

Look Your Best

Naturally

Dr. Roger Bassin, founder of the nationally recognized Bassin Center for Plastic Surgery, offers the latest beauty procedures to make patients beautiful without downtime, general anesthesia, chemical fillers or foreign objects.

Dr. Roger Bassin, the creator of NaturalFill® and Aqualipo®, the break-through cosmetic procedures that can gently remove unwanted fat and use it to fill facial wrinkles and even enhance breasts, is once again giving his patients more. This time he is giving them more opportunities with the addition of Dr. Rigoberto Mendoza, a board-certified plastic surgeon skilled at NaturalFill® and Aqualipo® as well as other traditional plastic surgery procedures. With Dr. Mendoza on staff, Bassin Center patients now have more opportunities to get the bodies and faces they've always wanted.

Recently, Dr. Mendoza was featured on Fox and CBS news for his innovative "Teeny Tummy Tuck," a procedure that allows women to lose excess abdomen skin with a short, in-office procedure that uses only local anesthesia.

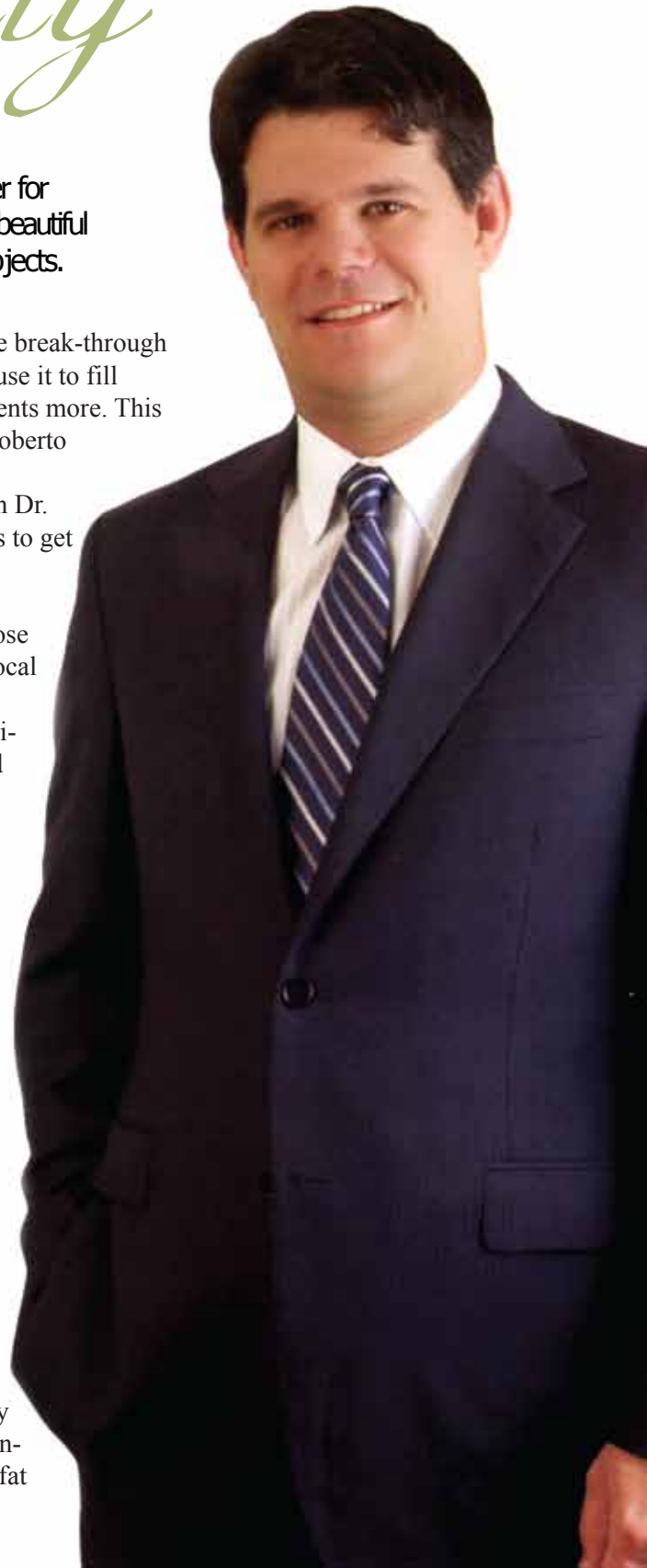
Dr. Mendoza has 11 years of private practice cosmetic surgery experience behind him (see sidebar), specializing in breast augmentation and body contouring in Chicago. Pleased to be at the Bassin Center, Dr. Bassin calls Dr. Mendoza "an innovator."

"Dr. Mendoza is at the forefront of cosmetic procedures. He is doing laser face-lifts with SmartLift™ and SmartLipo Triplex™ high-definition body sculpting, which uses laser wavelengths to achieve precise body contouring. These, in addition to Aqualipo® and NaturalFill®, make him a doctor of considerable skill."

All of these procedures offer several things patients are looking for: less pain, less downtime, less risk and more natural results. There is less pain because less aggressive techniques and equipment are employed. Aqualipo®, for example, uses a gentle suction combined with water to loosen fat and break it down. Patients also have less risk because they are not under general anesthesia and remain awake during their procedure. These new advancements not only keep bruising to a minimum, but also improve skin-tightening benefits to make a patient's appearance more youthful.

America's Expert

Dr. Bassin's cosmetic advancements have been featured on Good Morning America, Lifetime Network, Fox News, CBS News and many more. Most recently he was on "The Dr. Oz Show" giving a live demonstration of Aqualipo® and NaturalFill®. On the show Dr. Bassin took fat



from a patient's abdomen and injected it into smile lines around her mouth, which took about 10 years off her face.

The whole procedure took only about 20 minutes and the patient was happy with the way she looked. Best of all, by using her own body fat she will probably never have to come back for replacement fillers. "NaturalFill® is a permanent solution for many of my patients. It's very cost effective in that patients don't have to continuously return for maintenance treatments," Dr. Bassin says.

Truly Natural Breasts

The best part about NaturalFill® is that it looks so natural. This is because it is natural. Over time gravity takes its toll and skin begins to sag. With Aqualipo® and NaturalFill® Dr. Bassin can replace lost fat from the face, backs of hands and larger-volume areas such as the breasts and buttocks, not with saline, silicone or other chemicals or foreign objects, but with your own fat. It is the No. 1 procedure patients come to the Bassin Center for.

Dr. Mendoza says the idea of chemicals or plastic bags being placed in their bodies has kept many women from having breast augmentation. But with NaturalFill® there is no risk of leakage or foreign materials causing problems. "NaturalFill® is a perfect fit for so many women that want to enhance their breasts, but don't want unnatural objects in their bodies." Sometimes, too, patients don't want an increase in cup size, but rather just want to fill the areas at the top of their chest that have started to droop.

The nice thing about NaturalFill® is that it can provide a natural, full breast without a substantial increase in size.

Problem Areas No Longer a Problem

Of course a key point for many patients is the all-in-one idea. They can lose fat in areas that have been historically diet-and-exercise-resistant for them such as the belly, hips, thighs, and love handles, while simultaneously increasing their curves or filling

wrinkles in other areas.

Dr. Mendoza says fat transfer is one of the better ways to do this. The closed, contained fat removal system employed by Aqualipo® makes the fat that is removed perfect for filling other areas. For example, bony, unattractive hands, which have always been a telltale sign for someone's age, can be transformed into supple, young hands. NaturalFill® when used along with laser treatment for age spots has given so many patients a whole new outlook on life.

"Our patients' response to NaturalFill® has been great," Dr. Bassin says. "I truly think this is going to change the way we look at cosmetic procedures. It already has and patients are learning more and more about what's out there. They want no downtime, no anesthesia, no bleeding, no bruising, and natural results. I'm so happy we are able to give them exactly what they want."



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Getting to Know Dr. Mendoza

Dr. Rigoberto J. Mendoza has had a long career in plastic surgery. He says he chose plastic surgery because it impacted people's lives so positively. "I've always found plastics to be an area of meaningful change. It's a great field"

Here are some of Dr. Mendoza's career and education highlights:

- Private Practice: Chicagoland Plastic Surgery
- Medical degree: Hahnemann University, Philadelphia
- Surgery Fellowship: State University of New York at Stony Brook
- Specialty Training: Wayne State University, Plastic Surgery
- Professional Society Memberships: Diplomate, American Society of Plastic Surgery, American Association of Hand Surgery



Bassin Center for Plastic Surgery is a full-service med spa. Other services and procedures offered include:

- SmartLipo™
- Body-Jet®
- Body by Thermage™
- Thermacool®
- DOT Therapy
- Laser Skin Resurfacing
- Fraxel® Laser
- Leg Vein Treatment
- Chemical Peels
- Injectables (Restylane®, Botox®, Radiesse®)
- Latisse® Eyelash Enhancer
- Facials
- Breast Augmentation

Other surgical procedures include:

- Face Lift (mid-face or full)
- Eyelid Lift
- Breast Lift
- Butt Lift
- Tummy Tuck

