

Cosmetic and Elective Surgery Breakthroughs

Although millions of cosmetic and elective procedures are performed every year in the United States, many of us remain unaware of just how extensive our options are locally. Area experts weigh in on what's new, what's popular and what works.

BY MAGGIE GINSBERG-SCHUTZ

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living well

Surgical and Non-Surgical Facial Options

At **Parfitt Facial Cosmetic Surgery Center**, the face is the sole focus. Dr. **Richard Parfitt** specializes in the head, neck and face exclusively, providing face lifts, rhinoplasty, eyelid rejuvenation, Botox and fillers, and utilizing Elastic Reality computer imaging to more effectively give patients a visual of each potential procedure. This helps Parfitt preserve the unique look of each of his patients—something he is widely recognized for, and of particular importance when maintaining ethnic character. In other words, you'll still look like you after surgery.

"Imaging reassures patients the decision they're making is a good one," says Parfitt. "When it's done right, people can't tell you've had work. They know you look better, but they assume it's something more common like weight loss, new hair or new makeup."

So just how common is plastic surgery in the Madison area? According to Parfitt, his schedule is as full as it can possibly be.

"Without a doubt," says Parfitt, "any adult over the age of forty with a yearly income of over \$40,000 has run across somebody in their social circles during the past month who's had some elective cosmetic surgery."

Dr. **Kevin Robertson** also focuses solely on the face, providing surgical services such as brow lifts, eyelid blepharoplasty, facelifts, chin and cheek augmentations, facial reconstruction and more, and nonsurgical services like Botox, fillers, peels, vascular lesions and hair reduction. With **Robertson Plastic Surgery** and RENEW Skin Health and Laser Center, Robertson harnessed his prior experience as a University Hospital surgeon to create top-level medical care in a small, private, boutique-like setting. What patients notice first, he says, is the unusual amount of time he spends with them.

"I sit down for maybe an hour with every procedure, every consult, and talk about surgical and non-surgical options across the board," says Robertson. "When patients leave here they're really well educated and have a really solid base to make their own decision."

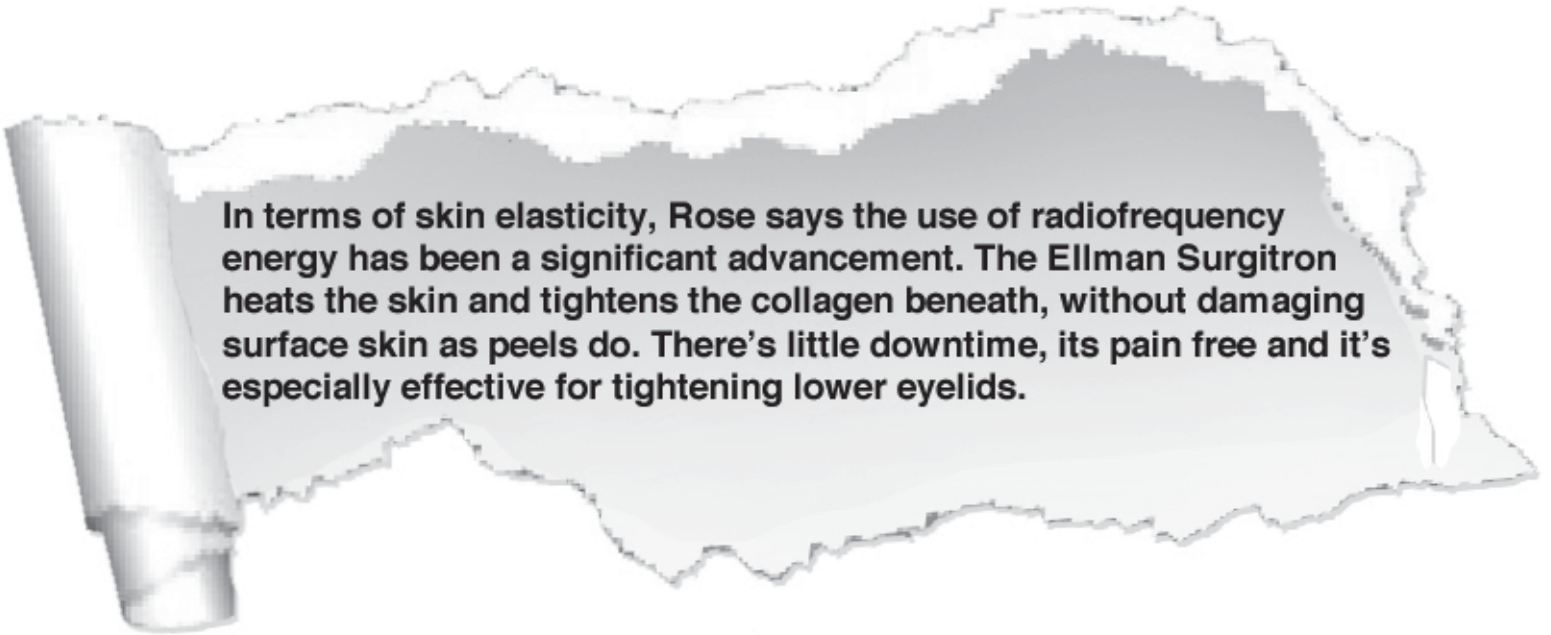
Through RENEW, Robertson's patients have in-house access to a group of skincare experts as well, and in the rare event that extra medical attention is required—as every procedure has its risks—they feel secure knowing they're in the hands of a surgeon.

"We have a full palette of ways to meet people's needs," says Robertson.

A large number of elective and cosmetic procedures exist thanks to our friend the sun and its often unfriendly effects.

"About half of what we consider our aging changes are really sun-related damage," says oculoplastic and facial surgeon Dr. **John Rose** of **Dean Clinic's Aesthetic Surgery Center** in Middleton. "We use the term photoaging because it really is half natural aging and half sun."

When it comes to freckling and pigmented splotching specifically, Rose says chemical peels are the mainstay solution, though they involve a bit of downtime—seven to ten days. Intense Pulse Light therapy (IPL) is far less invasive and requires little to no downtime, but may not be as effective in the long-term.



In terms of skin elasticity, Rose says the use of radiofrequency energy has been a significant advancement. The Ellman Surgitron heats the skin and tightens the collagen beneath, without damaging surface skin as peels do. There's little downtime, it's pain free and it's especially effective for tightening lower eyelids.

It's just as summer is winding down that we really start to notice the effects of sun damage and aging, according to **Kim Schuchardt** of **Lasting Skin Solutions**. Maybe you suddenly notice brown spots your face, or perhaps you were the one in the photos from the holiday barbecue stretching your neck to eliminate "turkey waddle." From freckles and age spots to spider veins, rough skin or fine wrinkles, the sun will eventually work its unfortunate magic.

Whether surgical or non-surgical, extensive or minimal, the Madison area is clearly brimming with cosmetic and elective procedure options, and technology will continue to advance. What will not change is the need to ascertain what's right for you and you only, and the best experts will help you do just that.