



## Body Contouring 101: *Breaking it down*

Body contouring is a “catch all” term used to describe any number of surgical and nonsurgical body procedures or treatments whose purpose is to improve the shape or profile of a specific body area. From a surgical perspective, contouring can be achieved through a variety of ways including removing excess skin, removing underlying fat, tightening muscle tissue, adding implants to augment the area or a combination of these. Commonly performed body contouring procedures include:

**Liposuction** – improves body contours and proportion by removing excess fat deposits on common problem areas such as love handles, muffin top, thighs, hips, buttocks, abdomen, back, upper arms, chin, chest (for males) and more.

**Breast Augmentation** – uses implants to increase breast size or to restore breast volume. Breast augmentation can increase the fullness and projection of your breasts and improve the overall balance of your figure.

**Breast Reduction** – provides relief from the discomfort and pain caused by overly large, heavy breasts while attaining a breast size more in proportion to your body. This procedure is often covered by insurance plans if medical necessity criteria is

met. Breast reduction patients frequently report a more active lifestyle and an improved quality of life following surgery.

**Male Breast Reduction** – removes excess skin and breast tissue to enhance chest contour for males who have gynecomastia, or enlarged or overly developed male breasts (affects 1 out of every 10 men)

**Breast Lift** – can give your breast profile a more youthful and uplifted appearance. Breast lift surgery is often done in conjunction with breast augmentation if added fullness is desired in addition to lift.

**Tummy Tuck/Abdominoplasty** – removes excess skin and fat and can even tighten the ab muscles, resulting in a flatter, more toned looking tummy. This procedure is often covered by insurance plans if medical necessity criteria is met.

**Body Lift/”Around the World” Tummy Tuck** – corrects sagging of the abdomen, hips, thighs and/or buttocks while improving the contour and tone of the underlying tissue. This procedure is ideal for those who have poor tissue elasticity caused by aging, significant fluctuations in weight, pregnancy or genetic factors resulting in sagging of the abdomen, buttocks and thighs. Insurance may cover procedures if medical criteria are met, particularly following massive weight loss (i.e., 80+ pounds).

**Thigh Lift** – removes excess skin, and in some cases fat, from the inner thigh area creating smoother skin and enhanced shape and/or better proportion of the thigh and lower body area.

**Arm Lift** – reshapes the arm by removing excess, sagging or droopy skin, and in some cases fat, from the inner arm and tightens and smooths the underlying supportive tissue that gives the upper arm its shape and definition. Arm lift surgery can create a smoother, firmer, and more youthful appearance.

Nonsurgical body contouring options are available to those who are averse to surgery or who are looking for minimal downtime and recovery. Although many companies have thrown their proverbial hats in this arena, **CoolSculpting** is the only FDA-approved, non-invasive fat-reduction technology that targets and freezes fat cells to eliminate 20-25% of fat in the treated area without surgery or downtime. Most patients resume their normal activities, including going to the gym, immediately after treatment.

# Ladies Nite!

Join Us on **May 8th**  
at our Brunswick Office



Win door prizes and take advantage of specials on Botox and fillers,  
ZO skin care products and CoolSculpting packages!

Bring your friends & join us on May 8, 5 - 8pm at our Brunswick office.

*See You There!*

## Anti-Aging Hero

### *Hyaluronic Acid*

Hyaluronic acid ("HA") is a sugary molecule that occurs naturally throughout the body with higher concentrations found soft connective tissues and within the eye sockets. A major benefit of HA is that it boosts collagen production, maintains skin hydration, preserves skin elasticity, and promotes firm skin tone. HA's ability to attract and bind to water makes it the key ingredient in several dermal fillers including the **Juvederm family of fillers** including its longer lasting "Vol" products – **Voluma, Vollure, and Volbella**. Topical HA products that can be incorporated into your daily skincare routine, such as **SkinCeuticals H.A. Intensifier**, are now available to amplify skin's hyaluronic acid levels and reduce the appearance of crow's feet, nasolabial folds (parenthesis around the mouth or laugh lines), and marionette lines (lines from the corners of the mouth down to chin) for smoother, firmer skin. Schedule a consultation and experience HA's benefits for yourself. 912-280-9977

## Product of the Month

### Hyaluronic Acid Intensifier

H.A. Intensifier is a multi-beneficial corrective serum proven to amplify skin's hyaluronic acid levels. This unique formulation contains a high concentration of pure hyaluronic acid, proxylane™, and botanical extracts of licorice root and purple rice to support skin's hyaluronic



acid levels and deliver surface hydration, helping improve the visible appearance of firmness, smoothness, and facial plumpness. This hyaluronic acid serum may be used as part of a home skincare regimen after dermal fillers; always consult with your physician for individual at-home advice.

## *Specials & Events*

**15% OFF** CoolSculpting packages (4+ cycles)\*

Receive **FREE Botox** (up to 25 units) and **1 syringe of filler** with purchase of CoolSculpting package of 6 cycles or more\*

\*Conditions apply; limited time only

*Ladies Nite Out in Brunswick*

May 8th, 5 - 8 pm

2500 Starling Street, Suite 603

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Renue  
*Plastic Surgery*