

CHOOSING THE LIFT

by April Toler

*Everyone's heard the old saying, "A new year, a new you."
But for some, who choose to start out the new year by
undergoing plastic surgery, that saying is a little more literal.*

As technology advances, more people can now "go under the knife" with less invasive procedures that some local surgeons say allows them to heal earlier and achieve a more natural look.

"The reality of it is in today's day and age everyone wants instant gratification, so everybody wants something done quickly, with good results, less healing," said Dr. Roger Bassin. "So we are able to offer that now."

Bassin, of Bassin Center For Plastic Surgery, has been practicing medicine for the past 10 years and said he continues to find ways to provide his patients with the best results in the least invasive way.

"A part of my mission and a part of my practice is really to offer the most minimally invasive procedures I can offer my patients so they have the least risk but we are still giving them the good results," he said.

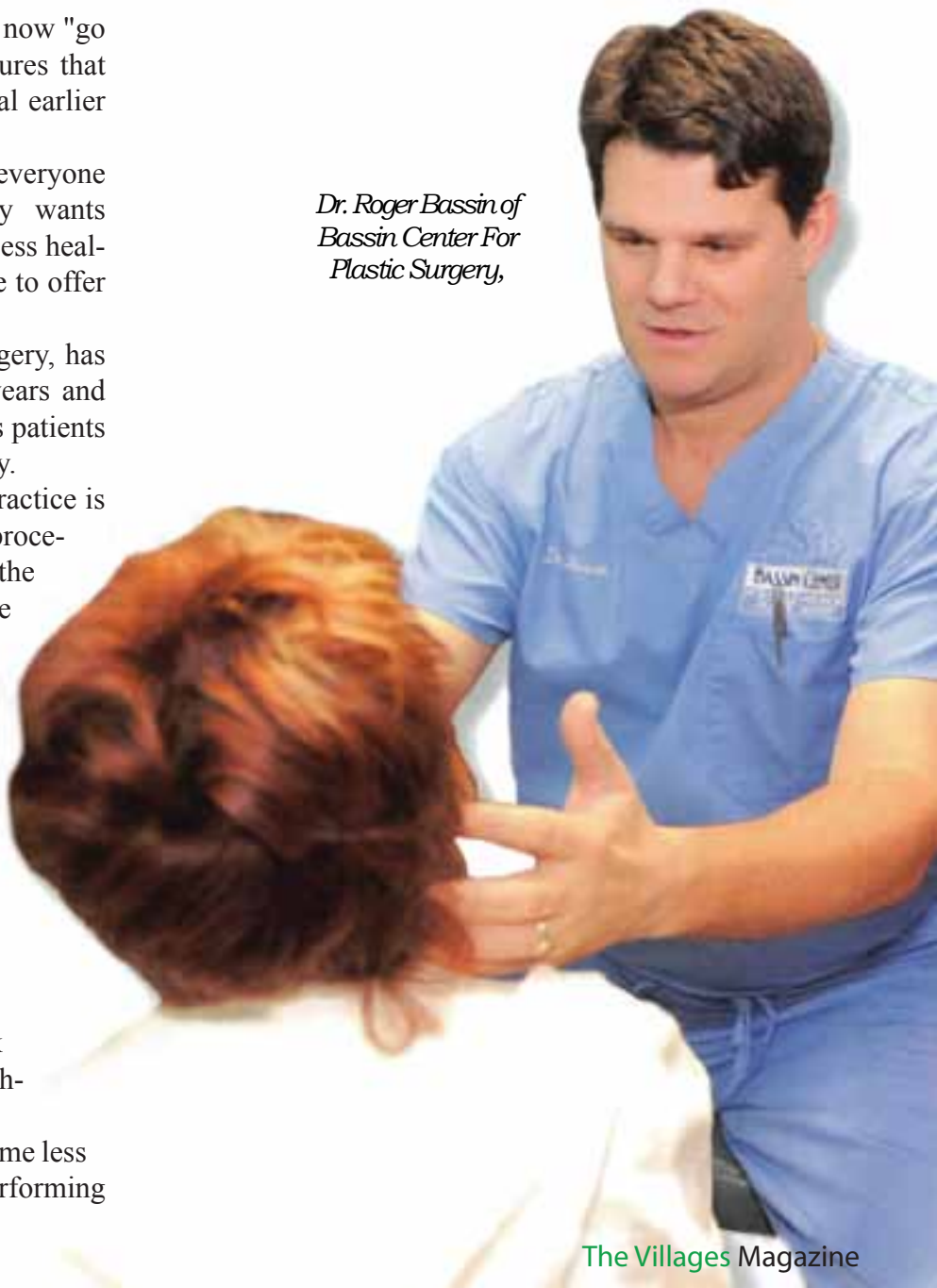
At his practice, Bassin performs quick lifts — or mini face-lifts — eyelid surgery, lipo or body sculpting and natural filler.

Although there is nothing new about face lifts or lipo, the way the procedures are done, Bassin said, have evolved.

For instance, up until the 1970's, face-lift procedures were surface-only operations that involved separating the skin from the underlying tissue, pulling the skin back and up, cutting off excess skin and then stitching into place the new edge of skin.

But in the last 30 years, face lifts have become less invasive with surgeons like Bassin now performing QuickLifts, or "weekend face-lifts."

*Dr. Roger Bassin of
Bassin Center For
Plastic Surgery,*



The procedure takes about an hour. Bassin said, and includes a small, "S"-shaped incision circling the ear. Surgeons then lift and tighten the underlying connective tissue and facial musculature, existing extra skin and put in dissolvable stitches.

Not only is the recovery for the patient much quicker—Bassin said most are back to their regular routine within a day or two—but the overall result, he said, is more natural compared to traditional face-lifts.

"Old style face-lifts, doctors would have to dig really deep, work around the nerves of the face and the major blood vessels of the face, so that's risky and it's dangerous," he said. "Also, with real deep face-lifts, patients would get that real over-pulled look.

"We find that by not going as deep, it's safer because we are not working around the major nerves, and the patients get a more natural look rather than having that over-pulled appearance."

One patient who was definitely satisfied with the QuickLift is Marsha, who had the procedure done a year ago.

A vibrant 72, Marsha, a Villager, said she sought Bassin's help because she wanted to look as young as she felt.

"I looked older than I actually was, and I certainly felt younger than I looked," she said.

Having undergone a traditional face-lift some 15 years ago, Marsha said she was surprised not only at how natural the QuickLift made her look but also by how quickly she healed.

In fact, she was back to living The Villages lifestyle in no time.

In addition to QuickLifts, Bassin also performs AquaLipo®, a procedure that he trademarked, and

NaturalFill®—a procedure that allows doctors to take the fat from a person's body inject it into their face, therefore "naturally" filling in wrinkles.

With AquaLipo®, Bassin first numbs the patient's fat pocket and then uses a powerful Body-Jet removal system that "gently" flushes the fat from the body.

The procedure takes between 30 and 45 minutes according to Bassin, the patient does not have to be under general anesthesia.

"Instead of using a metal rod to literally rip the fat cells which is the old-style liposuction, we actually use a canula that has a very high powered spray or water jet that will naturally wash the fat cells out so it doesn't damage the skin, the muscles or the blood vessels, which is very common with the old style," he said.

"So it's really taking the same type of fundamentals that power washing does. You are really power washing out the fat."

Since the fat cells aren't damaged, Bassin said they can then be used as natural filler, providing patients a natural way to fill in unwanted lines or wrinkles.

"One of the major evolutions that we have right now is NaturalFill®," he said. "Patients up until now would have to get Juvederm® or Restylane®, the wrinkle-filling stuff, and it would cost them thousands of dollars and they have to come back every six months to do it."

"Now we are using our patients' own natural fat, natural product. It's a permanent result, and we only have to do it once. So it's a much longer-lasting and better alternative for the patients."

"I had my (QuickLift) on a Tuesday. The following Friday I went dancing at Katie Belle's," she said with a laugh.
"I didn't stay long and I still had my sutures in, but I looked good. The healing for me was so much faster and it looks so natural. It doesn't look like I've had a face-lift."