

Profile: Leonard A. Rubinstein, M.D.

Local Sarasota Cosmetic Surgeon receives international recognition for unique Body Contouring, Breast Enhancement and Facial Rejuvenation Procedures



When one thinks of innovations and international acclaim, one often thinks of developments made in renowned medical institutions. To learn that there have been developments of unique surgical techniques with international acclaim in our local community may be surprising to some. But local Sarasota Cosmetic Surgeon and Fellow of the American Academy of Cosmetic Surgery, Leonard A. Rubinstein, M.D., has become an active teacher and pioneer in the field of Facial Plastic and Body Contour Cosmetic Surgery and continues to receive international recognition for his accomplishments.

Having completed his Facial Plastic Surgery training at the world-renowned Thomas Jefferson University in Philadelphia, Dr. Rubinstein established his practice in Sarasota in 1984 and continued his specialty training in Cosmetic Surgery. He was selected as one of only eight of the world's experts on Liposuction to serve on the faculty of the Congress on Liposuction that was held in Rome, Italy, in the Fall of 2006. He actively participates as a Faculty member in national and international medical symposia. "A physician must consider him/herself to be a perpetual student," states Dr. Rubinstein. "What greater contribution can we make to our specialty than

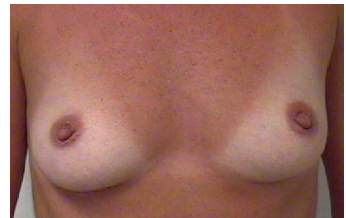
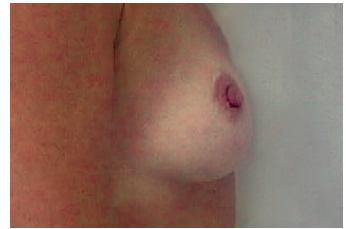
Leonard A. Rubinstein, M.D., P.A.
1805 Siesta Drive, Sarasota, FL 34239
941/957-FACE (3223)
(800) 627-FACE (3223)
www.LARubinstein.com

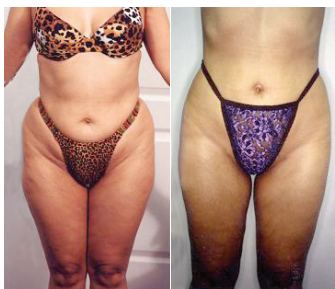
to contribute unique advances and techniques and to transfer those skills to others. Teaching forces one to continue studying," he continues. He is considered an innovator by his peers, always looking for ways to improve upon the surgical techniques already available. "Dr. Rubinstein has lectured extensively in every meeting around the world the society has organized," writes Dr. Bolivar Escobedo, Past President of the International Board of Plastic, Aesthetic and Reconstructive Surgery, based in Lima, Peru.

In his private practice of over 25 years, Dr. Rubinstein dedicates himself to helping others obtain aesthetically pleasing appearance enhancement with minimal recovery time. In addition, he has developed his own unique techniques:

"No-Skin- Scar" Technique for Breast Augmentation

Dr. Rubinstein has become a sought-after teacher and speaker worldwide on his innovative approach using newly FDA- approved Gel filled Implants or Saline Implants. "I have always disliked the typical scarring and associated complications found with the other surgical approaches to Breast Augmentation... there is simply nothing attractive about an unsightly scar under the breast, around the nipple or under the arm," says Dr. Rubinstein whose unique technique places the tiny incision hidden in a wrinkle inside the pigmented portion of the areola of the breast. The resultant healing allows for camouflaging of the tiny incision and, within a month, is hardly visible. "The reason for this is that the pigmented tissue found in this area around the nipple already has tiny wrinkles and is very different from skin in other areas... the accurate placement of the implant assures a natural appearance of the breast after surgery," explains Dr. Rubinstein. After years of evaluation and clinical trials, the U.S. Food and Drug Administration (FDA) has finalized the approval of newly designed silicone gel-filled breast implants. Following years of rigorous scientific review, the FDA recently approved the marketing of silicone gel-implants for breast reconstruction and augmentation. . In the past decade, a number of independent studies have examined the safety of these gel-filled implants and found them to be both safe and effective. Dr. Rubinstein served as an investigator for the McGhan Medical Corporation (now Inamed) in its clinical trials, the results of which served as supportive evidence to the FDA regarding the safety of these devices when implanted by an experienced cosmetic surgeon.





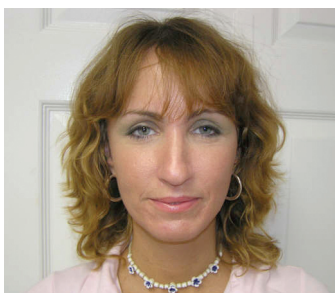
Rejuv Liposelective Liposculpture™

This unique technique combines new patented Vaser™ technology with advanced surgical techniques, using ultrasound to break up and remove fatty tissue. With only local anesthetic and mild sedation, unwanted fat can be efficiently melted and suctioned out with tiny cannulas removing fat from the abdomen, arms, back, hips, knees, "love handles", neck and chin, saddlebags, thighs and even breasts, leaving surrounding tissue such as nerves, blood vessels and connective tissue intact. Dr. Rubinstein is a pioneer in this technique and is one of the few doctors in the country now performing and teaching this procedure and the first surgeon to be performing this procedure in Sarasota and Manatee Counties.



RejuvLIFT™ Facial and Body Rejuvenation

Though he has many years of experience in traditional face-lifting procedures, Dr. Rubinstein has recently advanced a new technique which allows rejuvenation of the face without the need for extensive face-lifting procedures. Being one of a handful of surgeons in Sarasota who became certified in the Contour Threads™ procedure, Dr. Rubinstein combined the best components of several techniques to develop a new technique which he calls the RejuvLIFT™. This revolutionary procedure is done in the office under local anesthesia and is a simple and convenient way to raise sagging tissues, especially the brows, cheeks, neck and mid-face, and adjusting asymmetric areas of the face. As a result of further developments by Dr. Rubinstein, sagging tissues of the arms, abdomen and medial thighs can similarly be lifted into a more youthful position. Utilizing the only non-absorbable barbed sutures approved by the FDA, Dr. Rubinstein's unique technique combines these threads with the best aspects of several "quick-lifting" techniques described previously. The specially designed sutures that he uses for his RejuvLIFT™ are made from a clear polypropylene material so they are not visible under fair or thin skin. Contrasting to traditional smooth sutures, Contour Threads™ have small barbs that create tension against sagging, once they are inserted under the skin. The RejuvLIFT™ can be combined with some of the newest and latest facial fillers; Restylane™, Cosmetique™, Juvederm™, FDA-approved Radiesse™ and Botox™ injections, to offer amazing results for a younger looking you!



If you are among the millions of individuals seeking an effective and safe path to a more youthful facial and body appearance, we invite you to visit www.LARubinstein.com or call TODAY to receive a free, no-obligation informational packet, to register to attend our upcoming Free Seminar or to schedule a consultation. Call (941) 957-FACE (3223) or toll free (800) 627-FACE (3223).