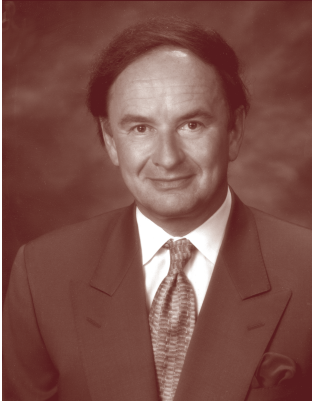


# AESTHETIC NEWS

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Aesthetic News is a publication of Dr. John Zimmermann's Aesthetic Surgery Center of Napa Valley.

For additional information, contact us at 707 258-6077 or via e-mail at [jpzmd@ascnv.com](mailto:jpzmd@ascnv.com)

## AESTHETIC SURGERY CENTER OF NAPA VALLEY

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## THE SKINNY ON LIPOSUCTION

Whether we like it or not, we are a culture obsessed with thin thighs, flat tummies and sculpted arms, but how many of us come by these naturally? It is not uncommon to see women and men, who are physically active, eat a healthy diet and seemingly do everything right, struggle with excess weight in one particularly troublesome area i.e. the dreaded "spare tire", flabby thighs or "bat wings".

Likewise, we have also seen patients who have a tendency to carry excess weight all over their body, interested in reducing their overall fat accumulation. Liposuction can be a very effective option in both cases: individuals who have their weight focused in a certain zone, and want to reduce the fullness of the zone, as well those with excess weight all over their body who are looking for an overall reduction, to go hand in hand with a sensible weight loss program.

Let's consider the first scenario: the active person with excess weight distribution in one area such as the thighs, which have not responded to exercise and dietary efforts as these areas are often genetically determined. For this person, liposuction can provide a way to eliminate a great deal of the excess fat, thereby giving them proportion in relation to the rest of their body. In addition to balancing the fat distribution of the body, advanced liposuction techniques allow for sculpting of the body thereby giving the best aesthetic result. One technique to ensure the best result is the tumescent method. Tumescent liposuction is accomplished by infusing the fat tissues with fluid (sterile saline and local anesthetic mixtures) for the purpose of making them easier to extract. Micro fine cannulae are then used to extract the fat as opposed to the much larger cannulae used in traditional liposuction methods. With tumescent, a surgeon is able to extract more fat and less body fluids, including blood, which of course, is much safer and effective. The use of smaller cannulae is preferable in that there is much less trauma (bruising, swelling) to the tissues and the patient's recovery is quicker.

For the patient desiring an overall body fat reduction, we frequently perform this surgery as an adjunct to the weight loss and exercise regimen used to improve and maintain their surgical result.

### FAQ

For your reference, we've included below a frequently asked questions (FAQ) section of the article. If we haven't addressed your question or concern, feel free to give us a call. Please note, we will be hosting two complimentary, informational seminars on liposuction later this fall. See the back cover of this newsletter for a complete schedule of seminar dates and times.

### 1. Will Liposuction remove all of the fat to a body part?

No, it would not be safe to do so as some of the fat is deep fat used to cushion and protect the muscles and support the skin contour. Another reason is that attempts to remove too much fat would wreak havoc on the body's fluid and electrolyte balance. The body's fluid balance is a delicate thing and careful attention must be paid to replacing removed fat/fluid with I.V. fluids. When done under proper conditions, liposuction is an

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# MAXIMIZE YOUR HEALTH: THE IMPORTANCE OF SUPPLEMENTS IN HEALTH MAINTENANCE.

**W**e are very excited to announce the addition of supplements to both the aesthetic surgery center and spa practices. We strongly believe that supplementation plays a vital role in the following areas:

Post-Op healing  
Skin repair and maintenance  
Wellness

## **Let's examine why supplementation is probably more necessary today than ever before.**

Despite the abundance of food we have in our country, the supply of nutrients has decreased. Here are a few reasons why:

- Farming practices have depleted the soil of minerals. According to scientists at the Earth Summit in Rio in 1992, minerals in soil in North America have been depleted by 85% over the last 100 years. (If the minerals are depleted in the soil, they are depleted in the plants and animal products we eat)
- Food is grown away from population centers, thus it is harvested before it is ripe, depriving the crop of additional nutrients.
- Processing foods further depletes nutrient content of food. (if the food is on the grocery store shelf packaged in plastic, paper, glass or tin, it is probably processed).
- Omega 3 fatty acids have been removed from the food supply in exchange for shelf life. This has created a chronic shortage of this essential fat, which is vital in many of the body's functions.

## **The Body's Demand for Nutrients has Increased**

Stress, lack of sleep, and exposure to toxins generate free radicals, which are believed to be the cause of most diseases. In order to combat the increase in free radical generation, the body requires additional nutrients (antioxidants).

The combination of the decreased supply of nutrients in the food supply and the body's increased demand, for nutrients has created a chronic shortage of these nutrients. In order to bridge this gap most of us need to supplement. Unfortunately, most "over the counter" supplements are not capable of accomplishing such an onerous task. Studies by the Centers of Disease Control (CDC) showed similar death rates from heart disease and stroke between the vitamin taker and non

vitamin taker groups. The vitamins taken in this case were low potency, low quality, and in many cases, synthetic forms of vitamins. Another study conducted by NBC found that nearly half of all vitamins tested did not dissolve in time to be of any use to the human body. Supplements are certainly a case where you get what you pay for, inexpensive brands typically consist of inferior ingredients that are not able to be absorbed by the body. In addition, cheaper brands use fillers such as shellac, sugar and lubricants which in some instances may be harmful. Furthermore, the FDA isn't closely involved in monitoring the efficacy and claims companies may promise. In an industry that is policed as loosely as the supplement industry, finding a brand to meet the high standards of a medical practice can be challenging.

## **We Found It!**

After much research we are very pleased to bring the **Perque** brand of vitamin and supplements to our practice. **Perque** is an advanced nutritional company that produces a new generation of medically designed supplements that is clinically proven to provide superior results. We are impressed with **Perque's** commitment to provide us with the purest, most potent and most bioavailable supplements on the market.

The unique **Perque** formula was created by Russell Jaffee, MD, PhD, CCN. Dr. Jaffe worked several years at the National Institutes of Health (NIH) studying the process by which the body metabolizes nutrients from food. When Dr. Jaffe left the NIH and went into private practice, it became apparent to him that there was a compelling need for nutritional supplements that were purer, higher quality, and more potent than what was available at the time. In short, supplements that utilized the same biochemical pathways as food.

**Perque** is not a multi-level marketed brand nor is it available in stores. By selling directly to health care professionals, **Perque** is able to dedicate more dollars into the quality of the supplement rather than costly consumer marketing. All **Perque** supplements are pharmaceutical grade or better.

In our practice, we have all noted the tremendous improvement in healing and recovery time in patients on a good nutritional supplement program. So whether you will be undergoing surgery, or want to look and feel your best, we can assemble a **Perque** customized supplement program for you. To learn

more about the **Perque** program, call Sheila or Michael at



# MANAGING ROSACEA

**R**osacea (pronounced roh-ZAY-sha) is a common, but little known disorder of the facial skin that affects an estimated 14 million Americans — and most of them don't know it. In fact, while rosacea is becoming increasingly widespread as the populous baby boom generation enters the most susceptible ages, a Gallup survey found that 78 percent of Americans have no knowledge of this disease, including how to recognize it and what to do about it.

## Rosacea Triggers

**Sun exposure: 61%**

**Stress: 60%**

**Hot weather: 53%**

**Alcohol: 45%**

**Spicy foods: 43%**

**Exercise: 39%**

**Wind: 38%**

**Hot Baths: 37%**

**Cold weather: 36%**

**Hot drinks: 36%**

**Skincare products: 24%**

Rosacea can begin as a blush or reddish hue that appears intermittently or in more advanced cases, constantly, across the cheeks, nose and chin. A patient may also notice the appearance of small blood vessels, commonly referred to as "spider veins" begin to form in these same areas. It is not uncommon for pimples and generalized break outs to occur in the areas where the blushing is present and if left untreated, the breakouts can become quite severe.

While the cause of rosacea is unknown and there is no cure, today medical help is available that can control the signs and

symptoms of this chronic disorder. Any one of the following warning signs is a signal to see a physician or other knowledgeable skin care professional for

diagnosis and appropriate treatment before the signs and symptoms become increasingly severe:

- \* Redness on the cheeks, nose, chin or forehead.
- \* Small visible blood vessels on the face.
- \* Bumps or pimples on the face.
- \* Watery or irritated eyes.

It is important for patients to educate themselves so they can avoid known triggers, take preventative measures, and get on a treatment regimen that will enable them to manage this chronic condition. There are many good resources to provide information, our favorite is: The National Rosacea Society, who can be reached at [www.rosacea.org](http://www.rosacea.org), or 1-888-NO-BLUSH. We see many patients presenting with rosacea and as such, have taken great interest in educating ourselves, and providing skin care options specifically formulated to safely deal with the effects of rosacea. Choosing skin care products that aren't suited to your skin's individual needs can actually work against you and be a significant trigger for rosacea flare ups, and given the myriad of skin care products available, it is sometimes difficult to know what is appropriate. If you have rosacea, it is important that you consult with a trained professional as to the type of skin care treatments and products that would best meet your skin care needs. If you are interested in discussing your skin or have questions regarding rosacea, feel free to call one of our skin care specialists: Cris, Kendra, Sheila or Cristina.

## PLASTIC SURGERY STATISTICS

Over the past 2 years the number of cosmetic procedures in this country increased 48%. The most popular procedure overall was Botox injection. The top five plastic surgical procedures in 2001 were:

1. liposuction
2. eyelid surgery
3. breast augmentation
4. nasal surgery
5. facelift



# SPECIAL EVENT:

## ANTI-AGING WORKSHOP

On Saturday, October 19<sup>th</sup> from 9 - 1pm, we will be hosting a workshop on Anti-Aging. We will bring together some of this area's most qualified professionals to discuss the changes of aging, both internal and external, and options available to maintain a youthful, healthy body/mind.

Admission is complimentary, but reservations are required. The workshop will be held at Dr. Zimmermann's office, to register call: (707) 258-6077.

A sampling of featured speakers include:

**John Zimmermann, M.D.** discussing the visible effects of aging on the face and surgical options available to maintain a vibrant appearance.

**Eleanor Hynote, M.D.**, a Napa based, board certified internist, with extensive experience in herbal medicine, wellness and women's health issues. She will be

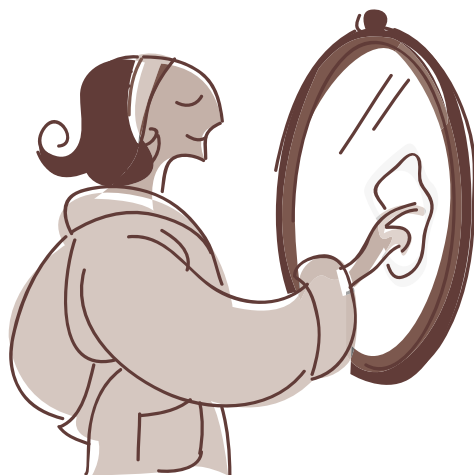
discussing the role of vitamin supplements/natural herbal remedies in managing the effects of menopause.

**Jane Chic, R.P.T.**, - Registered Physical Therapist who owns and operates a local Pilates studio, will be demonstrating and discussing the importance of maintaining flexibility and strength as we age.

**Sheila Reilly, R.N.**, Director of Spa Venus Day Spa- discussing topical skin care agents and treatments available to combat the effects of sun and aging changes.

**Alyce Murphree, R.N.** - Permanent Makeup Professional -discussing permanent makeup procedures: tasteful enhancements of facial features which are waterproof and hassle free.

**Michael Reilly, MBA** - will be discussing how vitamins and Hyperbaric Oxygen Therapy can be used to maximize your body's potential.



## SPA Venus NEWS:

We have had a busy time these last few months and with them a lot of positive change. First, and most obvious is our new look! We've hired a team of designers to give our facility a facelift if you will, and the result is beautiful. You will now be given your clinically effective skin and body care treatments in what can only be described as a calming, nurturing environment. We look forward to caring for your skin and at the same time providing you with an opportunity to breathe deeply and relax.

Other changes include the addition of two practitioners to our professional skin care staff. Kendra and Cristina join Cris in providing our patients with the latest and greatest in clinical skin care services. Kendra comes to us with an extensive background in hair, skin and aromatherapy. Kendra's unique aromatherapy blends are currently being used in the spa and hopefully will be available for sale in time for the holidays. Cristina also brings with her an impressive range of spa and skin care experience,

and that, combined with her kind, gentle manner, make for a wonderful facial experience. With the addition of Kendra and Cristina, we will be able to accommodate more clients during our business hours. We are currently offering spa services Monday through Friday and alternating Saturdays. Late appointments are available on most weekdays, please call for details.

We also want to wish a fond farewell to Lisa Rodriguez who, after 5 years, left for Nevada City where she and her new husband will begin their happily ever after....thanks for all your hard work, we'll miss you!

### More Changes Ahead ~ Wellness Center:

As we educate ourselves about alternative and preventative methods of staying healthy, we at Spa Venus, find ourselves moving the Spa into the direction of Health and Wellness. It is our goal to expand our services to include methods of maintaining a healthy body and mind, in addition to healthy skin. A first step in that direction is that we have begun carrying

a line of pharmaceutical grade vitamin supplements, for more on this, see the article on page 3. This addition comes after much research on the many brands of supplements available to physician offices. It seems so simple really, choose the best and you will see results. We are offering the supplements to our surgical patients as part of their surgical package and have also put together skin care antioxidant packages. If you are interested in learning more about these products, you can call Sheila or Michael at (707) 258-6077.

Another exciting therapy we are investigating is Hyperbaric Oxygen Therapy (HBOT). In the Plastic Surgery literature, HBOT has been suggested to reduce post-operative swelling and bruising by as much as 30-50%. As an interesting side effect, many practitioners report their patients are experiencing increased energy, ability to sleep better, and an overall reduction in generalized aches and pains. Stay tuned as we conduct our own in-house study and feature HBOT in our next issue.



*Continued from page 1*

extremely safe and relatively non-invasive procedure to have done. It is our protocol to perform liposuction under sedation or general anesthesia with careful and continuous monitoring, and with attention paid to fluid intake and output levels. The press has reported on a number of liposuction related deaths that have occurred in the United States. The vast majority of these unfortunate cases were performed by poorly trained surgeons who attempted to remove far too much fat, kept the patient under anesthetic for an excessive amount of time, or did not monitor the patient appropriately. Complications and even death can certainly occur under these conditions.

Our 20 year experience has been excellent, with no significant complications. The bottom line is once again, researching your surgeon's credentials and experience with the procedure in question. Important questions to ask include how many of these cases have you done, when was the last time you performed this procedure, what type of anesthetic will be used, who will provide the anesthetic services and is your surgery facility accredited. Much of this research can be done on-line by checking out such websites as the American Society of Plastic Surgeons at [www.plasticsurgery.org](http://www.plasticsurgery.org), as well as the American Association of Accredited Ambulatory Surgery Facilities at [www.aaaasf.org](http://www.aaaasf.org).

## **2. Will the fat ever come back?**

Once the fat is removed via liposuction, it will never come back as fat cells (thank God!) don't regenerate. However, due to the fact that we aren't removing each and every fat cell with liposuction, those cells remaining can expand to accommodate large amounts of weight gain. When a patient who has had liposuction gains weight, the weight will have a tendency to accumulate first in the areas where liposuction was not performed. After a while, and with a significant weight gain, fat accumulation will be present to the areas where liposuction was performed. Therefore, to maintain your surgical result it is

important to follow a sensible diet and exercise program. Liposuction is not a license to eat and drink with abandon, rather it is a tool to attain and maintain weight loss goals.

## **3. What about ultrasonic liposuction?**

What we have found is that ultrasonic liposuction promised more than it delivers. The initial promise was reduction in the amount of bruising/swelling to the patient as well as better skin shrinkage. Clinically however, this hasn't proven to be the case. In a few instances, patient's have been burned with the device and that together with the exorbitant cost of such equipment, led us to the decision to stay with the tumescent method. We have been using tumescent for well over 10 years now with excellent results and no complications, as the saying goes, if it ain't broke.....

## **4. Will liposuction alone give me a washboard abdomen?**

Liposuction will primarily reduce bulk to an area. In the abdomen, in order for a patient to achieve a muscular, defined look, skin and muscle tightening, in addition to fat removal, may be required. This can be accomplished with a tummy tuck or abdominoplasty. Liposuction on its own will not be able to provide this look but it is used as an adjunctive tool when performing the abdominoplasty procedure.

## **5. Will I ever have to exercise again?**

Yes, as mentioned above, liposuction is a tool to be used in conjunction with a healthy diet and lifestyle.

## **6. What about liposuction for men?**

Men are appropriate candidates for liposuction. Most of the men we see are interested in ridding themselves of fat to the midsection or "spare tire" region. The same rules apply to men as women, when used in conjunction with a healthy lifestyle and diet, liposuction can be a very effective way of spot reduction.

## **MEET THE STAFF: Lynn Campagna, O.R.T.:**

We have been fortunate enough to have Lynn on our staff since 1993. Lynn is a trained Operating Room Technician who assists Dr. Zimmermann in surgery.



Every day Lynn is scrubbed into surgery with Dr. Zimmermann and busy anticipating and handing him everything he will need to perform a procedure. She has a tremendous understanding of what happens during surgery and her role is vital in keeping things running smoothly. She is the behind-the-scenes person who ensures that all of our surgical supplies, packs, sutures and instruments are properly sterilized and ready for use on the day of surgery. She also assists with patient care in our clinic. She is easy to recognize, just look for her enthusiastic manner, encouraging disposition and ever present smile.

# SPA SPECIALS:

**Now thru November 30,  
2002 we are offering  
the following specials:**

Complimentary wellness/vitamin  
consultation (\$50 value)

10% off the price of any vitamin  
package (see pg 3 for details)

Free Collagen Test to qualifying  
patients (\$50 value)



**AESTHETIC SURGERY  
CENTER OF  
NAPA VALLEY**

3443 Villa Lane, Suite #10  
Napa, CA 94558 (707)258-6077

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### Fall Seminar Schedule:

Join us for our series of evening seminars addressing topics relevant to your interests and needs. All events will be held at our offices at 3443 Villa Lane, Suite 10, Napa. Admission is complimentary and light refreshments will be served. For a reservation, please call (707)258-6077 or email us at [jpzmd@ascnv.com](mailto:jpzmd@ascnv.com)

#### Facial Rejuvenation:

Tuesday, September 17th - 7 p.m.  
Thursday, October 24th - 7 p.m.  
Tuesday, November 21, 7 p.m.  
Tuesday, December 10th, 7 p.m.

#### Anti-Aging Workshop:

Saturday, October 19th 9-1 p.m.

#### Breast and Body Surgery:

Thursday, October 10th, 7 p.m.  
Tuesday, November 12th, 7 p.m.

#### Skin Care and Permanent Makeup

Tuesday, September 24th, 6 p.m.  
Tuesday, October 15th, 6 p.m.  
Thursday, November 7th, 6 p.m.  
Tuesday, December 17th, 6 p.m.

### Health Updates:

#### Fun in the Sun...

Most Americans (81%) still believe tanned skin looks healthy, according to a new survey from the

American Academy of Dermatology. Most Americans also believe that sunscreen is used to tan without burning with only 57% believing that sunscreen should be used to avoid the sun altogether.

When using sunscreen don't forget to cover the lips as the lower lip is the most common site for skin cancer.

**Live to be a 100...** Italian researchers have found that people who are 100+ have higher than average blood levels of vitamin A and E.

#### Pastry and fried food lovers

**beware...** there is no level of trans fatty acids that is safe to consume, a report from



the Institute of Medicine concluded. The report is likely to lead the US Food and Drug Administration (FDA) to go ahead with stalled plans to order manufacturers to disclose the trans fatty acid content of foods on the packaging.

#### Value meals, super sizing, and combo meals...No deal at all...

Researchers traveled the country looking at marketing practices in restaurants, theaters and stores and then examined the nutritional effects of the deals. A "Minibon" cinnamon bun at popular Cinnabon bakeries costs an average of \$2.01 and carries 300 calories and 5 grams of saturated fat. The outlet encourages customers to purchase "Classic Cinnabon" buns for 48 cents more. The 24% increase in price brings 123% more calories and three times the amount of saturated fat. Similarly, "Super-Gulp" soft drinks at 7-Eleven stores cost an extra 37 cents but more than triple the number of calories to an average of 600. *Center for Science in the Public Interest* June 17, 2002. Good for the pocketbook, bad for your health.