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WINTER 2008

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## IMPROVED IN FORM & FUNCTION LANDFALL OFFICE UNDERGOING EXTENSIVE RENOVATIONS



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It's not just a facelift for aesthetic purposes, although a more beautiful look will certainly result. This project is analogous to another important aspect of our medical specialty: reconstruction.

Wilmington Plastic Surgery is significantly renovating our facility near Landfall to make our services even more convenient for our patients. Going forward, all consultations and noninvasive treatments will be handled at the Commonwealth Drive location, while the Canterwood Drive facility will function primarily as our surgery center. Medical injectables will still be available at both locations.

### BIGGER... AND BETTER

"The space has been completely redesigned to accommodate the ways in which our doctors, nurses, technicians and aestheticians see patients," said Guy Williams, practice administrator for Wilmington Plastic Surgery. "Physicians will have much more space for consultations, examinations and treatment. The facility will be totally integrated for one-stop treatment for our patients' consultation and non-surgical needs."

Among the major changes in the new facility is a much larger reception/waiting room with a beautiful, spa-like atmosphere. "Our goal is for patients to feel pampered while they are here," said Williams. All services will be completely integrated, including a cosmetics and photography area for makeup

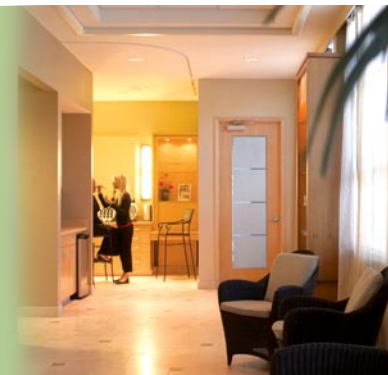
applications and before-and-after photos, on-site imaging for sun damage detection, and of course the continuation of all skin and laser treatments. The new conference room will provide training and meeting space for the staff, and a large open area has been repurposed to enable WPS to host more special events and seminars that are open to the public.

### EASIER DOES IT

Special redesign considerations were also given to accessibility. Additions and improvements allow WPS to accommodate people with limited mobility issues, including the elderly and the handicapped. Countertop and water fountain heights vary, and many rooms will have electronic chairs that slide up and down for ease of use.

The newly renovated facility will be open at the beginning of December, and the public is welcome and encouraged to stop by.

*"We are very excited to unveil these aesthetic and operational changes to our patients," said Williams.*



K.Ketchum

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# THE LASER CLINIC

## MULTIPLE LASERS FOR MULTIPLE MEDICAL & AESTHETIC APPLICATIONS

### SEE FOR YOURSELF

*Laser Treatment Results*



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER

Mike Pizarro makes a rather hard-hitting point about why Wilmington Plastic Surgery has 10 lasers, instead of just one or two.

"It would be like having only one tool—a hammer—to fix everything," he explained. "While some people might try to use that one tool for all purposes, that approach does not produce satisfactory results.

"Likewise, lasers are designed to serve different purposes," he explained. "So we carefully choose the correct laser to achieve the desired results." Some lasers are best for surface issues, while others are needed for deeper penetration, he commented. Wavelength and colors of light vary, as well.

### TECHNOLOGY & EXPERTISE

"Because we have invested in this incredible technology, we are able to offer patients solutions to a wide variety of corrective, as well as aesthetic, issues," said Mike. "We also have the advantage of five board-certified plastic surgeons who are here to oversee every service and procedure we offer, and to bring surgical solutions to the table, if needed."

As an illustration, Mike mentioned a patient who came to Wilmington Plastic Surgery after another provider botched a tattoo removal procedure. "The man had an incredible scar, and there was still ink in the site," he said. "We treated the ink with a laser, but Dr. Nicks had to surgically treat the scar. Usually, that step would not be necessary, but this was an extreme case, and fortunately for the patient, we could handle all aspects of his care in one facility."

Tattoo removal, which is one of Mike's specialties, can be done safely and effectively with lasers alone, but it takes a number of treatments. He cautions against a trend toward using a higher-powered laser to speed up the process, because that can actually cause scarring. "The key is to get as scar-free a result as possible,"

Mike said. "We go with what works to get the best result... period."

### NOW YOU SEE IT, NOW YOU DON'T

Lasers also are very successful on leg veins, and Wilmington Plastic Surgery has five different lasers to address this concern. "I don't think the public realizes how well the new technology works," commented Mike.

Likewise, lasers can eliminate or greatly diminish birthmarks and other brown and red skin lesions, as well as scars of all types. "We can even prevent scars from forming following surgeries," said Mike. "If we do a treatment right after the sutures come out, we can often eliminate scars completely."

Mike also mentioned that cancer patients who receive radiation may have permanent ink spots where physicians marked treatment locations. "For women who have been through the ordeal of breast cancer, radiation, mastectomy and reconstruction, removing those last reminders can really make a difference," he said. "It's like the last step in total recovery."

"Basically, we can treat anyone, from babies born with port wine stains to adults who wish to remove unsightly scars or bulging veins they may have lived with for years," summarized Mike.

*"It's so much more than just hair removal. Really, people should schedule a consultation to find out what we can do for them. They're likely to be pleasantly surprised."*



**FINANCING  
OPTIONS CAN  
MAKE IT HAPPEN**

With Wilmington Plastic Surgery, expense need not be a barrier to having the procedure you desire. WPS has long-standing associations with CareCredit (carecredit.com) and Capital One Healthcare Finance (capitalonehealthcarefinance.com). Both companies have excellent reputations and make accessing funds for cosmetic procedures very simple and convenient.

**ADDITIONALLY, AS OF OCTOBER 1, 2008, WPS NOW ACCEPTS TRICARE INSURANCE, A COMPONENT OF THE MILITARY HEALTH SYSTEM.**

# PERSONAL AND PROFESSIONAL: MEET THE LASER AND SKIN CARE STAFF



**MICHAEL PIZARRO**  
*Laser Technician*

Often called our "laser guru" because of his extensive experience and training, Michael has been working with lasers for more than 18 years. Previously employed by several of the top laser manufacturers, his knowledge covers many types of lasers and services. His expertise includes laser treatment of vascular and pigmented lesions, laser tattoo removal, laser hair removal and laser services for leg veins.

*"These services definitely boost self-esteem and improve quality of life," said Michael. "I find this work to be very fulfilling."*



**JANICE CORBETT, R.N.**  
*Clinical Manager*

Fifteen years ago, Janice came to us with a nursing degree from UNCW followed by 10 years of experience in the intensive care and the post-anesthetic care units of New Hanover Regional Medical Center. As clinical manager of Wilmington Plastic Surgery, she oversees patient care in the operating room and clinic.

*"Patients constantly tell us how happy they are with the results of their procedures," said Janice, "but they really don't have to say a word. We can tell by the look on their faces."*



**SARAH BRECHTLEIN**  
*Licensed Aesthetician & Laser Technician*

After earning a bachelor degree in social work from UNCW, Sarah attended Cape Fear Community College, where she was certified in aesthetics and makeup. Sarah specializes in skin resurfacing and laser hair reduction, and has trained in chemical peels, microdermabrasion and skin care regimen. A member of the Society of Plastic Surgical Skin Care Specialists, Sarah, too, has trained with Alma and Candela lasers,

as well as the Obagi and Skin Medica medical product lines. *As a medical aesthetician, Sarah educates people on skin care and the importance of home regimens. "The littlest thing can make a big difference in how people feel about themselves," she said.*



**JAMIE MARSTON**  
*Licensed Aesthetician*

Jamie began her skin care career in 2004 as a makeup artist for Prescriptive Cosmetics. This inspired her to learn more from a medical perspective, and she enrolled in Miller Motte Technical College in the Aesthetics Technology program. A licensed aesthetician since 2005, Jamie is certified in microdermabrasion, chemical peels, electrical facial treatments and permanent makeup. She has received additional training with Alma and Candela lasers, as well as Obagi, Skin Medica and Biomedic medical product lines, and is a GloMinerals makeup artist. She is also an active member in the Society of Plastic Surgery Skin Care Specialists.

*"I enjoy working side-by-side with our physicians to develop safe and very effective treatment plans for individual needs," said Jamie. "My biggest reward is seeing the smile on patients' faces as they tell me about the compliments they are getting about their skin."*



**JUNE CHEATHAM**  
*Licensed Aesthetician & Laser Technician*

June received her bachelor degree in Health and Applied Human Science from UNCW, and her aesthetic license from Cape Fear Community College, where she was also certified in makeup application and microdermabrasion. In addition to those skills, June has been trained in chemical peels, facials, makeup camouflage, eyelash extensions, waxing and laser hair removal. She has had laser training through Alma and Candela, and is certified in the medical product lines, Obagi and Skin Medica.

*June says her job is extremely satisfying. "I enjoy not only getting to know my patients, but also making a difference in their skin and enhancing their self-esteem," she said.*



**WPS CROWNED OFFICIAL AESTHETIC ADVISOR**  
for Miss North Carolina & Azalea Festival Royalty



Wilmington Plastic Surgery has long had a reputation for giving patients and clients the royal treatment, but now it's official. The practice has been named the official aesthetic advisor for Miss North Carolina 2008, Amanda Lauren Watson. Miss Watson, who lives in the Raleigh area, travels to Wilmington for beauty maintenance about once a month.

While the queen for this coming Azalea Festival has yet to be named, the Azalea Festival committee has tapped WPS to serve as official aesthetics advisors for the Azalea Queen and her court, which includes the Azalea Princess and her court.

*"We are especially proud of these associations," said Guy Williams, practice administrator for WPS. "These pageants are in the business of beauty, and to have them single our services out for high-profile, public appearances is, indeed, an honor."*

**SETTING THE STAGE FOR EVERYDAY BEAUTY**

While most people are not competing for crowns and titles, looking one's best can instill self-confidence in everyday life. Wilmington Plastic Surgery offers a wide range of noninvasive treatments that can make you look and feel more youthful and vibrant. Ask us about the variety of medical injectables—including:

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one to special spa treatments or to one of our highly effective laser procedures. (See inside for treatment options.) Visit [www.wilmingtonplasticsurgery.com](http://www.wilmingtonplasticsurgery.com) today, and keep your resolution to look great and stay fit in the new year! *W*



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