

# A New Leaf



The Center for  
Plastic Surgery  
at Copper Ridge

Fall 2006 / Issue 01

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## “Meet”

### **Steven V. Thomas, MD, FACS**

Meet Dr. Steven Thomas. He is the man behind northern Michigan's premier plastic surgery practice, The Center for Plastic Surgery at Copper Ridge. With the help of his dedicated staff, Dr. Thomas opened his new practice at Copper Ridge in the spring of 2006.

On top of his impressive professional credentials, Dr. Thomas has earned high regard from patients following many years providing respectful, compassionate and thoughtful care. His academic and professional accomplishments include:

- American Board of Plastic Surgery Certification
- Medical degree from Michigan State University College of Human Medicine
- Masters and Bachelors of Science degrees from the University of Michigan
- Member of American Society of Plastic Surgery
- Delegate to Michigan State Medical Society

Dr. Thomas' passion for plastic and reconstructive surgery surfaced while doing research at the University of Michigan's Plastic Surgery Laboratory. His subsequent research led to several scientific publications and the development of new techniques in breast reconstruction.

Over and above his professional commitments, Dr. Thomas enjoys golfing with his wife, hunting, fishing and family vacations. His two children keep Dr. Thomas on his toes – from bowling to French lessons – there's always adventure to be had!



## *Thomas Technique*

### **Breast Reconstruction**

Dr. Steven Thomas is known throughout the medical community and among his patients for developing an innovative technique to recreate natural-looking nipples during breast reconstruction surgery.

As described in the Journal of the American Society of Plastic Surgeons, the “tissue flap” procedure is advantageous over other techniques for its suitability on any type of breast, and its uncomplicated design. In the end, the technique produces an aesthetically pleasing and natural appearing nipple to complete the reconstruction.



## “Circle of Friends”

### *👉 A Fact-Finding Get-Together 👈*

We're pleased to announce a new program at The Center for Plastic Surgery: Circle of Friends.

Decisions are easier with the support of friends and family. In fact, there is a dramatic increase in spouses undergoing cosmetic procedures together! That is why we created our Circle of Friends program – a supportive atmosphere in which to explore cosmetic or reconstructive procedures.

Here's how Circle of Friends can help: Assemble a group of friends and family members who share your interest as you consider a cosmetic procedure. Then contact our office to schedule a Circle of Friends session. Our staff takes care of the rest. We facilitate a gathering for your group at our Copper Ridge facility to discuss the procedures of greatest interest to you.

Designed to foster open and intelligent exchange of information, a Circle of Friends session is a way to examine cosmetic procedures with input from friends you trust. A loved-one's perspective, along with that of our professional medical staff, is sure to clarify your best next steps.

Plus, Dr. Thomas' former patients often contribute personal testimonials during Circle of Friends sessions about quality of care and positive results. Ultimately, participants benefit from this no-cost, free-flowing information, advice and support.

A Circle of Friends session will simplify the emotional and practical variables involved with cosmetic surgery, with valuable input from medical professionals and the people whose opinion matter most to you. It is personal and tailored to your interests.

For more information about Circle of Friends or to schedule a session, call us at 231.929.7700.

### *\* Fact Finding with Flair \**

- Bring friends and family
- Hear patient testimonials
- See real results
- Gather professional advice
- Share observations and concerns
- Leave with confidence and a plan



### *\* 34% of plastic surgeons*

**note that patients paired up with a companion undergoing a similar procedure.**

Source: 2005 Survey by American Academy of Facial Plastic and Reconstructive Surgery

## “Uplift”

### **Positive Trends in Plastic Surgery**

It is no coincidence that Center for Plastic Surgery is launching its new Circle of Friends program. That’s because teaming up for cosmetic and reconstructive procedures is a growing phenomenon throughout the industry and around the world.

According to statistics recently released by the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS), a “noteworthy trend is the increase in couples undergoing cosmetic surgery together.” In addition, there are growing numbers of “mothers and daughters refreshing their looks together and undergoing cosmetic surgery.”

Contributing to the growth in “togetherness” plastic surgery is widespread public acceptance of the procedures. AAFPRS President Ira Papel was quoted in USA Today stating, “It’s a very different attitude than 10 or 15 years ago, when everyone kept it under the radar.” Thanks to this new attitude, plastic surgery is becoming a conventional solution for enhancing appearance and youthfulness.

### **About the AAFPRS:**

The AAFPRS is the world’s largest association of facial plastic and reconstructive surgeons with more than 2,800 members — whose cosmetic reconstructive surgery focuses on the face, head and neck. Academy fellows are board-certified and subscribe to a code of ethics.

*\* 21% of plastic surgeons*  
are seeing mothers and daughters refreshing their looks through cosmetic surgery together.

2005 Survey by American Academy of Facial Plastic and Reconstructive Surgery

## “Men’s Motivators”

### **Men Are Doing it Too**

Men are seeking cosmetic procedures in growing numbers. Here are some of the most frequent solutions that are motivating men:

- Wrinkles be gone > Botox
- Back to work fast > non-invasive procedures
- Eyes wide open > eyelid surgery
- Well-chiseled profile > nose surgery
- Healthful and untarnished complexion > laser skin resurfacing
- “Battle” scars banished > scar revision procedures



*\* Number of men*  
opting for cosmetic procedures increased 60% since 2000.

Source: 2005 annual study by the American Academy of Facial Plastic and Reconstructive Surgery

# “Flash”

## *What's New at Center for Plastic Surgery – Tattoos With a Medical Twist!*

For years tattoo artists have blazed new trails in creativity and ingenuity. Now, the medical profession has perfected the safety of tattooing for cosmetic and reconstructive uses. From flawless, smudge-proof eyeliner to breast reconstruction, permanent make-up is a beautiful solution.

Janette Wiseman, LPN is a skilled nurse at Center for Plastic Surgery, with more than ten years experience specializing in permanent makeup. Also known as micropigmentation, permanent make-up deposits tiny amounts of pigmentation just below the skin to create uniform color and definition. Best of all, it maximizes natural beauty and self esteem.

Plus, we now proudly offer fine professional products by NIA 24™, NeoStrata® Skin Care, and Exuviance® Cosmetics. Physicians and skin care specialists attest to the products' effectiveness in maintaining already radiant skin, or treating problem areas.

Some of the products we offer include:

- Cleansers
- Toners
- Moisturizers
- Acne treatments
- Sunscreen
- Hand, foot & nail care
- Psoriasis and eczema treatment
- Cosmetics and concealers for face and body
- Anti-aging products
- Masques and resurfacing peels

NeoStrata®

Exuviance  
by NeoStrata

NIA24™

### *\* In a study*

in **Cosmetic Dermatology**, subjects enjoyed a 260 percent improvement in skin clarity - including more even pigmentation, fewer fine lines and less roughness - after only 12 weeks of using Exuviance Vespera Bionic Serum.”

Source: First Magazine, October 2004

### *\* Botox:*

It eases frown lines in a number of ways! According to a May 2006 paper published in the journal *Dermatologic Surgery*, Botox helped in nine out of 10 cases of major clinical depression. That's nearly twice the success rate claimed for antidepressants.

Source: Newsweek, May 29, 2006



## “Heartfelt”

### Commitment to the Community

It's often easy to take good medical care for granted. For many in our community, affording a doctor's visit or a prescription is simply not an option. That's where Dr. Thomas and his staff step in to do their part. Giving back to the community is a principle The Center for Plastic Surgery embraces.

Dr. Thomas donates his time and expertise to CHAP. Coalition Health Access Program (CHAP) is a non-profit organization that provides free health care for qualifying, uninsured residents of Benzie, Grand Traverse and Leelanau counties. It is comprised of a network of health providers and volunteers who offer their services at no charge to improve basic health care resources. As part of his commitment to CHAP, Dr. Thomas provides ten surgeries or procedures each year.

As the region's only participating plastic surgeon, Dr. Thomas provides a unique and critical service for CHAP clients. "Dr. Thomas is a real sweetheart to work with," says the CHAP Program Coordinator. "He and his entire staff generously donate their time, service and facility to help our clients who otherwise would not be able to afford reconstructive surgery or treatments."

CHAP staff members and volunteers work tirelessly to evaluate applicants' medical needs and financial situations. The result is that each year hundreds of individuals receive the critical medical care and prescription drugs they need despite lack of health insurance.

For additional information about CHAP, please contact the organization at 231.935.0799.

## “Clicks”

### Our Website

Have you ever wondered what in the world to do with your furrowed brow? Or perhaps you have been thinking you might like a lift here or there? Visit The Center for Plastic Surgery's website at [www.tc-plasticsurgery.com](http://www.tc-plasticsurgery.com) for a comprehensive menu of cosmetic and reconstructive surgery options. The site briefly explains each procedure, its results and benefits. In many cases, users are linked to the American Society of Plastic Surgeons website ([www.plasticsurgery.org](http://www.plasticsurgery.org)) as the source for the best and most timely information about cosmetic and reconstructive procedures.

## “Calling all Artists”

### Our Art Gallery

Little did you know that The Center for Plastic Surgery at Copper Ridge is also home to an impressive gallery of artwork. We proudly display paintings and drawings by local artists throughout the office for all to appreciate. So please call us if you're looking for a professional setting in which to showcase and sell your art. 231.929.7700.

### \* *The Internet*

is an amazing way to research your options and formulate questions. But remember that the best way to get a handle on what best suits you is to talk to a physician who can map out the most fitting solutions.

\* *40% of surgeons* have seen facial plastic surgery given as a gift in the past year.

Source: 2005 Survey by American Academy of Facial Plastic and Reconstructive Surgery





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### “Ask the Doc”

#### **How Long Do the Effects of Liposuction Last?**

Liposuction helps sculpt the body by removing unwanted fat from specific areas, including the abdomen, hips, buttocks, thighs, knees, upper arms, chin, cheeks and neck. Although no type of liposuction is a substitute for dieting and exercise, liposuction can remove stubborn areas of fat that don't respond to traditional weight-loss methods.

Typically an outpatient procedure, the results of liposuction can last for life, given a sensible diet and exercise regimen. Results can be seen soon after liposuction surgery. However, improvement will become more apparent after four to six weeks, when most of the swelling subsides. According to a survey performed by the American Society of Plastic Surgeons, liposuction was number one amongst the top five cosmetic procedures performed in 2005.

#### **Can Plastic Surgery be Financed?**

Many physicians' offices offer financing on procedures not covered by health insurance. At Center for Plastic Surgery, we find that most procedures performed for strictly cosmetic purposes are not covered by insurance. However, to assist our patients we have partnered with Traverse City State Bank to offer reasonable financing options when full cash payment for services is not practical.

#### *Is liposuction for you?*

The best candidates for liposuction are normal-weight people with firm, elastic skin who have pockets of excess fat in certain areas. You should be physically healthy, psychologically stable and realistic in your expectations.

Source: American Society of Plastic Surgeons