

beauty innovations

new products and procedures that really work

Have you ever watched a TV show or movie to see your favorite star and wondered how they maintained that youthful and radiant look? If you think about it, you can recall many celebrities that are well past 60 and still look marvelous. How do they do it? Do they hold some hidden secret that only a few are aware of? Are these secrets so costly that only the wealthy could afford? The answer of course is no, but very few know how easy it is to create that youthful look and maintain it.

So just what are those “Mystical Hidden Secrets” to looking great? It is very simple, “Education”. Knowing what is needed to correct a problem is always the answer, but finding the right person to ask is sometimes a bit more difficult. That was until now.

At the Sarasota offices of Leonard A. Rubinstein, M.D., world-renown Facial Plastic and Body Contour Cosmetic Surgeon, you will find a knowledgeable and caring doctor along with a friendly professional staff that makes you feel relaxed and at home.

RejuvLIFT™ results may exceed those of a traditional facelift without the unnecessary downtime.

Dr. Rubinstein is known for and gives courses to other Aesthetic professionals in his artistic techniques when injecting facial fillers. He prides himself in keeping abreast of the latest procedures and products. He advises that, for soft tissue fillers and other skin rejuvenation procedures, the public should seek the services of well-trained



cosmetic surgeon who are experienced in the multiple procedures available for appearance enhancement and not merely experienced in soft tissue injections or topical peels.

What are the latest fillers coming out to the market in the near future? To compete with the Botox™ market, watch for Relaxin™ this new product is more concentrated than Botox™. These injections help shape and sculpt the face by relaxing selected muscles.

To be added to the tissue filler offerings, look for the return of injectable collagen in the form of Evolence™ which, unlike previously distributed injectable collagen, will not require skin testing and its results are being touted to last twelve months.

Soon to be released is Boletero® a unique injectable similar to Juvederm™ and Restylane® with reports of having longer lasting results. Dr. Rubinstein personally uses Juvederm™ for lip volume enhancement. Eleveess™ and Prevelle™ will include



Cosmetic Surgery and has many years of experience in this field (www.CosmeticSurgery.org). He warns that Board certification is not enough nor is it proof of proficiency in all aspects of Cosmetic Surgery and Rejuvenation Medicine.

In addition to these facial fillers, here are some of the newest and latest advancements in Facial Rejuvenation available at Dr. Rubinstein's state-of-the-art facility, the Gulf Coast Cosmetic Surgery Center:

-by Kristi Coppetto and Stephen O'Connor

Minimally Invasive Surgical Procedures

➔ **RejuvLIFT™**: Revolutionary one-hour outpatient facelift technique performed through tiny hidden incisions to remove excess skin combined with FDA-cleared barbed Contour Threads™ to lift your tissues into a more youthful appearance. This is not a "sutures only" technique, which may often last only months. Dr. Rubinstein adds Vaser™ ultrasonic-assisted Liposculpting of the neck to complete the youthful reshaping of the face and neck. Often performed under local anesthesia, the RejuvLIFT™ can also be performed under "twilight" anesthesia. Results and longevity exceed those of a traditional facelift without the unnecessary downtime.

➔ **BLEPHAROPLASTY – "EYE LIFT" (UPPER & LOWER)** removes excess skin and fatty tissue to restore a more youthful look around the eyes.

➔ **FACIAL IMPLANTS**: can be placed under your skin where your body accepts them as its own tissue. These implants are often used for those who desire a more prominent chin or fuller cheeks.

Lidocaine to take the "sting" out of its injection. Radiesse™ goes beyond filling folds and wrinkles; it works with your body to stimulate new collagen. Sculptra™ can be used for soft tissue depressions of the cheeks. Alternatively, Dr. Rubinstein reminds us that the patient's own fatty tissue can be used as an injectable to rejuvenate the face.

When searching for a qualified professional to perform your facial rejuvenation, Dr. Rubinstein suggests that one should look for a professional who is a Fellow of the American Academy of

Meet the Doctor



Dr. Rubinstein and his staff of licensed professionals have helped many patients regain self-confidence using these procedures combined with advanced skin care using top of the line products such as Obagi™ Skin Care program, NIA 24™ and NeoStrata™.

Schedule a Complimentary Initial Visit or attend a Free Cosmetic Surgery Seminar
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