

# Continue the CONVERSATION

## The Centra Physicians

Simon Hatin, MD | Keith Pitzer, MD | Henry Wilson, MD

### SCULPSURE: A NON-SURGICAL WAY TO GET RID OF STUBBORN FAT

SculpSure is the first FDA-cleared laser treatment for lipolysis (getting rid of fat) of the flanks (side of the body) and abdomen. A newer and completely non-invasive treatment, SculpSure has been available to patients since 2015. The plastic surgeons at Centra Medical Group in Lynchburg say SculpSure is ideal for patients who are looking for an alternative to traditional liposuction surgery and want to get rid of stubborn fat and trouble spots, particularly those spots that seem resistant to diet and exercise.

"There is no preparation for treatment and it does not require anesthetic," notes Keith Pitzer, MD of Centra Medical Group Plastic Surgery Center. SculpSure is a laser that specifically focuses on the fat layer without causing burning or redness to the overlying skin, so there is minimal discomfort. Treatment for each area of the body takes approximately 25 minutes, and there is no downtime following the procedure. In one treatment, SculpSure can provide up to a 24 percent reduction in subcutaneous fat, which is the fat that lies just below your skin—like the excess fat you can grab at your waistline. While the procedure is quick, patients see results at approximately six weeks following treatment. While the fat cells are destroyed during the laser treatment, it takes some time for the body to evacuate them via urine. "Optimal results are typically seen at twelve weeks," says Dr. Pitzer. "Treated fat cells are permanently eliminated and will not regenerate." However, it is important to note that results are not permanent if a patient gains significant weight.

*In one treatment, SculpSure can provide up to a 24 percent reduction in subcutaneous fat, which is the fat that lies just below your skin - like the excess fat you can grab at your waistline.*

Cost varies depending on the number of areas treated, but ranges from approximately \$1,200 and up. Like most cosmetic procedures, SculpSure is not covered by insurance.

Centra plastic surgeons like SculpSure because there is no surgery, no downtime and the patient can resume normal activities right away. "There are many people who exercise and eat right, but still have those stubborn areas that just won't go away," concludes Dr. Pitzer. "SculpSure brings another option to the table."

### SMARTLIPO OFFERS A MINIMALLY INVASIVE ALTERNATIVE TO TRADITIONAL LIPOSUCTION

SmartLipo is an FDA-approved, minimally invasive alternative to traditional liposuction used for removing excess body fat. Simply put, SmartLipo is liposuction performed using laser technology, allowing the plastic surgeon to remove unwanted fat with less pain and downtime than traditional liposuction surgery. "Since the procedure is minimally invasive, the bounce back is much quicker," says Dr. Pitzer.

#### SCULPSURE



##### SCULPSURE:

A non-invasive laser treatment for lipolysis (getting rid of fat) of the flanks (side of the body) and abdomen.



About \$1200

*"There are many people who exercise and eat right, but still have those stubborn areas that just won't go away. SculpSure brings another option to the table."*

#### Keith Pitzer, MD

Centra Medical Group Plastic Surgery Center

#### SMARTLIPO



##### SMARTLIPO:

A liposuction performed using laser technology, allowing the plastic surgeon to remove unwanted fat with less pain and downtime than traditional liposuction surgery.



About \$3,500 to \$4,700

*The ideal candidate for SmartLipo is someone in good health, and not typically more than 25 pounds over their ideal body weight.*

Similar to SculpSure, this procedure was designed for stubborn fat deposits that seem resistant to diet and exercise. If you choose SmartLipo, you can expect to be awake during the procedure, but Dr. Pitzer notes that sometimes local or oral sedation is used. Very small incisions are made, which takes just one suture or stitch each to close.

*During the procedure, laser energy is delivered underneath the skin, which melts fat and also tightens skin to achieve the desired shape. The melted fat is removed during SmartLipo with gentle suction. "For most people, results are achieved in just one treatment," says Dr. Pitzer. "Results can be seen within a week, with continued improvement over three to six months."*

Patients can resume normal activities after about three weeks. Dr. Pitzer likes the effectiveness of the procedure, ease of recovery and the additional benefit of skin tightening along with the destruction of fat. Available since 2009, SmartLipo is not covered by insurance and the approximate cost is between \$3,500 and \$4,700, depending on areas treated.

## BREAST AUGMENTATION TO ENHANCE FULLNESS AND SHAPE

Breast augmentation is a surgery that uses an implant to enhance the fullness and shape of the breast. Common reasons for the procedure are to improve the size or shape of the breast or restore volume after weight loss or pregnancy. Depending on a patient's goals, "sometimes, a breast lift, instead of or in addition to breast implants is common," says Dr. Pitzer. The best course of action can be determined in a consultation with a board-certified plastic surgeon.

During a breast augmentation consultation, expect to discuss the size and shape you hope to achieve, which can be accomplished by placing the implant over or under the muscle, depending on how much breast tissue is present to help mask the implant, says Dr. Pitzer. The physician will make a recommendation on placement and type of implant based on a physical exam, medical history and desired results.

*During a breast augmentation consultation, expect to discuss the size and shape you hope to achieve, which can be accomplished by placing the implant over or under the muscle, depending on how much breast tissue is present to help mask the implant.*

Breast augmentation surgery typically lasts up to two hours, and is performed under general anesthesia (going to sleep). Patients can expect to wear a support bra afterwards, and no drain will be present, says Dr. Pitzer. "There are several days of reduced activity and then no heavy lifting or strenuous activity for three to six weeks," says Dr. Pitzer. Expect a follow-up appointment with your plastic surgeon one week after surgery.

*"Many people believe that implants must be replaced every 10 years," says Dr. Pitzer. "However, there's no real set time these days. As long as the implant is still intact and there have been no changes, there is no need to replace them." Cost for implants from a Centra board-certified plastic surgeon ranges from approximately \$5,000 to \$6,000.*

## BREAST AUGMENTATION



### BREAST AUGMENTATION:

A cosmetic surgery procedure to increase breast size and enhance breast shape, typically through the placement of silicone or saline breast implants.



About \$5000 to \$6000

## FACIAL INJECTIONS



### FACIAL INJECTIONS:

A minimally-invasive cosmetic procedure to reduce wrinkles and enhance appearance of face by injecting the skin with facial fillers. Two types of facial injections include BOTOX and Juvederm.



### BOTOX:

A facial injection that temporarily reduces muscle activity for significantly visible smoothing.



About \$240 to \$625



### JUVEDERM:

A facial injection of hyaluronic acid fillers used to diminish facial line and restore volume and fullness in the face.



About \$375 to \$575

## FACIAL INJECTIONS: BOTOX AND FILLERS THAT IMPROVE APPEARANCE WITHOUT SIGNIFICANT DOWNTIME

Facial injections are a minimally-invasive way to improve appearance without significant downtime. "As we age, our faces naturally lose subcutaneous fat," says Dr. Pitzer. The facial muscles are then working closer to the skin surface, so smile lines and crow's feet (creases at the corners of the eyes) become more apparent."

Injections of BOTOX block muscular nerve signals, which then weaken the muscle so it can't contract. The end result is diminished facial wrinkling. The injection temporarily reduces muscle activity for significantly visible smoothing.

The other category of injections is fillers, such as Juvederm. These hyaluronic acid fillers also diminish facial line and restore volume and fullness in the face.

*Fillers are often used to lift cheeks, smooth parentheses lines (around the mouth) or plump and smooth the lips.*

"Over time, the cheeks flatten, and the skin may begin to sag," explains Dr. Pitzer. "This is caused by a natural loss of volume in the cheek area, or what the experts call age-related midface volume loss. Additionally, lips can thin over time and vertical lip lines become more noticeable."

Following injections, Dr. Pitzer recommends not doing any activity that elevates the blood pressure to help limit bruising. Patients can resume all normal activities the following day. Results with BOTOX can last between four and six months and it costs between \$240 and \$625. Juvederm results last between eight and 16 months, and approximate cost is \$375 to \$575, says Dr. Pitzer.



### Simon Hatin, MD

Centra Medical Group Plastic Surgery Center  
1330 Oak Lane, Ste 100 | Lynchburg, VA 24503  
434.200.4350 | [www.centrahealth.com](http://www.centrahealth.com)



### Keith Pitzer, MD

Centra Medical Group Plastic Surgery Center  
1330 Oak Lane, Ste 100 | Lynchburg, VA 24503  
434.200.4350 | [www.centrahealth.com](http://www.centrahealth.com)



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