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Smoke Clears**

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What's In a **Name?**

Tips for choosing a
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What's in a Name?

When choosing a surgeon for cosmetic procedures, your physician's title may assure your safety and satisfaction

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Edited by Dr. Kevin Hayavi, Chief Medical Officer

Making the decision to have plastic surgery is a very personal choice. Once a decision has been made, the patient enters a state of vulnerability; they start to sort through a mass of information and misinformation. They are bombarded by right and wrong advice from friends, news media and unqualified doctors, and get trapped in sophisticated marketing, sales pitches, low prices and fancy advertisements. Before they know it, the patient loses focus on the most important factors in their surgical outcome: a qualified physician and a safe environment. Even when they get back on track, the patient usually has no way of evaluating the doctor, titles, training and all the degrees and symbols that doctors attach to their names.

So the question is, are plastic sur-

geons and cosmetic surgeons just different names for the same specialist? No way! The difference between plastic surgeons and cosmetic surgeons is enormous. In a nutshell, plastic surgeons have spent upwards of 10 years following medical school to become board eligible by the American Board of Plastic Surgery (ABPS). On the other hand, a cosmetic surgeon might have been trained over a few weekends to perform a cosmetic surgical procedure.

Who Is a Plastic Surgeon?

A plastic surgeon is a medical doctor who has spent his life training to be a plastic surgeon. He has successfully completed four years of high school, four years of college while enrolled in a pre-med curriculum, scored well on

his MCATs (Medical College Admissions Test), graduated from a four-year medical school and completed three to seven years of general surgery training, while passing yearly written examinations.

And that's not all. Plastic surgeons have also completed two to three years of plastic surgery training and usually undergo additional training as part of fellowships. Often, this adds up to 10 years of residency and fellowships following medical school.

Once surgeons have completed this intensive training, they apply to the ABPS and are eligible to take a two-day written examination. Upon passing the written portion of the exam and then following at least one year in practice, applicants may then opt to take an intensive two-day oral examination, based on their own surgical cases.

During this oral examination, applicants must answer extensive and rigorous questions from some of the best board-certified plastic surgeons in the United States. Slightly more than half of the applicants pass and become board certified by the ABPS.

And remember, the American Board of Medical Specialties (ABMS) recognizes the ABPS as the only board for cer-

Cosmetic Procedures Offered at Beverly Hills Surgical Institute:

Botox injection
Breast augmentation
Breast reduction*
Brow*, face or neck lift
Chemical peels
Chin and cheek implants

Collagen and restylane injections
Dermatology (acne scars, mole removal)
Ear improvement
Eyelid surgery*
Lip augmentation

Liposuction
Microdermabrasion
Nose improvement*
Skin cancer treatment
Tummy tuck*
**May be covered by medical insurance.*

We Know Beauty, a semi-annual publication of Beverly Hills Surgical Institute. Chief Executive Officer: Daniel Shin, M.D.; Chief of Sales and Marketing: Michael Hayavi, M.D.; Chief Medical Officer: Kevin Hayavi, M.D.; Director of Sales and Marketing: David Brown. **Corporate Office: Beverly Hills Surgical Institute, P.O. Box 641459, Los Angeles, CA 90064, (888) 411-BHSI.** Copyright © 2004 by McMurtry. All rights reserved. Information in this publication is not intended for the

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tification of plastic surgeons. Typically, a board-certified plastic surgeon is in his or her mid-thirties.

Due to their extensive schooling, board eligible/certified plastic surgeons are not only trained in performing hundreds of aesthetic and reconstructive procedures, but they are also able to accurately assess which procedures are right for their patients. In addition, they know how to respond to and treat complications that may occur; as part of their training, they spend hundreds of hours caring for patients in various medical situations.

Who Is a Cosmetic Surgeon?

There are no laws restricting the use of the title “cosmetic surgeon.” Often, cosmetic surgeons graduate from medical schools of a lesser caliber, sometimes located outside the United States, and do not even complete a residency. The term “cosmetic surgeon” came into existence in response to lenient medical-related laws that enable essentially any medical doctor to practice any type of medicine he chooses. Therefore, legally a pathologist can perform brain surgery, a family practice doctor can do heart bypass surgery, and a radiologist can perform reconstructive surgery. Any physician, regardless of surgical experience or qualifications, can become a cosmetic surgeon. Although physicians realize they can legally perform any procedure they wish, most restrain themselves for ethical reasons. However, with the introduction of HMOs and reductions in insurance reimbursements, many doctors have turned to the potentially lucrative business of cosmetic surgery, without the proper training.

A cosmetic surgeon is a doctor of any medical specialty, sometimes not even a surgeon. Any doctor, regardless of their training, can attend a few short courses in liposuction, breast augmentation or any other procedure

and become a cosmetic surgeon. This means a gynecologist, dermatologist or even pediatrician can take a few weekend courses and become a cosmetic surgeon. A cosmetic surgeon is a legitimate doctor; they do not break the law by performing cosmetic surgery. However, they are not certified by the ABMS, nor do they have the proper training to perform complex cases or handle unforeseen complications. A doctor can start a cosmetic surgery practice soon after finishing medical school in their mid-twenties.

Consider This...

With all that said, here are a few key points in choosing a qualified doctor:

- ◆ Is the doctor eligible or certified by the ABPS? If the answer is: “No, but I am board certified by the American Board of Facial Plastic Surgery...or the American Board of Oculoplastic Surgery...or the American Board of

A Free Consultation

Call **888.411.BHSI (2474)** seven days

a week to schedule a complimentary appointment with a plastic surgeon at a Beverly Hills

Surgical Institute location near you.

Dermatological Plastic Surgery...or I’m a board-certified cosmetic surgeon,” then they have not completed plastic surgery training.

- ◆ If a doctor claims he is an expert in certain procedures only, such as breast surgery or liposuction, this may imply partial or poor training.

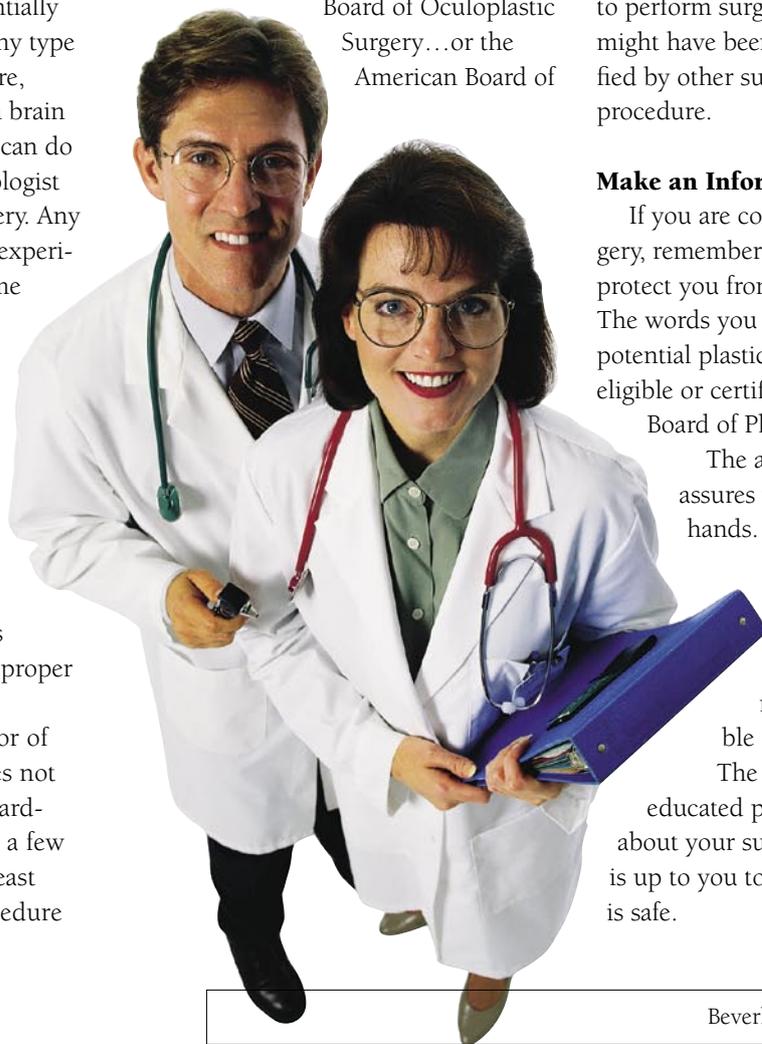
- ◆ If a surgeon cannot offer all procedures but rather only a limited number, a patient may end up with a procedure that the doctor is comfortable with rather than the procedure the patient would benefit from the most.

- ◆ If a doctor does not have privilege to perform surgery in a hospital, he might have been found to be unqualified by other surgeons to perform this procedure.

Make an Informed Decision

If you are considering cosmetic surgery, remember: 12 crucial words could protect you from potential disaster. The words you should always ask your potential plastic surgeon are: “Are you eligible or certified by the American Board of Plastic Surgery?”

The answer should be one that assures you that you are in good hands. Remember, a plastic surgeon goes through years of training; however, because one is not certified does not mean they are not capable of handling your needs. The bottom line is, be an educated patient, become informed about your surgeon’s qualifications. It is up to you to decide if your surgeon is safe.





Turkey with Tomato Salsa

Wondering what to do with your Thanksgiving turkey leftovers? Try this easy and sure-to-please solution.

- 12 ounces turkey breast cutlets
- ½ cup chopped onion
- 1 clove garlic, minced
- 1 teaspoon chopped parsley
- 2¼ cups chopped fresh tomatoes
- ½ teaspoon pepper
- ¼ teaspoon kosher salt
- 2 teaspoons sugar
- 2 tablespoons fresh basil chiffonade (cut into tiny thin strips)

Instructions: Place turkey in an 8-inch square baking dish. Bake in a preheated 350°F oven for about 10 minutes or until done.

In a large skillet coated with nonstick cooking spray, sauté onion and garlic until crisp-tender. Add parsley, tomatoes, salt, pepper and sugar. Simmer for 5 minutes. Spoon sauce over turkey and sprinkle with fresh basil to serve.

Servings: 4

Preparation time: 15 minutes

Cooking time: 10 minutes

Nutrition information per serving:

Calories, 146; Fat, 3 g (Saturated fat, 1 g); Cholesterol, 47 mg; Sodium, 220 mg; Carbohydrates, 6 g; Protein, 23 g

Recipe from Heartfelt Cuisine. Reprinted with permission of 21st Century Publishing, A Division of Cardiodoc, LLC. For other nonfat, low-fat, low-sugar, low-sodium recipes, purchase this book online at heartfeltcuisines.com or call (800) 274-8810.

Holiday Foods Add Up

Fatty foods are a mainstay at traditional holiday gatherings. You don't have to pass on all of them, just be sure to fill your plate with healthier choices first. And only sample the calorie-packed dishes.

1 cup fresh vegetables (raw)
20 calories, 0 g fat

1 cup apple cider
117 calories, 0 g fat

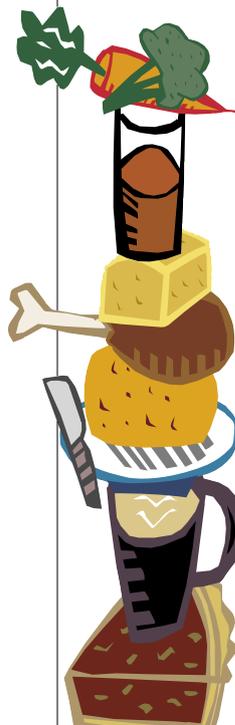
1 square cornbread
152 calories, 5 g fat

4 ounces roasted turkey
190 calories, 6 g fat

2 tablespoons cheeseball with nuts
246 calories, 20 g fat

1 cup eggnog
439 calories, 19 g fat

1 slice pecan pie
456 calories, 21 g fat



Healthy Holidays

The holiday season is just around the corner, and you know what that means—family, friends, festivities and, of course, food. Holiday-inspired foods are generally high in fat, calories and taste, which is why we love them.

This holiday season, make an effort to eat a bit healthier. Here are some tips for making it through without packing on extra pounds:

Be realistic. Don't diet during the holidays—you'll only set yourself up for failure. Instead, focus on maintaining your current weight.

Eat regularly. Don't starve yourself before the party in order to cut calories. Eating small meals throughout the day will keep you from overeating later.

Don't go empty-handed. Take healthy dishes to holiday get-togethers. That way, you'll know there will be at least one healthy item in the spread.

Be creative. Alter holiday recipes to make them healthier. For instance, substitute applesauce for oil and low-fat plain yogurt for sour cream.

Don't focus on food. Plan holiday gatherings around activities like ice skating and caroling rather than eating.

Fill your holiday menu with delicious yet healthy dishes found on the American Heart Association's Web site, deliciousdecisions.org. There's something to please even the most finicky eater, and the recipes are free.

Source: Calorie Control Council, www.caloriecontrol.org

When the Smoke Clears

Kicking the habit for improved health

An anti-smoking ad in the late '60s said it perfectly: Inside every smoker is an ex-smoker. Yet while most people know the habit is a bad one, many put off quitting until it's too late. Each year, more than 440,000 Americans die from smoking-related causes.

"Cigarette smoking remains the single most preventable cause of premature death in the United States," says Alfred Munzer, M.D., director of pulmonary medicine at Washington Adventist Hospital in Takoma Park, Md., and former president of the American Lung Association.

Make a firm commitment to kick the habit today. To get started, it's important to understand just how harmful smoking is to your health.

A Deadly Habit

Smoking kills one-third of those people who smoke and takes more lives every year than alcohol, drugs, motor vehicle accidents, suicides, homicides and AIDS combined.

It's a major cause of cancers of the lungs, oral cavity and esophagus, to name a few, and is recognized as a contributing factor in the development of other forms of cancer. Smoking also makes you more susceptible to conditions such as bronchitis, emphysema and stroke.

Not Just Hurting Yourself

Your loved ones may also be harmed by your habit. Tobacco use can damage your reproductive health and increase your risk of miscarriage, stillbirth, early delivery and low birth weight.

"Secondhand smoke contains all of the cancer-causing substances found in inhaled cigarette smoke," says Munzer. "In fact, in many ways secondhand smoke is more toxic than directly inhaling from a cigarette filter." Think about that the next time you light up around your little ones.

Commit to Quit

Don't be discouraged if you've tried quitting before—studies show that the most effective "quitters" have tried a number of times before putting down tobacco for good.

To increase your chances for success, try nicotine replacements such as a nicotine patch or gum, and join a smoking cessation support group.

Sources: American Cancer Society, American Lung Association, www.TheTruth.com

Learn from Experience

"If there's one thing I could tell smokers, it's that they can do it," says Laura Marlowe, who quit smoking 19 years ago. "It's not easy—in fact, it seems impossible—but it's worth it. Quitting smoking was the best thing I've ever done for myself."

Here are some tried-and-true tips that former smokers found helpful in putting down the pack for good.

- ◆ Take deep breaths and slowly exhale to duplicate the feeling of having a cigarette.
- ◆ Quit hanging around with friends who smoke and aren't supportive of your goals.
- ◆ Avoid smoking triggers, such as certain types of food.
- ◆ Strategically place sticky notes around your office and home with reminders of why you want to quit.

Quit Today!

For helpful tips on how to get (and stay) smoke-free, visit the National Center for Chronic Disease Prevention and Health Promotion's Web site at www.cdc.gov/tobacco.

Ken Eastley



Enhancing Natural Beauty

Written by Dr. David E. Kim,
 Diplomat, American Board of Plastic Surgery

Breast augmentation is a personal choice. Knowing the true story can help make that decision easier

Breast augmentation, technically known as augmentation mammoplasty, is a surgical procedure to enhance the size and shape of a woman's breasts. It is one of the most common cosmetic procedures performed today. In 2001, approximately 220,000 breast augmentations were performed in the United States. Over the years, several different types and styles of implants have been used. Today, most physicians performing breast augmentation are using saline implants. These are implants that have a silicone shell and are filled with a saltwater solution known as saline.

Your Many Choices

There are currently several different methods for inserting and positioning the implants. The incisions can be made either in the crease where the breast meets the chest, beneath the areola, in the armpit or in the belly button. Having performed several hundred breast augmentations—using all techniques—I can say that all methods can be performed safely and with equally good results. The method you choose will depend on where you want the scar, as well as which procedure your surgeon is most comfortable with or feels will give you the best result.

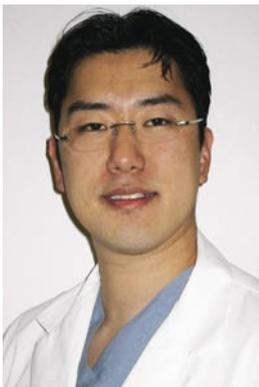
The implants may be placed above or below the chest muscles. Most physicians

are currently placing the implants under the muscle. The muscle provides an extra layer of padding to give a more natural appearance. In addition, placing the implants under the muscle may decrease the chance of capsule formation and also allows for greater ease in reading mammograms. When placing the implants under the muscle, an appropriate pocket must be created so that the breasts will have a nice shape as well as adequate cleavage. When performing the procedure, your surgeon may prefer to place temporary implants, called sizers, within the pocket to determine what size implants will give you the look you desire. These implants are only inserted for a few minutes but often will allow for a more precise result.

The Straight Facts on Surgery

The procedure takes approximately one hour to complete. Stitches are used to close incisions, which also may be taped for greater support. The breasts may then be wrapped in bandages or placed in a surgical bra.

After surgery you'll be sore for a few days but you should be up and around in a day or two. Your bandages, if you have any, will be removed the day after surgery and you will be asked to wear a surgical bra or sports bra. You should wear it as directed by your surgeon.



David E. Kim, M.D.,
 Diplomat, American
 Board of Plastic Surgery



Several days following your surgery you should begin performing massaging exercises on your breasts. The reason for this is that scar tissue forms around the implants. This scar tissue can become thick and tight, causing the implants to feel firm. This is what is known as capsule formation. The best method known to prevent this capsule is massage. Your surgeon will instruct you on how to correctly massage your breasts.

You should be able to return to work within a few days, depending on the level of activity required for your job. Follow your surgeon's advice on when to resume your normal activities. Frequent

postoperative checkups are beneficial to ensure proper healing.

Your surgeon should discuss in full detail the steps required both before and after your surgery to attain the best results. This article is only meant to serve as a basic overview of the procedure.

Knowledge and Trust at BHSI

The decision of which method to choose and who will perform your surgery should be carefully considered. These choices can be difficult, but being well informed will help you make the appropriate decisions. If possible, try to get a referral from a friend who has had a

good experience and always check to see that your physician is a true plastic surgeon. You want your surgeon to be board certified or at least board eligible by the American Board of Plastic Surgery (ABPS). This is the only board recognized by the American Board of Medical Specialties. The ABPS is located in Philadelphia, Pa., and anyone may call there to check on the certification status of a physician.

Your Satisfying New Shape

The result of breast augmentation can be satisfying as women learn to appreciate their fuller appearance. Hopefully, the preceding information was helpful in answering any questions or concerns you may have had regarding breast augmentation. For further questions, please call (888) 411-BHSI to schedule a free consultation.

BHSI Locations Near You

Call **(888) 411-BHSI** to schedule an appointment at one of the Beverly Hills Surgical Institutes near you:

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- ◆ Irvine
- ◆ Long Beach
- ◆ Oxnard
- ◆ Palmdale
- ◆ Riverside
- ◆ Thousand Oaks
- ◆ Upland
- ◆ Valencia

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- **Breast Augmentation**
- **Breast Reduction**
- **Liposuction & Tummy Tuck**
- **Nose & Eye Improvement**
- **Face & Neck Lift**
- **Vaginal Reconstruction**
- **Thermage®**
(New Non-Surgical Facelift as seen on Oprah)
- **Dermatology**
(acne scars, laser hair removal, eczema, skin cancer, microdermabrasion)



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