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# *Advanced Concepts in Plastic Surgery*

Experienced, personalized care for beautiful results • SURESH KONERU, MD



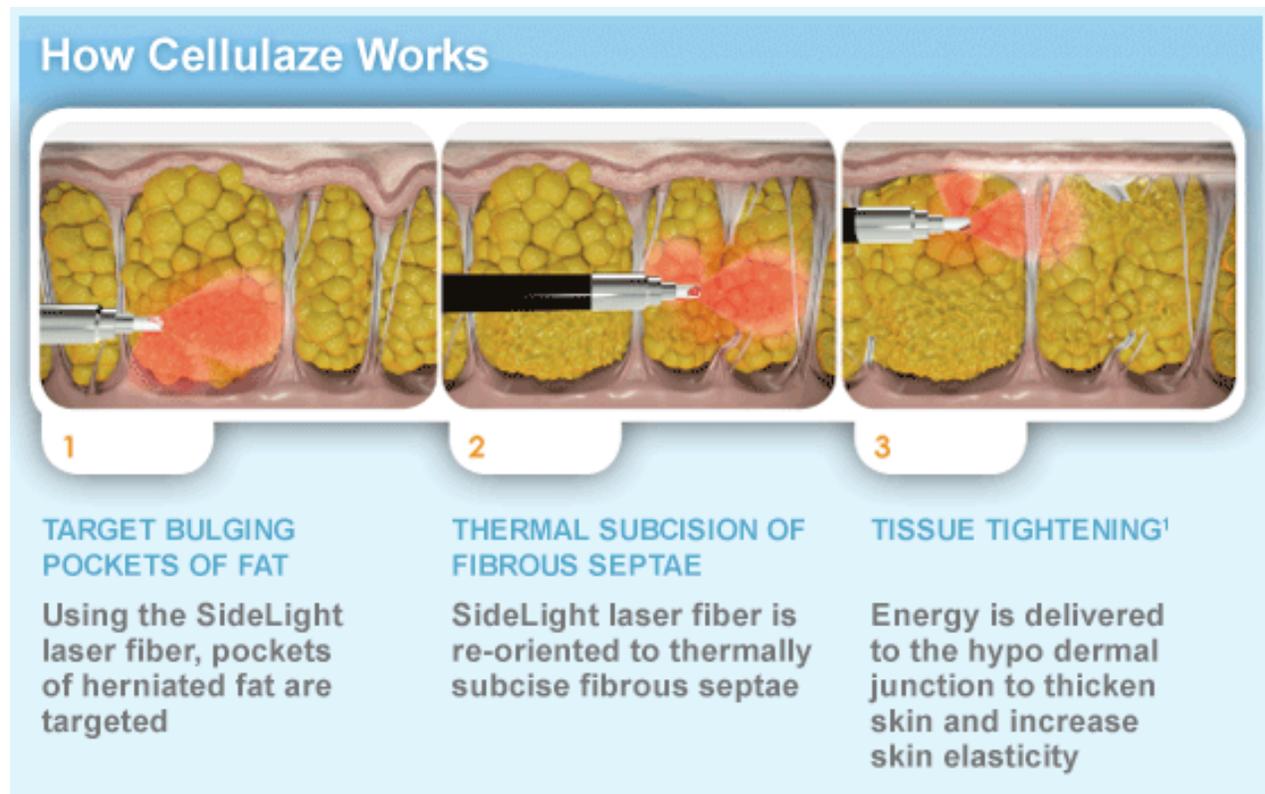
**We have had a very busy Spring and Fiesta so far. Our newest offering - Cellulaze has been very popular. We began treating our first patients in March. This is the first FDA approved long term cellulite treatment and is very exciting.**

**On the 19th we had an early Fiesta seminar in our office introducing the Cellulaze. Thank you to everyone who came. It was very well attended and several patients won Botox, Juvederm, Latisse, and EltaMd treatments. We gave away one Grand Prize of a Cellulaze treatment. Since this seminar was so successful, we plan to do more. Be sure you are on our email list (which you probably are if you are reading this), [Like us](#) on our [Facebook](#) page, or follow me on [Twitter](#) to make**

sure you are among the first to hear about the next seminar. Seating is limited for these, and we had to turn people away this time so be sure you reserve your spot quickly after the invite goes out.

So far, I think you have to admit that I have been pretty good at sending out monthly emails. Let me know if there is a specific topic that you would like me to address in future newsletters by sending me an [email](#).

I am also looking for any helpful ideas for Mother's Day gifts (for some reason, I don't just have to buy for my mother but also for the mother of my children) so any help you could give me would be appreciated. My wife has already got just about every kitchen gadget made so I'm having a difficult time. Happy Mother's Day to all of our mothers!



### [Dimples are only cute when you smile!](#)

I have heard estimates as high as 80-90% of women have cellulite. It is a very complex problem that is a combination of extra fat bulges, tight fibrous bands to the under surface of skin, and thinning of the skin. So far, treatments have not addressed all 3 factors like Cellulaze does. Most treatments if they work, only work for a short time and require multiple treatments. That is fine if you need your cellulite treated before a special event, but if you want the cellulite gone for a long time, Cellulaze is the answer. The Cellulaze published study has

**documented at least 1 year results and it looks like the treatment may last at least 2 years. If you are curious about whether or not you are a candidate, call Linda or Regina and schedule your consultation today.**



**Overheard in the Office:  
Patient: When can I start tanning again?  
Regina: Never!**

**Regina is right, we discourage any tanning. The effects of UV radiation are now well known to damage your skin. Not only will the radiation destroy the elasticity of your skin and lead to premature aging, it also causes skin cancer. We treat many patients with Basal Cell and Squamous Cell cancers of their skin. Most of this damage is from years of sun damage and tanning. Recent studies have also shown that Melanoma is increasing among young patients and sun exposure and tanning are the leading culprits.**

**For patients that have recently had surgery, UV radiation can cause disruption of the scars and make scars darker. It is very important that you avoid any type of UV radiation after surgery.**

**We recommend protection from UV radiation with a good sunscreen that has Titanium Dioxide or Zinc Oxide. These two compounds block a broad spectrum of UV radiation. If you are interested, ask the staff the next time you are in the office for samples of the EltaMD sunscreen so you can try it yourself.**

# Ultherapy Treatment Giveaway!



Whether you know a great mom or are a supermom yourself, this Mother's Day, bring your fun memories alive by submitting a photo of your most *Laughable Mom Moment*. You could win a non-surgical lifting treatment, Ultherapy, done here at our practice!

**Enter to Win!** [Facebook.com/Ultherapy](https://www.facebook.com/Ultherapy)

## Ultherapy Mother's Day Contest

Enter to win an [Ultherapy](#) treatment by submitting a fun photo to the Ulthera Facebook page! So look through your photos for a fun Laughable Mom Moment. I know around my house I laugh a lot at the Mom Moments, but nobody else is laughing with me!

You can enter at the [Ultherapy Facebook Page](#).



## Silicone Breast Implant Bonus

Allergan is continuing a special program offered through our practice that could be a nice way for you to get complimentary Botox or Latisse. Here's how it works: When you or a friend gets [Silicone Breast Augmentation](#), Allergan will

**provide us with either Botox or Latisse for you and your friend. So if you want to have longer lashes, bring in a friend who wants to have bigger breasts, and if she is a good candidate for Silicone implants then she gets complimentary Botox or Latisse and so do YOU! This is the first time Allergan has offered a bonus like this so if you or a friend of yours is considering Breast Augmentation, I would take advantage of this offer.**

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