



## Summer 2009

### Days of Beauty

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

### Fairfax Days of Beauty

8501 Arlington Blvd,  
Suite 500

September 10, 9am – 5pm  
November 14, 9am – 5pm

### Manassas Days of Beauty

8650 Sudley Road,  
Suite 203

August 10, 9am – 5pm  
October 17, 9am – 5pm  
December 7, 9am – 5pm

### Upcoming Seminars

#### Fairfax Office

August 6

Latest Techniques in  
Rhinoplasty

September 2

Latest in Cosmetic Surgery

To book your appointment  
call us at:

703 206 0506

Or visit our website at:  
[www.DrBitar.com](http://www.DrBitar.com)

## The Latest in Breast Augmentation Techniques



Dr. Bitar visited the only breast implant factory in the United States, in Texas, that provides our patients' implants. He interacted with the scientists behind the implant technology and even made a breast implant (Left Photo)!

He has used saline implants for breast augmentation for the last eleven years, and is currently conducting the largest study of its kind to date on breast augmentation using the axillary approach where the saline implant is inserted through a small incision in the armpit.

Dr. Bitar has also recently attended a conference on the latest techniques in breast augmentation in Chicago.

## Botox and Fillers: Not just for Women Anymore!

If you think injectables are only for women, think again: In 2008, the American Society of Plastic Surgeons reported that about 350,000 Botox and fillers procedures were conducted on men!

At the Bitar Cosmetic Surgery Institute, we have seen a surge in our male patients who currently make up about 25% of all our patients (the national average is 11%).

While men's reasons for having aesthetic surgery are the same as women's, some men shy away from non surgical rejuvenation techniques. However, we have seen great results on men who have tried Botox and filler procedures at our institute. On the following page are some of the most popular procedures:



## ***Botox and Fillers: Not Just for Women Anymore!***

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### **Botox**

Botox works wonders on men too! A recent poll by the American Society of Plastic Surgeons shows that Botox procedures for men were up by 233% from 2000 till 2008. Botox maintained its position as the number one cosmetic procedure performed in the US.

Botox is used to reduce the appearance of forehead wrinkles, frown lines and crow's feet. At the Bitar Cosmetic Surgery Institute, we have also used it to successfully treat men who suffer from excessive sweating from the underarm and palms as well as to reduce the appearance of a gummy smile.

### **Non Surgical Rhinoplasty**

There are few perfect noses in this world. Since the "hey day" of the Greeks, many criteria have been proposed to guide us towards the ideal dimensions of the aesthetically-pleasing nose, given that it is the centerpiece of the face. However, many men are not willing to undergo surgery to correct the shape of their nose.

To address their needs, we offer a non-surgical rhinoplasty performed with the filler Radiesse®. Fillers can improve the profile of the nose, the tip, the bridge, the nostrils, and skin irregularities. A non-surgical rhinoplasty is a long term correction lasting about 1-2 years. This may be repeated, or the patient may elect to have a surgical rhinoplasty for more permanent results.

### **Facial Fillers**

Facial fillers can offer an alternative to a facelift. While no one can argue with the superior results of a surgical facelift, not everyone feels ready to go under the knife. For these people, facial fillers could be the answer. Fillers, such as Restylane®, Juvederm®, Perlane® and Radiesse® which are all FDA approved, are used to smooth wrinkles by adding volume.

Restylane® and Juvederm® are gels, made from hyaluronic acid, a natural sugar that binds to water to provide added volume. Perlane® is also a hyaluronic acid filler which can give more volume and lifting power than Restylane® for moderate to severe facial folds and wrinkles. These fillers also correct the hollowness under the eyes and plump the lips. Results last between 6-12 months. Radiesse®, a thicker filler, is made from tiny calcium particles in a viscous solution and works well for the smile lines, cheeks and jowls, nose and chin, lasting up to 18 months.

**To learn more about Botox and facial fillers, call our office at 703-206-0506 to schedule a free consultation and see our website for more Before and After photos at [www.DrBitar.com](http://www.DrBitar.com)**



Before and after photos of a man who had Botox injections to reduce the appearance of frown lines.



Before and after photos of a man who had undergone a non-surgical chin augmentation.

## What You Need to Know about Chemical Peels

by Amy Rinehart, LE

Superficial chemical peels are a way to improve and smooth the texture of the skin. They are a widely popular skin care treatment as they are inexpensive, offer limited down-time, and produce marked results. A chemical peel treatment performed by a Licensed Esthetician removes the epidermis (top layer of skin) and is helpful for individuals with mild acne, acne scars, enlarged pores, age spots, superficial pigmentation, rough texture and fine lines. In addition, it prepares the skin to receive the benefits of additional skin care ingredients. Our peels are designed to deliver optimal results when used in a series of applications.

All chemical peels carry some risk; however, normally this is a very safe procedure when performed by a qualified, experienced professional. Choice of peeling agent is determined by your particular skin type and condition, heritage and reaction to the sun. Although there are several peeling agents available, the most popular include glycolic acid, salicylic acid, lactic acid, retinoic and TCA. Blended peel solutions, which include a combination of various agents, are becoming very popular as they combine additional hydrating and botanical ingredients and can reduce irritation.

A consultation with a skilled esthetician is recommended prior to your peel to discuss expectations and to properly prepare the skin for the treatment. It is extremely important to protect your skin afterwards and continue with recommended home care to maintain results.

For more information, or to schedule a free consultation with one of our licensed estheticians Amy Rinehart (Fairfax office) or Michelle LaPlante (Manassas office), please call 703.206.0506



## Affording Plastic Surgery in a Down Economy

With the recent economic downturn, one of our patients' major concerns is whether or not they can afford plastic surgery. To address these concerns, we would like to remind our patients about the financing opportunities and discounts that we offer at the Bitar Cosmetic Surgery Institute:

- Surgery financing services through Care Credit and MedChoice Financial
- 20% off of all non surgical services and products on our "Days of Beauty", held once a month, alternating between our Fairfax and Manassas offices. Check our website at [www.DrBitar.com](http://www.DrBitar.com) for exact dates and locations.
- Discounts on all of our services for our repeat patients.
- Discounts on all of our services for medical personnel.
- Discounts on all of our services for active military personnel.

To learn more about our financing opportunities and discounts, please call our office at 703.206.0506





Bitar Cosmetic  
Surgery Institute

Summer Skin Care Special

**A Chemical Peel at a Steal!**

**15% OFF All Chemical Peels**

*Please present this coupon at our Fairfax or Manassas Office to take advantage of this special offer and receive a 10% discount on all skin care and makeup products at the time of your visit.*

*Call 703.206.0506 to book your appointment today.*

8501 Arlington Blvd, Suite 500, Fairfax, VA 22031 • 8650 Sudley Road, Suite 203, Manassas, VA 20110 • [www.DrBitar.com](http://www.DrBitar.com)

Expires: December 31, 2009

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[www.DrBitar.com/newsletters.php](http://www.DrBitar.com/newsletters.php)

**Interested in learning about our latest academic contributions?**

**Check out our upcoming fall issue**

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US Postage Paid  
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Permit #510

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