



Spring 2019

Newsletter

BITAR COSMETIC SURGERY INSTITUTE



EMSCULPT™

Build Muscle, Burn Fat. No Surgery, No Downtime!

treatment can be done in as little as 30 minutes! The Bitar Cosmetic Surgery Institute is proud to be the first plastic surgery practice in the Washington DC metropolitan area to offer EMSculpt™!

This machine uses High Intensity Focused Magnetic Energy (HIFEM®) to contract muscles beyond what is physically possible during a normal gym routine. Just one thirty-minute session is equivalent to 20,000 sit-ups or squats! Imagine getting sculpted without breaking a sweat!

EMSculpt™ results are backed by 7 different clinical studies. The results show an average of 16% increase in muscle mass and an average of 19% average fat reduction after a series

of at least 4 treatments. Clinical studies also show an 11% reduction in abdominal separation (called diastasis recti).

This is a great treatment proven by several studies to work for a mommy who wants to tighten the abdominal muscles and trim the waist line, an athlete who wants better muscle definition, or the person who is looking for a non-surgical buttock lift. Patients who have had either abdominal liposuction or abdominoplasty (tummy tuck) and desires even more muscle definition, would benefit from it.

Call 703-206-0506 to schedule an appointment!

ASAPS FELLOWSHIP

Bitar Institute Earns The Distinguished Endorsement!

We are pleased to announce that the Bitar Cosmetic Surgery Institute is one of only 26 practices in the country to have received the prestigious endorsement of the American Society for Aesthetic Plastic Surgery (ASAPS) to establish a one year post graduate fellowship in aesthetic surgery.

Dr. George Bitar, the Director of the Fellowship, has been a long-time member of ASAPS, and is currently the Vice Chair of the International

Committee. Dr. Larry Lickstein, also an ASAPS member, serves on the Patient Safety Committee. This advanced Aesthetic Fellowship is designed to provide a board-eligible plastic surgeon with additional clinical and surgical training, research, and mentorship in aesthetic surgery.

The Bitar Cosmetic Surgery Institute is the only practice in the DC area to have earned this distinguished endorsement.



Photo: ASAPS candidates visit Bitar Institute for interviews



DR. BITAR Awarded "Order of Cedars Medal"

Dr. Bitar was invited to Lebanon by the Lebanese President, H.E. Gen. Michel Aoun, to be presented with the Lebanese "Order of Cedars Medal" for his work in philanthropy and medicine. This medal is the highest award that the Lebanese government bestows upon a civilian, and the American equivalent of the "Presidential Medal of Freedom".

Bitar Cosmetic Surgery Institute is on the forefront of the latest in aesthetic surgery innovations and best practices worldwide. Dr. Bitar took that message on the road to collaborate with top plastic surgeons around the world and share his knowledge with his peers. His travels took him to Rome, where he was the invited speaker of the Italian Society of Plastic Surgery on his "Six-Pack Abdominal Etching". He was also invited to Monaco, where he represented the USA in a LIVE Plastic Surgery Conference at which he presented his "Transaxillary Breast Augmentation" techniques, and to Dubai, where he was invited by the Ministry of Health to participate in a groundbreaking medical conference that emphasized patient safety and innovations in cosmetic surgery.

Other countries where Dr. Bitar has lectured recently include the United Kingdom, Lebanon, and Brazil. He has presented on topics ranging from Ethnic Rhinoplasty to Suture Suspension Necklifts.

Learn more about Dr. Bitar
www.bitarinstitute.com

PRP - PLATELET RICH PLASMA

A Versatile Tool for Hair Enhancement & More!

While we offer the latest in hair transplantation procedures at our institute, not all patients may need, or desire to have hair transplantation. Patients who have thinning hair may be good candidates for Platelet Rich Plasma (PRP) treatment.

Platelet-Rich Plasma (PRP) is the latest non-surgical treatment for these patients. The patient's blood is drawn in the office and put in a machine that separates the red blood cells from the plasma which is rich in platelets, growth factors, and nutrients. The fluid containing the PRP is then injected near the hair follicles. In the following weeks, the patient will notice an increase in length and thickness of hair. This simple procedure can also be repeated multiple times to treat areas of hair loss aggressively.

PRP can also be used in conjunction with laser resurfacing, micro-needling, and other surgical procedures for better aesthetic

results and a more rapid recovery.

PRP offers patients a more rapid recovery. The growth factors in the PRP can work to reverse skin damage, increase skin collagen, improve elasticity and give your skin a youthful glow.



Photo: Dr. Bitar injecting PRP for Hair Loss

EXILIS ULTRA 360™

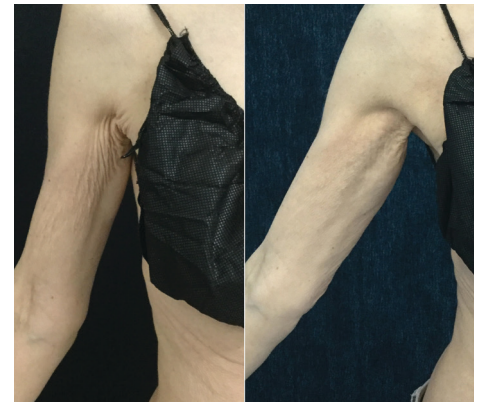
Non-Surgical Skin Tightening

We are excited to announce our newest treatment: the Exilis Ultra 360™. It is the latest nonsurgical skin tightening treatment. This FDA-approved treatment combines Ultrasound and Radio-Frequency to tighten loose skin, address fine lines, and irregular body contours.

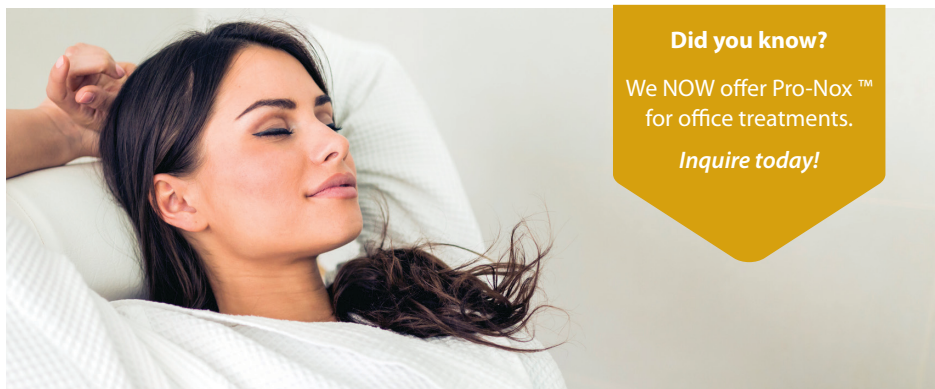
The Exilis Ultra 360™ can treat any area of the body from head to toe! It utilizes controlled heating and cooling while energy is delivered to various depths of skin. This process creates collagen production, resulting in skin tightening and smoothing.

A treatment regimen is created

based on the amount of loose skin and the patient's goals. Each session lasts 15-60 minutes depending on the area, with no downtime or discomfort.



*Actual Patient of Bitar Institute
Exilis Ultra 360™*



Did you know?

We NOW offer Pro-Nox™ for office treatments.

Inquire today!

ENHANCING COMFORT

Pro-Nox™ for Comfort During Injectables

Patient safety and comfort are two of our top priorities at the Bitar Institute. We are pleased to now offer the Pro-Nox™ system to enhance our patient's experience and relieve them from the discomfort and anxiety associated with some aesthetic procedures. Pro-Nox™ is a short-acting sedative that consists of a mixture of 50% nitric oxide and 50% oxygen. It is very safe, has a quick onset, and wears off in minutes.

We have a tradition of making sure our patients are comfortable and have long employed a period of numbing cream, cold compresses, or nerve blocks to make it painless.

Coming for a treatment? Ask our staff of Pro-Nox™ will help with your next treatment.



Photo: Dr. Lickstein utilizing Pro-Nox™ to enhance the patients comfort during PRP for Hair Loss

BREAST AUGMENTATION

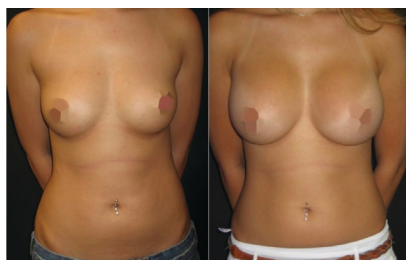
The Transaxillary Approach

The Bitar Cosmetic Surgery Institute is the Washington DC leader in transaxillary breast augmentation, with several articles and two book chapters on this operation published from our institute.

This procedure consists of inserting a silicone or saline implant from the armpit with the help of a sterile transparent cone shaped sleeve called the Keller Funnel. With this no-touch technique, the implant is precisely inserted into the breast pocket with almost no force.

The advantages of this technique

are: a smaller incision, reduced risk of infection, less damage to the implant, reduced risk of tissue damage, and faster healing. This approach to breast augmentation is simple, straight forward, and yields excellent results with a hidden scar!



Actual Patient of Bitar Institute Transaxillary Breast Augmentation



DR. LICKSTEIN

Named Master Injector by Galderma

Dr Lickstein has recently been named a Master Injector for Galderma Medical to teach other physicians advanced techniques in the use of neurotoxins such as Dysport® and fillers like Restylane®. He was also invited to be a Key Opinion Leader and educator nationwide as a member of Allergan's CoolSculpting® Speakers Bureau.

Achieving these honors was no small feat; Dr. Lickstein has over 19 years of experience in plastic surgery. He received his education and training from some of the world's foremost medical institutions, including Princeton and Harvard, providing him with incomparable knowledge and experience in the latest advances in cosmetic surgery.

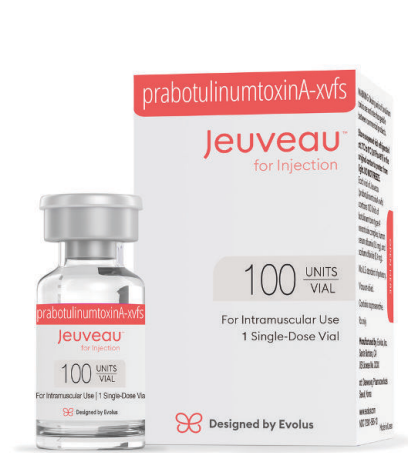
He has earned accolades as a "Top Doc," being named to the Castle Connolly / USA Today Top Doctor list for 17 consecutive years, as well as being recognized by Gulf Shore Life Magazine, Baltimore Magazine, and now Northern Virginia Magazine. He was recently included in the Realself.com "Hall of Fame".

His passion for his work comes from a desire to help people achieve their goals, to produce results that not only provide beauty but confidence and self esteem.

Learn more about Dr. Lickstein
www.bitarinstitute.com

WILL JEUVEAU™ BE THE “NEW” BOTOX®?

FDA approves Botox® rival



It has been nearly a decade since a new neurotoxin was introduced to the US cosmetic industry. In early February 2019 the FDA gave approval to Evolus' leading injectable product, Jeueau™. The product was approved for aesthetic use only - for temporary improvement of the forehead wrinkles.

Although clinical trials are promising, Jeueau™ still has to be used by doctors in practice to see how it compares to the other leading neurotoxins such as Botox®,

Dysport®, and Xeomin®.

Each neurotoxin product provides something different depending on the patients goals, the area of concern, the length of effectiveness and of course doctor's preference. One key component is the similarity between the chemical makeup of Jeueau™ and Botox®. Additionally, the molecular weight is the exact same! Only time will tell how well this product compares.

Upcoming Events:

April 2nd 2019

Manassas Location

Spring Into Your Summer Body

Learn about CoolSculpting® & Get Exclusive Specials!

April 6th 2019

Fairfax Location

The Bitar Better Body Event

Learn about CoolSculpting® Exilis Ultra 360™ & EMSculpt™ & Get Exclusive Specials!

April 30th 2019

Fairfax & Manassas Location

Mother's Day Injectable Special

Schedule on April 30th & Receive Exclusive Injectable Savings!

Coming Soon...

The Grand Opening of Our NEW Expanded Fairfax Location

Medical Spa, Operating Room & Expanded Office Space

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