



Summer 2007

Days of Beauty:

July 14, 10am-4pm

Lofty Salon and Wellness Center, Vienna

354 West Maple Ave

August 13, 10am-4pm

Prince William Hospital, Manassas

8650 Sudley Road,
Suite 203

September 15,

10am-4pm

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®, Radiesse® and Perlane®

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

Dr. Bitar featured in Cosmetic Surgery Times Magazine

Dr. George Bitar was featured in the June 2007 Issue of the national Cosmetic Surgery Times Magazine as the National Man of the Year 2006 for the Leukemia and Lymphoma Society.

The old-appearing sepia article, entitled "Remembering Salwa" focused on Bitar's main personal reason for joining the fight for the cure: His maternal grandmother Salwa, who passed away from the disease at a young age.

Dr. Bitar recently congratulated Mr. Patrick Judge on becoming the Leukemia and Lymphoma's DC Chapter man of the year 2007.



The article featuring Dr. George Bitar

www.DrBitar.com Gets a Facelift!



We are delighted to announce that our new website has gone live in July 2007.

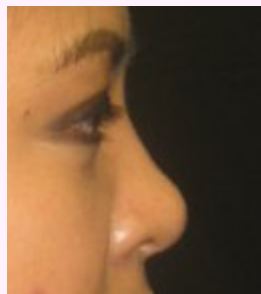
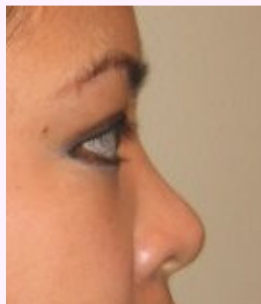
The website contains extensive information about our institute as well as detailed description and before/after photos of all the surgical and non-surgical procedures that our staff performs. You can find this information under the "Specialties".

The website also contains an archive of all our past newsletters, media articles, and articles on plastic surgery and skin care.

Sign up to receive our monthly e-mails about our "Days of Beauty" and keep yourself updated on all the upcoming events of our institute.

Visit www.DrBitar.com today!

The homepage of our new website at www.DrBitar.com



Before and After Photos of a non-surgical rhinoplasty performed to augment the bridge of the nose with Radiesse® (compare top eyelashes to nose profile) plus augmenting the tip slightly.



Ann Rodriguez,
BCSI Manager

"Dr Bitar treats every patient like they are his only patient"

The Non-Surgical Rhinoplasty

By George Bitar, M.D.

If you could change the shape of your nose without surgery, without anesthesia, in the office, and at a fraction of the cost of a rhinoplasty, would you? With new technology, and improvements made with fillers (injectables), now you can, in select situations! Would you like to? As our society becomes more ethnically diverse, so do the noses that a plastic surgeon has to address. People who could greatly benefit from a non-surgical rhinoplasty are people who would typically get nasal implants to augment their noses, such as Asian-Americans, African-Americans, or Hispanic patients.

A non-surgical rhinoplasty can be performed on patients by utilizing the different fillers such as Radiesse®, Restylane®, or Perlane® depending on the concern. It can create a better balance between the bridge and the tip of the nose to make it more aesthetically pleasing, by adding volume. A skin divot from a prior rhinoplasty or a "ski-slope" bridge can be nicely improved. The appearance of a septal deviation can be made less obvious. Furthermore, a non-surgical rhinoplasty is a temporary procedure lasting about 6-24 months, depending on the type and quantity of filler used. This may be repeated, or the patient may elect to have a surgical rhinoplasty for more permanent and/or dramatic results.

Pride in Patient Care Excellence

By Ann Rodriguez, BCSI Manager

At the Bitar Cosmetic Surgery Institute we believe that patient satisfaction begins with the initial contact, whether it is by phone or e-mail. Every call and correspondence is pleasantly greeted and answered by a staff member who has knowledge about every aspect of the institute. When you take the time to call or e-mail us, you expect to have your specific questions answered immediately and accurately. We take pride in on-going training for all of our staff to have the knowledge of all procedures performed at our institute.

The first office visit is especially important in building your confidence in us. Greeting every patient by name and introducing ourselves to you starts the visit on a nice personal note; No one wants to be treated as "just a 9 o'clock new patient". A warm atmosphere, comfortable seating, soft music, and plenty of educational material are essential in making you feel completely welcome at our offices. The most crucial aspect in building a strong patient relationship is establishing trust and confidence in the surgeon. Dr. Bitar treats every patient like they are his only patient. He will give you ample time to ask any questions that you may have. Even though he may have performed over 500 of the same procedure that you are interested in learning more about, rest assured, he knows that this is the first time you are considering that particular surgery.

Do Not Be Afraid of Scars!

By George Bitar, M.D.

Scarring is one of the major concerns that often holds people back from cosmetic surgery. That is why at the Bitar Cosmetic Surgery Institute, we offer a unique scar revision and management program. When a scar is created due to a surgery, the suturing technique, material, and post-operative scar management with our special and exclusive *scar management program*, are all factors to which I pay extra attention to get the best scar possible.

We are proud to offer a special scar management program. It has been clinically proven to work, since it addresses scar healing on many levels. In order to understand why this scar tape and cream system is effective, it is important to understand that its effectiveness lies in giving support, hydration, and enhanced healing:

1. **Support:** Tension on a scar creates a thickened, widened scar, or both. Support of the scar prevents an exaggerated scar. Use of paper tape has proven to decrease stretch forces on the scar.
2. **Hydration:** Keeping a scar moist while it heals creates less scar formation. The scar tape and cream program that we use has a plant extract that helps in scar hydration.
3. **Enhanced Healing:** The cream in the program that we use has inherent scar healing characteristics that have been well studied. It promotes balance between Type 1 and Type 3 collagen, which enhances wound healing.

You will be given this tape and cream program after surgery when appropriate, to apply on the scars to make them heal as best as possible.

As for scar revisions, the patient needs to keep in mind that the length of the scar usually cannot be changed with a scar revision, but here are other aspects of the scar that can be improved with a revision:

1. **Width:** a scar can be made narrower.
2. **Elevation or depression** from the normal skin surface: it can be leveled with the skin surface.
3. **Color:** may be lightened with either a laser or with time alone. It usually takes a scar about a year to two years to fully mature and show the final outcome.
4. **Irregularity:** a scar obtained in a car accident or a bad cut with uneven edges or an irregular shape may be revised to look more pleasing to the eye.

The scar revision procedure is usually an “in-office” procedure and takes about 30 - 60 minutes depending on the size and location of the scar. For very large scars, and for the patient’s safety, I will elect to do the revision under general anesthesia or heavy sedation in the hospital operating room, and not in my office operating room.



Photos showing the application of the tape and cream system on a tummy tuck scar. The last photo is the tummy tuck scar one year after surgery.

Bitar Cosmetic Surgery Institute in the News

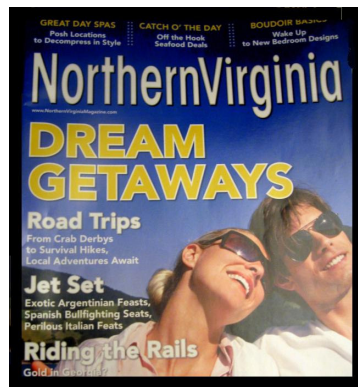
1. Dr. George Bitar's article on plastic surgery for men featured in the national "Obesity Help" Magazine.
2. Dr. and Mrs. Bitar in Capitol File Magazine as the co-chairs for next year's CARE Gala in Washington DC
3. The Med spa at BitarCSI and Lofty Wellness Center are featured in Northern Virginia Living Magazine
4. Dr. Bitar is interviewed on the show "Healthline" in a special segment about male cosmetic surgery



1.



2.



3.



4.

On a More Personal Note

Bitar CSI's Annual Picnic in Great Falls National Park



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

Presorted Standard
US Postage Paid
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Permit #510

Editor:
George Bitar MD

Newsletter design:
Rima Bitar

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