

INNOVATIVE IMPROVEMENTS

DR. ROGER BASSIN USHERS IN A NEW WAVE OF NATURAL COSMETIC PROCEDURES THAT PROMISE TO BE QUICK, PAINLESS & LIFE CHANGING

Images by Michael Giragosian

The idea of transforming your figure easily, painlessly, safely, and with little downtime and no general anesthetic may seem too good to be true. And until recently, it was.

Things have changed, however, thanks to forward-thinking cosmetic surgeons like Dr. Roger Bassin of The Bassin Center for Plastic Surgery, who has developed revolutionary fat removal and filler processes and techniques

"There is no longer a need to put your face and body through the negative effects of traditional and unnatural cosmetic surgery anymore," says Dr. Bassin.

Dr. Bassin got his start in the medical field at George Washington's School of Medicine and, upon graduating Magna Cum Laude, he completed his internship and residency at Lenox Hill and Mount Sinai Hospital in New York City. He then moved to Chicago to receive specialized training in eyelid and facial plastic and reconstructive surgery by experts at the University of Illinois, as well as advanced liposuction exposure by prominent cosmetic surgeons.

Today, nearly a decade later, he focuses exclusively on these specific areas of cosmetic surgery, which has allowed him to produce cutting-edge procedures, including two of his most sought after — AquaLipo® and NaturalFill®.

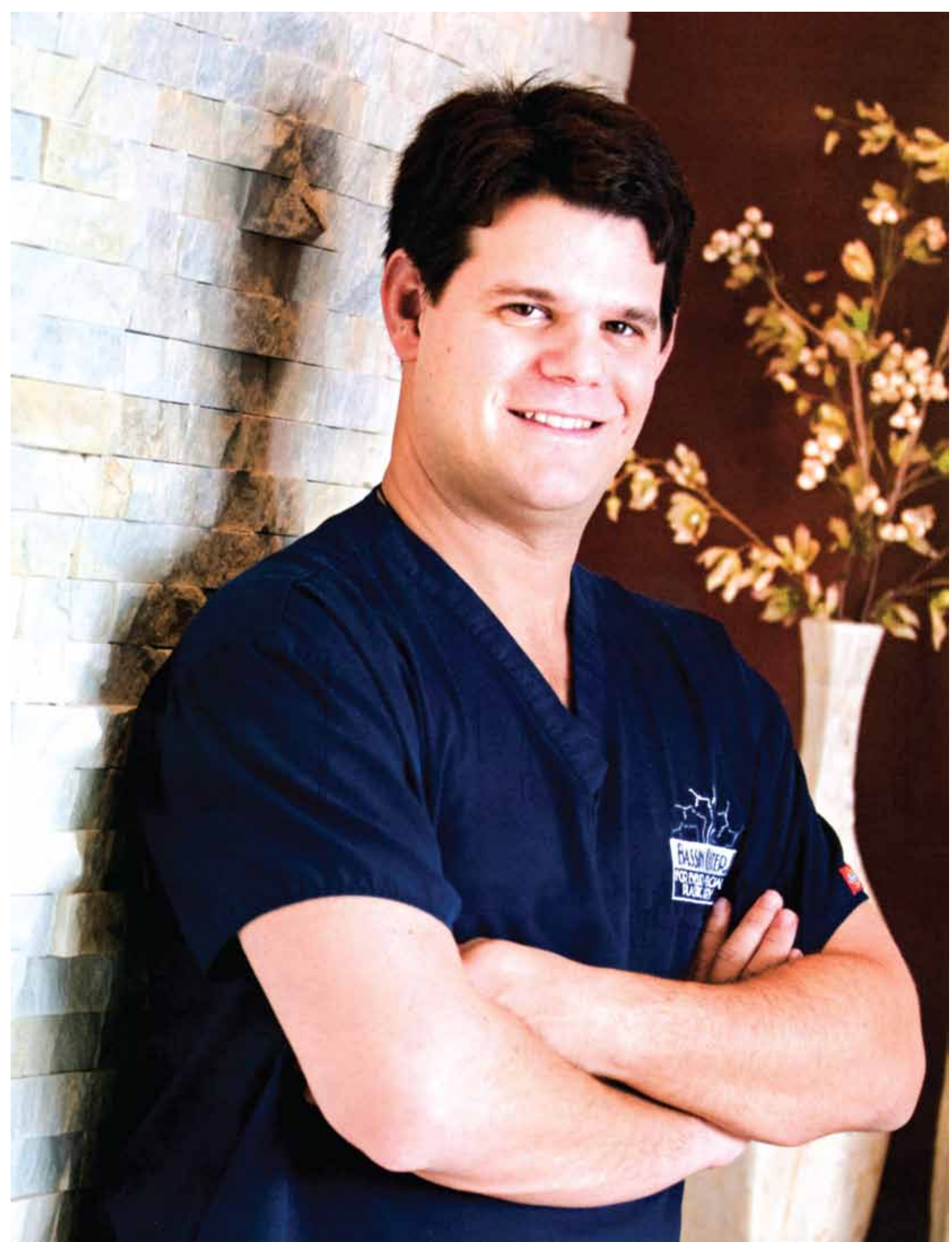
FAT REMOVAL: A SMARTER, SAFER APPROACH

AquaLipo®, a gentler and safer version of traditional liposuction, using Body-Jet® water-assisted liposuction (WAL), which then flushes out the fat cells.

"AquaLipo® is a procedure that I trademarked for the use of water-assisted liposuction," explains Dr. Bassin. "This is a complete revolution in the field of fat removal, because instead of using the traditional-style liposuction techniques which rely on a metal cannula literally ripping out the fat cells, we use a high-powered water spray or water jet to naturally spray out the cells, or power-wash them out."

One of the biggest benefits of AquaLipo® is the fact that the fat cells remain unharmed during the procedure, which in turn causes much less trauma to the body. And, since it's a minimally invasive procedure, AquaLipo produces better results (meaning no lumps, bumps and minimal bruising) and patients are administered a pure local anesthetic, so they can literally drive themselves home afterwards.

"The beauty of AquaLipo is that it is so much gentler than any other lipo procedures," says Dr. Bassin.



"My practice is extremely progressive and has embraced all of the newer minimally invasive and non-surgical treatments that are the current and future mainstays in our field. If we can provide our patients with better results with less downtime and risk, we certainly feel we should do this."



FILL 'ER UP! — THE NATURAL WAY

Three years ago, Dr. Bassin decided to take AquaLipo® another step further and developed a revolutionary fat-transferring procedure known as NaturalFill®.

In a nutshell, NaturalFill® works by using the undamaged fat that is removed from one area of the body - (such as hips, thighs, arms and abdomen) via AquaLipo® to fill in lines and wrinkles on the face, as well as enhance breasts and buttocks.

The idea to create NaturalFill® came about as Dr. Bassin realized a need in the market to develop an enduring, non-chemical solution to popular facial line and wrinkle fillers. Dr. Bassin explains that fillers such as Juvederm® and Restylane® gained popularity because their properties offer more natural and longer-lasting results than the collagen fillers that were previously available. However, Juvederm® and Restylane® can still leave patients unsatisfied, as the costs for these procedures can range anywhere between \$1,000 and \$2,000 and require another treatment six-to-nine months later.

"The beauty of NaturalFill® is that we have taken the patient demand of 'natural, long-term filler' and made it a reality. Patients who get NaturalFill® may never need to return for another treatment... Patients also love that the filler is 100 percent natural," says Dr. Bassin.

And for women, especially those who are unhappy with the appearance of their breasts after breast feeding, NaturalFill® offers a profound way to increase breast volume without resorting to foreign objects.

"The breast is made of fat, and once a woman is finished breast feeding, and the breast ages, the volume of the breast is lost," explains Dr. Bassin. "NaturalFill® Natural Breast Enhancement™ gives back to the breast exactly what was lost - the fatty tissue.

"Traditional breast augmentation is crippled with shifting, scarring, leaking and unnatural appearance, and needs to be redone every 10 years," he adds. "NaturalFill® solves all these issues."

Like many of Dr. Bassin's procedures, NaturalFill® is virtually quick and painless. "Patients can expect semi-permanent results after up to about a week of minor swelling," says Dr. Bassin.



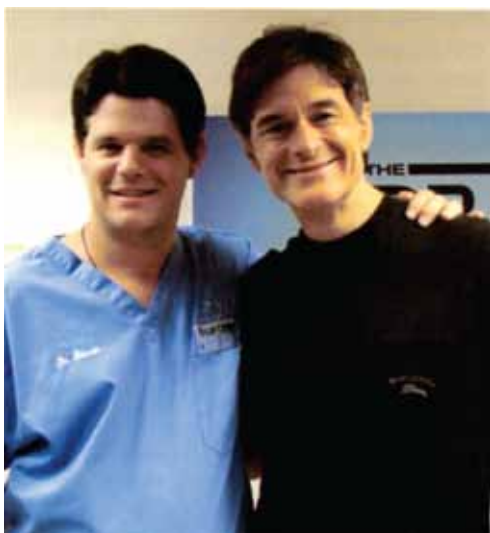
The Bassin Center for Plastic Surgery also offers a line of high-quality products to improve skin and fight aging.

A CUT ABOVE

As someone who is inquisitive and a continual learner, it's no surprise that Dr. Bassin is usually the first to bring innovative treatments to the Central Florida area. In addition to introducing Body-Jet® to the area, over the years Dr. Bassin also has led the region's charge for Thermage™, a non-surgical skin-tightening procedure using radio waves; and recently began offering QuickLift™, a 75-minute, no general anesthetic, in-office face lift procedure that offers optimal results at a fraction of the traditional cost.

In 2010, Dr. Bassin was joined by Dr. Rigo Mendoza, who is board certified by the American Board of Plastic Surgery and has been featured on Central Florida news networks for his "teeny tummy tuck," a smaller, less-involved in-office procedure.

Because Dr. Bassin is an early adopter, The Bassin Center for Plastic Surgery - which operates offices in Viera, as well as Vero, Orlando, Tampa and The Villages - has become a training center for various procedures and equipment. Meanwhile, Dr. Bassin himself has become a mentor to cosmetic surgeons all over the world. Just in the last year, Dr. Bassin has hosted visits from approximately 70 cosmetic surgeons interested in bringing the AquaLipo® and NaturalFill® procedures to their patients. In addition, Dr. Bassin has been a guest lecturer to hundreds of doctors at six national cosmetic medical conferences to discuss these breakthroughs, procedures, techniques and results.



NATURALFILL® GARNERS NATIONAL ATTENTION

In December 2009, Dr. Roger Bassin appeared alongside Oprah's sidekick, Dr. Mehmet Oz on "The Dr. Oz Show" to discuss his revolutionary, trademarked procedures, AquaLipo® and NaturalFill®.

Approximately 30 minutes prior to filming, Dr. Bassin performed a small AquaLipo® procedure on a patient backstage, and then performed NaturalFill® on the patient in front of a studio audience during the live filming.

"As these procedures are easier, safer and better than what was previously available, Dr. Oz felt the world should know about it," says Dr. Bassin.

And this television appearance is just one of many that the increasingly famous surgeon has made. Dr. Bassin also has gained notoriety for his breakthrough procedures on "Good Morning America," news networks in the Central Florida area, as well as national networks including FOX and CBS.



MARIA KNIGHT | 49

"While surfing the Internet, I came across the NaturalFill® procedure performed by Dr. Bassin and became interested to know more about it since I really didn't like temporary filler treatments. The procedure involved removing a small amount of fat from one area of my body and using it to fill in the lines between my nose and cheeks, resulting in a healthy, natural look.

It's been almost a year since my procedure and the good part is I don't have to go back for temporary fillings. I would advise others to research carefully before deciding which doctor and procedure is best for their needs, and consider using a more natural, long-term solution to accomplish their physical preferences."



AMY ROLAND | 38

"I am a mother of a 3-year-old and consider myself in excellent health. I had a few stubborn isolated areas of unattractive fatty tissue on my body that I could not change through diet and exercise. My hips had "saddle bags," with one hip area more pronounced than the other, and my tummy had a small pouch of fatty tissue from my pregnancy. I had considered traditional liposuction at first, but after doing my research, I discovered Dr. Bassin's Aqualipo® procedure, as well as what a great reputation Dr. Bassin has in this particular field.

I decided to have Aqualipo® on my legs and belly and, at the same time, the NaturalFill® procedure on the labial folds of my face. I have to admit that I had been hesitant about using chemical or non-natural fillers on my face, but Dr. Bassin explained that NaturalFill® would only use my own body fat as the filler.

After the healing process, which took about one week (no bruising with the NaturalFill®), I could not have been happier with my results. My stubborn "saddle bags" were finally gone, my tummy was flatter and my face looked years younger."



VALERIE ROWE | 63

"I wanted my neck and lower face area tightened, and upon reading about Quick-Lift™, I scheduled an appointment with Dr. Bassin. He explained the procedure in detail and also explained what I could expect after surgery. I told him I just wanted to look better, not different, and that's exactly what he did for me.

I also had a small area corrected with NaturalFill®; a small amount of fat was taken from my abdomen and put into the lines around my mouth. I just love the total results and wish I had done this at 53, instead of 63. Dr. Bassin and his staff made this a very tolerable experience with competence, caring, follow-up and excellent results."



DR. BASSIN'S TOP TEN PROCEDURES FOR A NEW YOU!



[1] AquaLipo®
 Ideal for treating excess fat in the chin, bra bulge, arms, male breasts, love handles, hips, tummy, thighs, knees and back. The fat is gently removed with the Body-Jet® aspiration unit, which uses a concentrated water jet to flush intact fat cells, resulting in virtually no trauma to the body.



[2] NaturalFill® Facial Filler
 As we age, the dermis beneath the skin thins, loses elasticity and the skin's volume rapidly diminishes, resulting in facial lines and wrinkles. NaturalFill® is a procedure that carefully transfers the intact fat cells removed via AquaLipo® into selected areas of the face to increase volume and offer youthful fullness, permanently.

[3] NaturalFill® Natural Breast Enhancement
 Many women have stubborn areas of fat that won't disappear, no matter how much they diet and exercise. This procedure again combines the fat-removal and skin-tightening advantages of AquaLipo with a gentle fat-transfer procedure that can improve body contouring, while enhancing the volume and shape of the breasts with no general anesthetic and little downtime.



[4] QuickLift™
 Most QuickLift™ patients are between 40 and 75 years, with moderate to extensive sagging skin on the lower portion of their faces. This procedure is more natural than a traditional facelift and is commonly performed in-office in 60 to 75 minutes, with minimal post-operative swelling and bruising.

[5] Cheek Lift
 One of the earliest signs of aging occurs in the cheek, or mid-face. During this procedure, the cheek is lifted in natural contour, and the cheek's natural fat pad is placed back into its youthful position.

[6] Brow Lift
 Another sign of aging occurs in the forehead and eyebrow area, resulting in the loss of natural elevation. As excessive eyebrow fat pads are removed, this procedure internally fixates the eyebrow to an elevated, aesthetically pleasing position.

[7] Breast Augmentation
 This is currently one of the most common cosmetic procedures performed in the U.S. The operation involves placing saline-filled or silicone implants either directly under the breast tissue or underneath the pectoral muscle that lies beneath the breast.

[8] Tummy Tuck / Mini Tuck
 This procedure is for patients with excess abdominal skin, especially women who have had children. An abdominoplasty (tummy tuck) can help get rid of excess, loose skin. And at the time of surgery, the abdominal muscle can be repaired and brought back to its normal midline position. The mini tuck is a quick, in-office procedure with no downtime and no general anesthetic.

[9] DOT Therapy
 A laser skin-resurfacing procedure, DOT (Dermal Optical Thermolysis) Therapy reduces the signs of an aging face including lines, wrinkles and age spots without developing hypo or hyper pigmentation and scarring, and even works to tighten the skin.

[10] Thermage®/Endymed®
 Thermage is a radio-wave-based, non-invasive procedure that tightens the tissue of the body by targeting the collagen in the deep dermis of the skin. It tightens loose skin on the face, arms, abdomen and legs with little to no downtime.

For a thorough understanding of the precautions and safety evaluations of fat reinjection, or "fat grafting," the American Society of Plastic Surgeons (ASPS) Task Force released "Current Applications and Safety of Autologous Fat Grafts" in 2009. According to the report, the Task Force reviewed the scientific literature, critically appraised the information available, and developed evidence-based practice recommendations. Although the primary issue of interest was fat grafting to the breast, other aspects of fat grafting were evaluated. To learn more, visit www.PlasticSurgery.org