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Dr. Robert Centeno Ties The Knot!



Bitar Institute celebrated another great year at the new *Salamander Resort & Spa in Middleburg, VA* with staff, friends and family. The event included pony rides for the kids, a tour of the resort, and a celebration of Dr. Centeno's recent marriage to Lisa Vargo!

Thank you to everyone who joined us to celebrate this wonderful Sunday brunch!

Dr. Bitar & Dr. Centeno Featured in Washingtonian Magazine!

What causes those annoying bumps and lumps on thighs and hips?

- Cellulite is caused when fat cells trapped between fibrous bands push up into the skin. "Cellulite is, unfortunately very much part of the female condition" says Dr. Bitar.

How to Treat Cellulite?

- "Diet and Exercise are terrific, but there are many women who are in great physical condition and still have cellulite" says Dr. Centeno.
- A promising treatment is Cellusmooth a form of laser therapy. Cellusmooth is used to loosen the fibrous bands, melt the fat bulges and tighten the skin. "Laser therapy is as close to a magic bullet we have" says Dr. Bitar



Washingtonian December 2013 Issue

"Bitar Cosmetic Surgery Institute is 1 of 22 practices in the country that uses Cellusmooth"

Call Today to learn more about how Cellusmooth can help you!
703.206.0506

Meet the Melanage Peel!

Do you have uneven skin tone, deep pigment concerns or Melasma?

What is the Melasma?

- Melasma is a common skin condition that primarily affects women, which causes tan, dark discolorations or patches on the skin.

How is Melasma Treated?

- Melasma is a challenging skin condition to treat. Lasers are not the best option because there is much more risk of driving the melasma deeper into the skin and making the dark pigmentation worse.
- The Melanage peel is a chemical peel that is formulated with arbutase. Arbutase is the alternative equivalent to 4% hydroquinone and has been clinically proven to be as effective.

How does the Melanage Peel work?

- The Melanage Peel is a superficial peel designed to treat pigment. The system consists of two parts: a masque applied by our licensed esthetician and an after care medical-grade regimen. The Melanage peel will improve the texture and appearance of hyper-pigmented skin and melasma.
- Our Melanage peel includes a take home kit that the patient uses for one month after the chemical peel. The take home products include a cleanser, sunscreen, post treatment balm, a moisturizer and a melanage 2 cream that helps continue to break down the pigmentation and accelerate cell renewal.

**Contact our office to schedule a complimentary skin consultation today!
Call us at #703.206.0506**

Revision Rhinoplasty Segment on WUSA9-TV Washington DC Features Dr. George Bitar.

Dr. George Bitar was recently interviewed for a news segment on **WUSA9 - TV Washington DC**. The segment, which originally aired on October 10th, 2013 on the 5:30 PM news segment, was titled **“How Rhinoplasty with Dr. George Bitar Helps Patients Breathe Better.”**



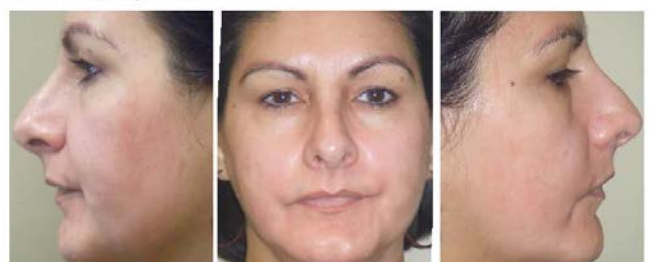
melanage™
Skin Lightening System

Melasma patient treated with melanage™ Peel

Pre-treatment



2 Weeks Post Masque treatment



Technology Ushers in Virtually Scarless Male Chest Reduction

Gynecomastia or male breast enlargement is a common condition that affects men of any age and is quite resistant to diet and exercise.

What are the Causes of Gynecomastia?

- Most commonly, Gynecomastia, starts in puberty, fails to resolve in adulthood, and can be associated with certain medication use, hormonal imbalances, or medical conditions. It typically is caused by a combination of excess fat, breast tissue and skin excess.

How is Gynecomastia treated?

- Newer technologies such as Laser Assisted Liposuction and the “Hammas” Canulas, which can suction some breast tissue along with fat, have made the treatment of all three components: fat, breast tissue and skin quite successful with virtually no scars. In many cases these technologies have eliminated the need for large incisions and visible scars. Recovery has also improved with these minimally invasive approaches and is comparable to the soreness experienced during a heavy weightlifting workout.



If male breast enlargement is a concern, consider an in office consultation to discuss your options. #703.206.0506

Dr. Robert Centeno Featured in Plastic Surgery Products Magazine

Infections are relatively uncommon after general anesthesia, yet many patients are concerned about their risk for infection before undergoing elective surgery, and with good reason. Following these 10 “common sense” strategies can control some of the control-label risk factors.



Dr. Robert Centeno
Feautered in Plastic
Surgery Practice
November 2013 Issue

1. Wipe or wash with Chlorhexidine before surgery
2. Avoid shaving the surgical site
3. Get the right antibiotic, at the right time , for the right duration
4. Avoid hypothermia during surgery
5. Eat a healthy diet before surgery
6. Increase oxygenation
7. Police smoking cessation
8. Ask about MRSA
9. Maintain tight blood sugar control
10. Practice proper hygiene

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www.bitarinstitute.com/newsletters/

Interested in learning about our new services?

Check out our upcoming 2013 issues



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Discount is limited to one person. Cannot be combined with any other offer. Must purchase by March 31, 2014. Bitar Cosmetic Surgery Institute can refuse treatment on any patient. Offer is not valid on any previously booked CelluSmooth or laser lipo treatment.

The information included in this article is not intended as medical advice. Contents may not be reproduced without the consent of Dr. George Bitar, Medical director of Bitar Cosmetic Surgery Institute.