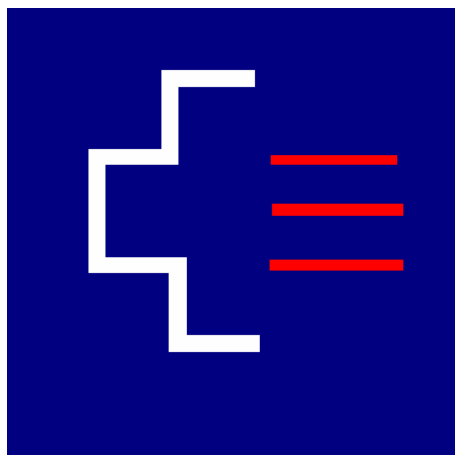
## Dr. Bitar Voted a Top Doctor in Washingtonian Magazine



Dr. Bitar was recently voted again a doctor in plastic surgery in Washingtonian Magazine. The vote came as a result of a survey which was sent to thousands of a physicians who were asked "If someone your family is sick, which doctor would you call?"

The top doctors' survey is conducted Washingtonian Magazine every three years. Dr. George Bitar's father, pediatrician John Bitar also made the list. It was one of the rare times a father and son made the cut.

## Inova Fairfax Hospital Named one of the Top 50 Hospitals in the Country



Dr. Bitar performs all his major surgeries at Inova Fairfax Hospital with a team of board certified anesthesiologists and nurses.

Inova Fairfax Hospital was recently named one of the top 50 hospitals in the country by Healthgrades®. In addition to the America's 50 Best Hospitals Award, Inova Fairfax Hospital is the recipient of many other HealthGrades® designations, each based on outcomes and quality data.

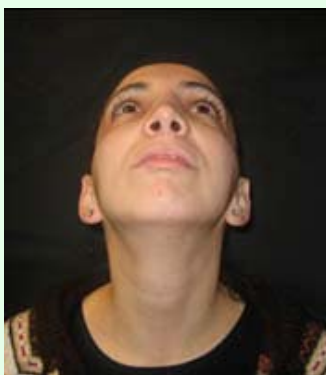
The distinctions awarded to Inova Fairfax Hospital in 2008 include being ranked in the top 5% nationwide in the treatment of stroke, gastro-intestinal treatment, and spine surgery.

## Considering Rhinoplasty? What You Need to Know

by George Bitar, MD



A middle aged woman who underwent a rhinoplasty by Dr. Bitar



A young woman who underwent a combined rhinoplasty and septoplasty procedures by Dr. Bitar

"I don't want a Michael Jackson nose." I hear that frequently from my rhinoplasty patients. Not to worry, my goal has always been to keep the nose looking natural and keeping the patient's character, while making it look better. You may seek a rhinoplasty for improving your appearance. Other times, it is for difficulty breathing. A rhinoplasty on a patient who is realistic about his or her reasons and expectations will yield tremendous satisfaction.

Initially, we discuss thoroughly the rhinoplasty procedure and whether you are a good candidate for the surgery. It is important to provide as much information as possible about what you would like your nose to ideally look like. We will address what bothers you about the bridge, the tip, the nostrils, and the width of your nose, as well as if you have breathing problems. We will devise a plan together and make sure that your concerns will be addressed.

I perform both open and closed rhinoplasty. A closed rhinoplasty is performed where the incisions are hidden inside the nose. An open procedure is performed where a very small incision is made across the narrow area of skin that separates the nostrils. The open rhinoplasty approach offers great exposure and ease of visualization of the entire nose, when the skin is lifted up. Every nose is different; however, there are common problems that can be fixed in a nasal surgery:

1. The bridge of the nose can be either augmented or shaved.
2. The width of the nose can be narrowed.
3. The nasal tip can be altered in shape and size.
4. The angle between the upper lip and the tip of the nose can be increased or decreased.
5. The nostrils can be reduced.
6. The septum can be straightened.
7. Breathing can be improved by doing several maneuvers.

To avoid post-operative complications, our patients are tested to make sure they do not have any common bleeding disorders. Before the surgery commences, the nose is injected with epinephrine to decrease the bleeding during and after surgery. Infection is minimized by giving patients the appropriate intravenous antibiotics coverage throughout the surgery.

After the procedure, my patients are prescribed a one-week course of antibiotics to minimize infection. They are also cautioned not to sleep on the pillow face-down, or engage in any activities in which the nose can get hit because that may cause a wound of the fragile skin covering the nose. In the rare occurrence that a wound may occur on the nose, usually it heals very nicely on its own. Very rarely, I will do a scar revision to improve the appearance of that scar.

*Bitar Cosmetic Surgery Institute in the News*



Drs. George and Rima Bitar, CARE charity's 62nd Anniversary Celebration Co-chairs, at the annual gala hosted by the British Ambassador, with supermodel and International CARE Ambassador Christy Turlington. This year's campaign raised over half a million dollars for aid projects worldwide.

*On a More Personal Note*



Our Patient/Surgical Coordinator, Megan Alampi, LE, has moved to Seattle to be with her family after 4 years of exceptional service at BCSI. We miss her greatly and wish her the best of luck.

*In Case You Were Wondering...*

*By Amy Rinehart, LE*

Our skincare center, located in the relaxing setting of our Vienna medspa, offers personal skin care consultations, advanced skin care lines including Obagi, Skinceuticals, Image and Jane Iredale mineral makeup, as well as customized skin treatments including:

-Signature Firming Facial utilizing a 30% enzyme resurfacing solution, glycolic acid and active enzymes to speed up cellular turnover, and brighten, tighten and lighten your skin.

-Deep Pore Cleansing Facial, which includes cleanse, analysis, steaming, exfoliation, extractions and mask customized for your skin type.

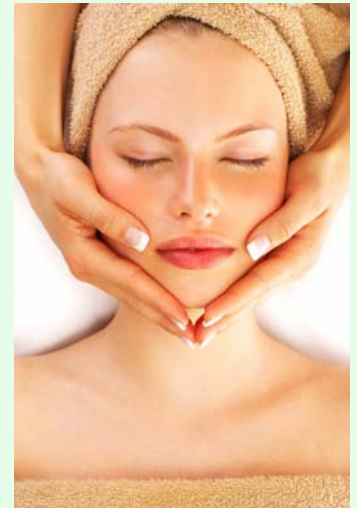
-Customized Superficial Chemical Peels to exfoliate and accelerate cell renewal, stimulate collagen synthesis, reduce pore size, balance skin tone, improve hydration, and improve skin texture and clarity.

-Microdermabrasion utilizing a crystal free system to polish the skin and accelerate the cell renewal process, which helps to improve skin texture, reduce pore size, lighten pigmentation, reduce sun damage, smooth fine lines and control acne.

-Dermablade Exfoliation Treatment to manually exfoliate the top layer of skin and remove unwanted facial hair.

-Waxing and Jane Iredale Makeup Services.

For more information or to schedule a complimentary consultation with Amy, call our med-spa at 703-255-2757



**Amy Rinehart,  
Licensed Esthetician**

 *Bitar Cosmetic  
Surgery Institute*

*Skin Care Special*

Skin Analysis • Crystal Free Microdermabrasion • Soothing Mask\*

**All for \$110**

*Please present this coupon at our Medspa in Vienna to take advantage of this special offer,  
and receive a 10% discount on all products purchased at the time of your visit.*

Call 703.255.2757 to book your appointment.

Bitar Cosmetic Surgery Institute  
354 W. Maple Ave  
Vienna, VA 22180  
www.DrBitar.com

\*A \$180 value

Expires: 10/1/2008

Missed an issue?

*All our newsletters are now available online*  
[www.DrBitar.com/newsletters.php](http://www.DrBitar.com/newsletters.php)

*Interested in learning about cosmetic surgery for men?*  
Check out our upcoming summer issue

Bitar Cosmetic Surgery Institute  
8650 Sudley Road, Suite 203  
Manassas, VA 20110

Presorted Standard  
US Postage Paid  
Merrifield, VA  
Permit #510

Newsletter design:  
Rima Bitar, PhD

Newsletter editor:  
George Bitar, MD