

Feel good about you!

Gaining confidence on a budget

There's just something about the way you feel when you look your best. A special outfit or a great haircut can improve your mood for the whole day.

But what if you could make more permanent changes that could transform your attitude every day... changing the way you carry yourself, improving your self-image, and giving you the confidence to approach your career and your relationships with a fresh perspective?

In the midst of our current economic situation, something as basic as confidence and positive attitude can make all the difference in how you navigate through the tough times in your life.

"It's amazing how such small physical changes can increase a person's energy level, improve their self esteem and make them feel younger and more confident," shares **John Rose, Jr., MD, a Cosmetic Surgeon at Dean's Aesthetic Surgery Center** who specializes in facial procedures.

Together with one of the professionals from Dean Essentials Skin Care Center, our cosmetic surgeons share their Top 10 Beauty Tips for men and women that can boost confidence and give you the edge you're looking for without breaking the bank.

1. HAIR REMOVAL.

Whether it's waxing or Intense Pulsed Light Permanent Hair Reduction, Dean Essentials Skin Care Center can remove unwanted or unsightly hair from any part of your body, including your face, back, legs and more.

2. MAKE-UP & SKIN CARE.

Essentials uses physician-grade skin care products to renew skin, reduce superficial scarring, increase elasticity, improve skin tone and texture, diminish fine lines and wrinkles, treat rosacea, and more. "While store products only work on the surface of your skin, our physician-grade products penetrate deep into the skin, even working inside the cell itself," shares **Wendy Brakmanis, a licensed Aesthetician at Essentials Skin Care Center**. "We really listen to your concerns and can recommend products or services that will give you incredible results." In addition, Brakmanis recommends the glōmineral™ cosmetics especially for acne and rosacea prone skin types.

3. CHEMICAL PEEL.

A glycolic chemical peel addresses many different concerns including acne,

fine lines and wrinkles, skin texture, or superficial scarring. Your skin will look more radiant and refreshed. Chemical peels can be done right in the office with no "down time."

4. PHOTO FACIAL.

According to Brakmanis, photo facials can even out skin for someone with rosacea and are fantastic for reducing the appearance of "sun spots" on your face, hands, chest and legs. They are also great for cherry angiomas.

5. MINIMALLY-INVASIVE EYEBROW LIFT OR FACELIFT.

"Minimally-invasive procedures are done right in the office using local anesthesia," explains Dr. Rose. "It's a really good way to start small if you're considering cosmetic surgery but don't want the down time. In fact, most people's initial reaction is how easy it is after surgery." A special interest for Dr. Rose, he reports more men taking advantage of minimally-invasive procedures.

6. EYEBROW LIFT OR FACELIFT.

"Eyebrow and facelifts make subtle changes for significant results," shares Dr. Rose. "People come away feeling so much younger that they actually report higher energy levels. Their self-perception has changed."

7. RHINOPLASTY.

"Every nose is different," shares **Ramzi Shehadi, MD, FACS, Cosmetic Surgeon at Dean's Aesthetic Surgery Center**. "One of the reasons I like rhinoplasty so much is because your nose is one of the first things people see. I have patients who say I've changed their lives and stay in touch for years."

8. LIPOSUCTION.

Liposuction is a procedure that "sucks out" fat from localized areas to change body contours. "It is not used for weight loss and cannot remove excess skin," clarifies Dr. Shehadi. However, it is an excellent option for someone who is generally healthy and fit with confined "pockets" of fat.

9. ABDOMINOPLASTY (tummy tuck).

The most common reason people get a tummy tuck is to remove loose, stretched out skin due to significant weight loss or pregnancy. "No amount of exercise or diet will get rid of excess skin," confirms **Clifford King, MD, PhD, Cosmetic Surgeon at Dean's Aesthetic Surgery Center**.

10. BREAST AUGMENTATION AND/OR LIFT.

"Many women complain that their breasts are deflated, or not as full, after pregnancy," says Dr. King. "It's also common for nipples to point more downward after pregnancy and nursing." An augmentation lift restores fullness and helps lift and reposition the breast for a more natural look. Each procedure can be done separately or combined for the most effective result. Dr. King also has many patients who simply don't have a lot of breast tissue and would like their clothes to fit better.

"Don't underestimate the importance of feeling confident," shares Dr. King. "It affects relationships, job performance... everything."

For more information about these products, procedures, or providers, visit the following:

deancare.com/essentials

deancare.com/aestheticsurgery

Let's Talk Health

Cosmetic Surgery Myths

Wednesday, April 29, 6 - 7 pm
The Aesthetic Surgery Center,
Lower Level Auditorium
2275 Deming Way, Middleton, WI

Get the answers to the questions you've always wanted to ask but never had the courage! Join **Clifford King, MD, PhD, Ramzi Shehadi, MD, FACS** and **John Rose, Jr., MD** for a personalized discussion of surgical and non-surgical options to rejuvenate your appearance. Help yourself to light refreshments, take a tour of our facility and explore cost and financing options in a casual setting. After the presentation, meet with staff and learn how easy it can be to look as good as you feel! The presentation is open to all. Call (608) 250-1119 to register

A Vitamin a Day?

Wednesday, May 6, 6 - 7 pm
Dean West Clinic - Forest Room
752 N. High Point Rd., Madison, WI

Vitamins are known to pack a punch, but are they giving you the nutrition you need? How can a tiny vitamin improve your health and which ones should you be taking? Join Dietician **Melissa A. Phillips MS, RD, CD, CDE** for an informative presentation on vitamins and their healthful qualities. The presentation is open to all. Call (608) 250-1119 to register.