

# CARING FOR YOU



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Healthcare information from Dean Health System

## RHINOPLASTY:

# For Natural Results, see Dean Cosmetic Surgeons



Many people believe the purpose of plastic surgery is to look more beautiful. The doctors at Dean's Aesthetic Surgery Center, however, would disagree. Beauty, after all, is subjective. They argue the purpose of plastic surgery is to feel more beautiful.

Let's take rhinoplasty, for example. More commonly known as a "nose job," rhinoplasty is performed for a variety of reasons:

- To provide more symmetry to your face
- To bring the features of your face into proportion
- To repair a damaged or deviated septum that interferes with comfortable breathing
- To alleviate snoring or sleep apnea

While only the first two reasons above could potentially make you look better, all of the above will undoubtedly make you feel better.

"We treat very young children all the way to older adults," says **Board Certified Plastic Surgeon Ramzi Shehadi, MD, FACS, from Dean's Aesthetic Surgery Center.** We see both men and women...both sick and healthy. We do everything from cosmetic surgeries like breast augmentation to complicated reconstructive procedures such as cleft lip. And because of the nature of what we do, we are always on the cutting edge of medicine and technology. It's just fantastic!"

## There's No Nose Like Your Nose

Rhinoplasty is the second-most common cosmetic surgery nationwide, with more than 307,000 performed last year. It is by far the most popular cosmetic procedure for men.

Even though the surgery is quite common, however, rhinoplasty requires a very skilled surgeon to get it right.

"I think rhinoplasty is one of the most challenging aesthetic procedures there is," says Dr. Shehadi. "Anybody can do a nose job, but not everyone can do a good one. You see, every nose is different. You can't just do the same operation for every nose."

In addition to every nose being different, Dr. Shehadi reinforces that every patient is different.

"The key is communication," he confirms. "Not everybody wants the same result." For instance, some people may want to preserve a characteristic of their nose shape that runs in the family.

"If the patient is clear about what they want, and the doctor is clear about what is possible, then everyone will be happy in the end," Dr. Shehadi explains.

## Find Your Comfort Zone

When considering cosmetic surgery, it is important to feel comfortable with your doctor and the facility. All of the doctors at Dean's Aesthetic Surgery Center encourage people to schedule an initial consultation to get all the facts if they are considering any type of plastic surgery.

"We're doctors, not salesmen," reassures Dr. Shehadi, explaining that the portrayal of cosmetic surgeons on television can be inaccurate and offensive.

He said people really appreciate his total honesty about cosmetic surgery outcomes. "I never embellish what we can accomplish or simplify my explanation of a procedure technically," he continues. "People considering aesthetic surgery have incredibly high standards and expectations. For a patient to be happy in the end, they have to understand the realistic outcome and still really want it for themselves. It has to come from the patient. I think that's the most important thing."

In the end, it's about making people happy and confident – beautiful from the inside out.

"I still have many patients who continue to keep in touch years after their surgery," says Dr. Shehadi. "They say I've changed their lives. It feels good to make people so incredibly happy."

For more information about rhinoplasty, Dr. Shehadi, or the Aesthetic Surgery Center, visit our web site at [deancare.com/aestheticsurgery](http://deancare.com/aestheticsurgery) or simply call (608) 821-4000 to schedule an initial consultation.

## CLINIC PROFILE: Dean Aesthetic Surgery Center



Dr. Shehadi



Dr. King



Dr. Rose

The Dean Aesthetic Surgery Center, located at 2275 Deming Way in Middleton, has three exceptional surgeons on staff: Ramzi Shehadi, MD, FACS; Clifford King, MD, PhD; and John Rose, Jr., MD. The friendly and knowledgeable team of doctors, nurses, and staff provide a full range of cosmetic and reconstructive procedures, including:

- Tummy Tuck (Abdominoplasty)
- Liposuction
- Lower Body Lift
- Thigh Lift
- Upper Arm Lift (Brachioplasty)
- Breast Augmentation (Mammoplasty Augmentation)
- Breast Lift (Mastopexy)

- Breast Reduction (Reduction Mammoplasty)
- Male Breast Reduction (Gynecomastia Surgery)
- Ear surgery (Otoplasty)
- Face Lift (Rhytidectomy)
- Fat Transfer
- Forehead Lift (Browlift)
- Lip Augmentation
- Nose Surgery (Rhinoplasty)
- Upper and Lower Eyelid Surgery (Blepharoplasty)
- Botox®
- Restylane®
- Chemical Peels (Alpha Hydroxy and Obagi® Blue Peel)

For more information about any of these procedures or to get answers to our most frequently asked questions, visit our web site at [deancare.com/aestheticsurgery](http://deancare.com/aestheticsurgery) or call (608) 821-4000 to schedule an initial consultation.

## Let's Talk Health

### Coping with Cancer

Wednesday, January 16  
7 – 8 pm  
Dean West Clinic  
752 N. High Point Rd., Madison

From diagnosis through treatment and into survivorship, cancer touches so many lives in so many ways.

Join **Jan Cain, PhD, Psychology,** for a

discussion on ways to cope with the social, psychological and emotional factors of life with cancer. Learn more about the Psycho-oncology services available for those facing cancer and their families. Call (608) 250-1119 to register.



## We have a better idea.



## You can use your flex plan money for:

- Complete eye exams
- Prescription eyeglasses
- Refractive surgery
- Prescription sunglasses
- Contact lenses (including colored contact lenses)

**Davis Duehr Dean**  
Excellence In EyeCare  
[deancare.com/ddd](http://deancare.com/ddd)

## Parenting Group

For parents of kids with disruptive behavior disorders

This group offers education and support for parents of kids (ages 5-11 years) with behavior disorders, and is especially helpful if children have recently been diagnosed with ADHD or Oppositional Defiant Disorder.

This 8-week group will meet on Wednesdays from 4-5 pm, beginning February 6, 2008, at Dean Sun Prairie Clinic. Call (608) 825-3777 for more information or to register.