



MALE BREAST REDUCTION

- WHO IS A CANDIDATE?** ■ If you are a man who has excessively large breasts.
- If you have excess or sagging tissue in your chest area after losing a large amount of weight.
- INTENDED RESULT** ■ A flatter chest with more masculine male contour.
- PROCEDURE DESCRIPTION** ■ Excess breast tissue or fat can be removed with liposuction, excision, or a combination of both.
- Excess skin can be excised.
- The procedure is usually done on an outpatient basis under general anesthesia but can be done with sedation and local anesthesia.
- RECUPERATION AND HEALING** ■ You will go home several hours after surgery to be cared for by a friend or relative.
- A compression vest or chest wrapping is usually indicated for a week or two after surgery to help reduce swelling.
- Sutures are usually removed within 7-10 days after surgery.
- OTHER OPTIONS** ■ Additional procedures that will enhance the result are liposuction of excess fat in axilla (armpit area) or contouring and flattening of abdomen with liposuction and /or tummy tuck.
- INSURANCE GUIDELINES** ■ The Swan Center for Plastic Surgery currently does not participate with any insurance providers. If this is a procedure you want insurance to provide or attempt to provide coverage to you, we would need to refer you to an in network provider who can supply your carrier with proper CPT coding and ICD9 billing information along with office notes, pre determination and/or pre certification information.
- Fees for this procedure performed at our surgical facility are the responsibility of the patient and considered as all other cosmetic procedures.
- NOTE** ■ The specific risks and the suitability of this procedure for a given individual can be determined only at the time of consultation. All surgical procedures have some degree of risk. Minor complications that do not affect the outcome occur occasionally. Major complications are unusual.

Physician Undecided

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(770) 667-0904

About Our Center

One of the most personal decisions a person can make in their lives is to undergo cosmetic surgery. Choosing the right facility for outpatient surgery is almost as important as choosing the right surgeon. At the Swan Center for Plastic Surgery, we believe that you will not only find the surgeon that is right for you, but the location for a relaxing surgical experience as well.



The Swan Center for Plastic Surgery is located in the prestigious Swan Building. We operate a 7,000 square foot facility that is beautiful, tranquil, and immaculately maintained. Our State-Of-The-Art operating and recovery rooms maintain the highest levels of certification, being accredited by the JCAHO (Joint Commission on Accreditation of Healthcare Organizations). Because the support of family and friends is so important to you, our waiting room is large, yet cozy, welcoming, and private. Our staff is carefully hand-selected to represent the highest standards in personal care and knowledge in the cosmetic and medical fields.

No detail has been overlooked when it comes to the quality of systems in place to assure patient safety before, during and after surgery. Our operating and recovery rooms are equipped to hospital standards, Registered Nurses will meet with you during every visit, and our friendly, experienced staff is trained to anticipate your questions and concerns. Continuing education of all of our staff, including ACLS

Certification, is a commitment we make to ensure that our patients receive the most advanced techniques in cosmetic surgery.

Nestled near the foothills of the North Georgia Mountains and located only 10 miles north of Atlanta and the perimeter, Alpharetta offers great restaurants, brand new hotels, world class shopping and championship golf courses. Alpharetta has over 300 cultural, historic, sports and adventure expeditions close by. The Fulton County Public School System was rated "One of the top 100 school districts in places you can afford" by Money Magazine. It is because of this strong and growing community that the The Swan Center for Plastic Surgery chose Alpharetta and The Swan Building to call home.

We are open Monday-Friday, 8:00 AM-5:00PM. Early and late office hours are available by appointment. For more information or to schedule a private consultation, call us at 770-667-0904 or e-mail us.



The Swan Center

FOR PLASTIC SURGERY

Welcome

The Swan Center for Plastic Surgery welcomes you.

Our goal, as your plastic surgery partner, is to help you achieve a better you. We believe that even the smallest changes in one's appearance can drastically change the way a person looks and feels about one's self.

By limiting our practice exclusively to cosmetic plastic surgery of the face, breast and body, we are able to stay focused on the ever-changing world of cosmetic surgery and offer patients the newest breakthrough products and procedures as they become available.

We consistently perform more breast surgeries yearly than any other practice in Georgia and are one of the leading practices in the southeastern United States.

The Swan Center doctors are best known for their natural and proportional results.

We are committed to patient care and education.

Our team of board certified surgeons, anesthesiologists, registered nurses and patient care staff are dedicated to helping you make informed decisions regarding your surgical options.

By educating our patients on the choices available to them and answering any questions they may have, we are able to help our patients manage their expectations throughout their plastic surgery experience.

We are committed to patient safety.

For your safety and peace of mind, our state-of-the-art surgical suites meet the highest standards for proper medical equipment, emergency readiness, and cleanliness of surgical facilities.

We are accredited by the *Joint Commission on Accreditation of Healthcare Organizations* (JCAHO) – an independent, not-for-profit organization that is the nation's predominant standards-setting and accrediting body in health care. JCAHO accreditation is recognized nationwide as a symbol of quality that reflects an organization's commitment to meeting certain performance standards.

We are committed to surgical excellence.

Our surgeons not only meet the annual continuing education requirements for plastic surgeons, but actually exceed them by staying at the forefront of all the latest developments in surgical practices. Our doctors are frequently chosen to participate in medical trials featuring the latest techniques and products because of our patient capacity and exceptional results. By participating in these trials, we are able to offer our patients additional options that are often not available yet to other surgeons.

We are committed to you.

Whether you desire larger breasts, fewer lines and wrinkles, or a total body makeover, our team of dedicated experts are here to make that happen – safely, effectively, and to your exact requirements.

At The Swan Center for Plastic Surgery, we are committed to you.

In the right hands, even minor physical changes can foster renewed confidence, increase self-respect and revive a positive outlook on life.

Board Certification

Member Boards

APPROVED by the ABMS

The American Board of...

Allergy & Immunology
Anesthesiology
Colon and Rectal Surgery
Dermatology
Emergency Medicine
Family Medicine
Internal Medicine
Medical Genetics
Neurological Surgery
Nuclear Medicine
Obstetrics & Gynecology
Ophthalmology
Orthopaedic Surgery
Otolaryngology
Pathology
Pediatrics
Physical Medicine & Rehabilitation
Plastic Surgery
Preventive Medicine
Psychiatry & Neurology
Radiology
Surgery
Thoracic Surgery
Urology

Member Boards

NOT APPROVED by the ABMS

Aesthetic Plastic Surgery
Cosmetic Plastic Surgery
Facial Cosmetic Surgery
Plastic Esthetic Surgery
Dermatologic Surgery
Ophthalmic Plastic Surgery

What is Board Certification?

“Board certified” means that a physician has completed an approved educational training program and an evaluation process including an examination designed to assess the knowledge, skills and experience necessary to provide quality patient care in that specialty.

The American Board of Medical Specialties (ABMS) — a not-for-profit organization comprising of 24 medical specialty boards — is the pre-eminent entity overseeing physician certification in the United States. More than 100 boards have been submitted to the ABMS for formal approval, but only 24 have met their strict educational and examination criteria.

The American Board of Plastic Surgery (ABPS) is the only board recognized by the ABMS for certification of plastic surgeons.

And, ABMS is the only board able to provide true plastic surgery recognition.

We, at the Swan Center for Plastic Surgery, believe that every patient deserves quality care from competent and qualified surgeons; and we urge you to contact the American Board of Medical Specialties by calling 1-866-ASK ABMS (275-2267) or visiting www.abms.org to verify that your surgeon is board certified before undergoing any surgical procedure. There are over 180 non-ABMS, “self-designated” medical boards in the U.S. A few have applied for ABMS membership and have not met the criteria; many others have never applied for approval. Certification by other boards does not give you the same protection. Other boards have less strict criteria for certification and some require only a fee.

The Swan Center for Plastic Surgery only employs Board Certified Surgeons, and equally important, Board Certified Anesthesiologists.

JCAHO Accreditation

The Swan Center for Plastic Surgery is accredited by *The Joint Commission on Accreditation of Healthcare Organizations* (JCAHO) – the same organization that certifies most major hospitals. JCAHO standards are regarded as the most rigorous in the industry. Accreditation means that we have *volunteered* to undergo a challenging, comprehensive evaluation and shows that we are committed to providing safe, high quality care for our patients.

A team of health care professionals from JCAHO carefully reviews annually how well we:

- Provide a safe environment for your care
- Educate you about the risks and options for diagnosis and treatment
- Protect your rights as a patient including your right to confidentiality
- Evaluate your condition before, during, and after diagnosis and treatments
- Protect you against infection
- Plan for emergency situations

The Swan Center

Why Choose The Swan Center Doctors?

Almost everyone has heard that they should look for “Board Certification” when seeking a qualified plastic surgeon (or any other physician for that matter). Most people don’t really understand exactly what this means and what is involved in becoming “Board Certified”. Even fewer people know about the certification of operating facilities, who certifies them and what protection such certification offers.

At the Swan Center for Plastic Surgery, we believe patients need information to make informed choices in their search for the right surgeon. We have gone to great effort and expense to ensure the highest standard of safety for our patients.

1

Board Certification

The Swan Center for Plastic Surgery only uses Board Certified Plastic Surgeons and equally important, Board Certified Anesthesiologists

2

Patient Safety

At the Swan Center for Plastic Surgery, patient safety is our number one concern. That’s why we voluntarily undergo rigorous testing of our facilities on an on-going basis. Each time we subject our staff, our practices and our facilities to full review and are awarded accreditation from the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). JCAHO is the same accreditation that major hospitals use and is recognized as a symbol of quality and excellence that match our standards.

3

Exceptional Care

The moment you enter our facility, you will notice what distinguishes us from other cosmetic surgery practices –our staff. From our nursing & clinical staff, to our surgical group and physicians, our team is committed to providing you with exceptional patient care. We only employ caring, experienced professionals and are proud to say that the friendly faces that greet you throughout each phase of your experience are genuine. The bottom line? We care –about you, your health and your well-being.

Facial Surgeries

The way you look and feel directly affects your self-confidence and often determines how others perceive you. The Swan Center for Plastic Surgery offers a full range of facial surgeries that can improve the appearance of facial features and reduce visible signs of aging. Aesthetic facial surgeries reposition skin and underlying tissues to counteract the effects of time and gravity for a firmer, fresher look. Procedures that change a single facial feature can significantly enhance your entire appearance and positively alter the way you look and feel about yourself.

Face Lift

Face lifts (*Rhytidectomy*) are used to reposition or “lift” the skin, fat and excess tissue on the face and neck. It improves the appearance of the sagging skin and dramatically reduces signs of aging. In certain cases, a mini or short-scar face lift may be performed. If you are a candidate for this procedure, the advantages are less scarring and a faster recovery.

Mini Face Lift

The MACS-Lift, also known as the mini face lift, produces comparable results to a regular facelift but with much less scarring and down time.

The MACS-Lift is best suited for younger patients who have good skin tone, but are starting to see laxity in their lower face and jaw.

The advantage to a MACS-Lift is that it can be tailored to meet specific isolated problem areas and, if performed early, can prevent signs of aging before they become readily apparent. It also offers shorter scars, reduced swelling, quicker recovery and costs less than the traditional face lift.

Neck Lift

The neck lift is usually part of the facelift. Through a small chin incision, neck lifts are used to tighten and better define jawlines, double chins and other areas below the chin.

In select patients, a neck lift alone may be performed without a face lift. An isolated neck lift can improve the contour and angle of the neckline with only a small scar under the chin.

Forehead/Brow Lift

The forehead/brow lift corrects or improves sagging eyebrows, horizontal expression lines and forehead wrinkles. Improvements are made to the deep muscles as the skin and superficial muscles are tightened for a more youthful appearance. In most cases, a tiny camera called an endoscope is used. This allows small incisions to be made in the scalp greatly reducing the length of incisions needed.

Eyelid Surgery

Eyelid surgery (*Blepharoplasty*) removes excess skin from the upper and lower eyelids to eliminate puffiness around the eyes. New techniques provide additional contouring capabilities. Corners of the eyes can be elevated to achieve a very elegant look, expression muscles can be strengthened to erase wrinkles, and tone can be added to provide a more rested, youthful appearance. There are additional procedures that can also reduce unwanted shadows or circles around the eyes.

Nose Contouring

Nose contouring surgery (*Rhinoplasty*) is the procedure used to reshape the nose to improve its appearance and proportion in relation to other facial features.

Chin & Cheek Augmentation

Chin surgery (*Genioplasty*) is often used to correct the overall balance of a patients’ facial features. Chin augmentations can strengthen the appearance of a receding chin by increasing its projection; while chin reductions can make a protuberant chin less prominent.

Cheek surgery can also be used to rebalance a patient’s facial features. Cheek reduction surgery (*Buccal Fat Extraction*) removes fullness from an overly round face; while cheek implants (*Malar Augmentation*) can be used to enhance or accentuate small or underdeveloped cheek bones.

In some patients, an endoscopic cheek lift can use the patient’s own tissues to provide cheek fullness without any visible scars.

Ear Reshaping

From age 7 to 77, ear reshaping surgery (*Otoplasty*) improves the positioning of ears that protrude or are unusually large in relation to other facial features.

Scar Revision

Whether caused by accident or prior surgery, the appearance of scars can be significantly improved through a series of steroid injections and/or surgical procedures like dermabrasion and laser resurfacing. By surgically removing layers of damaged tissue, these procedures soften the edges of surface irregularities leaving the skin with a smoother, more desirable appearance.

Breast Procedures

As one of the top cosmetic surgery practices in the southeastern United States, The Swan Center for Plastic Surgery consistently performs more breast surgeries annually than any other practice in Georgia. Our doctors are best known for their natural and proportional results and are unique in their ability to perform breast procedures that combine modern surgical techniques with classical aesthetics to enhance the natural contours and motion of a woman's breasts.

While our doctors believe there is no one ideal for how a woman's breasts should look; they also believe there is an ideal breast form and size for every woman. They work closely with each patient to create a plan that specifically matches her desires and image of her breast's ideal shape to her body's form and function.

This has enabled us to become one of the nation's top choices for cosmetic breast procedure surgeries.

Breast Augmentation

Breast augmentation (*Mammoplasty*) is a procedure used to enlarge small breasts, and rebalance breasts of different size or proportion. Implants are used to add fullness to breasts that have decreased in size or begun to sag due to age or pregnancy.

Implant options basically can be narrowed down to two types: silicone (gel) and saline (salt water) filled.

FDA guidelines on the use and availability of silicone implants are constantly changing. Be assured that our doctors constantly monitor and strictly adhere to all FDA guidelines regarding surgical implants and that patient safety is their number one concern.

Recent advances in implant technologies offer options that create a more natural look than ever before. Exciting new implant coatings and fillings are always on the horizon. Recent implant advances include the development of newer cohesive gel implants which offer the most natural-looking results; while high profile implants are designed to provide better breast projection and volume. Depending on the shape of your chest, these new high profile implants may be exactly what you need to achieve fuller, more natural-looking breasts.

Whether saline or silicone, high profile, moderate profile, moderate plus profile, or tear drop, our doctors will help you select the right implant size and shape to match your body build and desired outcome.

Breast Lift

The breast lift operation (*Mastopexy*) raises and recontours loose, sagging breasts. Women often elect this surgery after losing a considerable amount of weight, or after losing volume and tone in their breasts after having children. New mini and small incision techniques including the vertical or "lollipop" breast lift and the SPAIR vertical lift not only result in fewer incisions, but also offer longer-lasting results with improved breast shape.

Breast Reduction

Breast reduction surgery (*Reduction Mammoplasty*) corrects unusually large or sagging breasts, which often interfere with a woman's normal function and physical activity. Unusually large breasts can cause chronic back pain, postural problems, deformities of the back and shoulders, and more. Generally viewed as a reconstructive procedure, breast reduction can also aesthetically improve the shape of the breasts and nipple areas.

Newer techniques that minimize the scarring and greatly enhance shape are commonly used.

Breast Correction

Unfortunately breast correction surgeries or improvements to previously enhanced breasts may be warranted when a patient is unhappy with the shape or size of their breasts after surgery. Whether due to unsatisfactory results from a prior surgery, or a patient's desire for a different look or size than originally sought after, breast correction surgery is quite common and demanding.

Because breast correction surgery requires a keen eye for aesthetics, a commitment to staying abreast of new and innovative procedures, and the ability to develop and apply problem-solving techniques, the Swan Center for Plastic Surgery stands out as the clear choice for corrective surgical procedures. As one of the leading cosmetic practices in the Southeast with a respected expertise in breast procedures, the Swan Center doctors are known for their unique problem-solving surgical techniques. They are often called upon by their colleagues to assist patients who are unhappy with the outcome of their original surgery.

Breast Reconstruction

Recent advancements in the art and science of reconstructing the breast, including using the body's own tissues from the abdomen or a prosthesis, provide options for women facing mastectomy. Prior to surgery, reconstruction techniques can be discussed and a plan devised to determine which option best fits each patient's needs and desires.

Body Contouring

Surgical body contouring procedures can dramatically restore a balanced look to the body by creating tighter tummies or abdomens, and trimmer, slimmer buttocks, hips and thighs. Liposuction uses a specialized instrument, or micro cannula, to make tiny incisions from which localized collections of fatty tissue can be gently removed. For most patients, tumescent liposuction can be used. For other patients, liposuction using ultrasound to “melt” the fat cells as the cannula comes in contact with them may be the preferred method. With both procedures, a saline mixture is used to ensure a smooth, well-contoured change. This is known as the tumescent technique.

Abdominoplasty tightens muscles in the abdomen and removes excess skin and fat — leaving patients with flatter, tighter tummies and abdomens.

Liposuction

Liposuction is the art of removing fat from localized areas of the body. This technique is used to contour the legs, buttocks, abdomen, back, arms, face and neck.

Tummy Tuck

The tummy tuck (*Abdominoplasty*) is a procedure used to improve the waistline by tightening the abdominal muscles and can remove or improve the appearance of stretch marks. It is especially suited for men and women who have excess skin concentrated in the abdominal area, but who are otherwise of relative normal weight. For some patients, a “mini” tummy tuck which uses tiny incisions to create powerful change will be all that is necessary to achieve flatter, tighter tummies and abdomens.

Body Sculpting

Body sculpting is a method that uses autologous fat transfer techniques to move the body’s own excess fat from one area to another that may be better suited for it. Excess fat from hips and thighs may be used to round out a misshapen derriere or add fullness to facial features. Fat transfer is safe, natural, and non-allergenic.

Thigh/Hip/Buttock Lifts

This surgery is designed to tighten the skin of the outer thighs, buttocks and hips that has become loose or flabby as a result of massive weight loss, natural aging, or heredity. The procedure removes skin and underlying fat from the buttock area and reconstructs or “lifts” it to achieve a tighter, more toned look.

Post Bariatric Surgery

With more and more patients undergoing bariatric or weight loss surgery, the demand for skin contouring procedures has rapidly increased. Unfortunately, extreme weight loss often leaves loose, sagging skin that no longer has the elasticity to conform to a slimmer shape.

Whether your excess skin is localized in the abdomen, arms, legs, hips, buttocks or chest, your plastic surgeon can use a variety of body contouring procedures to help you regain a more desirable shape and form.

Abdominoplasty, brachioplasty (arm lift), thigh lift, face lift, neck lift, breast lift, breast augmentation, and mastopexy are all body contouring procedures that can be used to eliminate excess skin and recontour your body after significant weight loss.

For Men

More than ever, men are making the choice to improve their appearance with cosmetic procedures. In a competitive business environment where your professional image is as critical as your proficiency, looking tired or aged can be a disadvantage. Maintain your edge with carefully selected procedures that can subtly take off years and unwanted fat. Many men choose to have surgery to achieve a trimmer waistline, a more balanced nose, or a rejuvenated facial appearance.

Liposuction is currently the number one procedure for men in the United States. With a 385% increase in popularity nationally since 1982 among male patients, liposuction's popularity and versatility in improving men's appearance is apparent by the number of men choosing to have the procedure.

Liposuction

A procedure used to remove unwanted fat from areas resistant to diet and exercise. "Love handles", chest, abdomen, chin, and neck are the most targeted areas of concern for men. Liposuction is usually very effective on men because they are more likely to have good skin elasticity.

Eyelid Surgery

Another popular procedure for men, Eyelid surgery (*Blepharoplasty*) is used to eliminate a tired appearance due to sagging eyelids or fat deposits in the periorbital area. Incisions are hidden in the eyelid crease, under the lower eyelashes, or as in a transconjunctival blepharoplasty, inside the eyelid. This procedure is often done in conjunction with a facelift procedure for older men, but many younger men choose to have the procedure to eliminate puffiness around the eye area.

Gynecomastia

(Correction of Enlarged Male Breasts)

This common condition is rarely talked about. Gynecomastia affects 40% or more of American men. It may affect only one side of a man's chest, or both. There is no known cause in the vast majority of cases. For men who feel self-conscious about their appearance, reduction surgery can be helpful. The reduction procedure removes fat and or glandular tissue from the breasts, resulting in a chest that is flatter and more masculine.

Facial Rejuvenation

Many men turn to facial rejuvenation procedures to achieve a younger facial appearance. Procedures such as Botox injections and laser resurfacing can be used for men who have minor concerns, while a full facial rejuvenation may be desirable for men who need an overall improvement.

Nose Contouring

Nose contouring or reshaping (*Rhinoplasty*) has always been one of the most popular procedures for men. Bringing the nose into balance with the rest of the face can dramatically improve one's appearance. In some cases, rhinoplasty is combined with a chin implant to further balance the face while improving the jawline.

Abdominoplasty

This procedure tightens abdominal muscles and removes excess skin that results with weight changes. It is especially suited for men who have excess skin concentrated in the abdomen, but who are otherwise of relatively normal weight. A new abdominoplasty technique, using an easily concealed, very small incision, improves the waist and tightens abdominal muscles.

Skin Rejuvenation

Although our skin is very durable and resilient, the effects of time, gravity, and sun exposure take their toll on its appearance. Stress, sleeping habits, nutrition, alcohol consumption, smoking, and skin care routines are all factors that affect the skin's vitality and health. Aesthetic nurses at The Swan Center for Plastic Surgery work under our doctors direct supervision to provide a variety of in-office and at-home treatment procedures that are designed to repair, restore, and refine the skin.

Therapeutic treatments can improve wrinkles around the mouth, and on the forehead and cheek areas.

Application of prescription gels, creams and lotions can enhance the overall texture of the skin. New laser techniques are being used in conjunction with state-of-the-art skin care therapies to allow you to always put a radiant, refined face forward.

Chemical Peels

Safe, gentle, and effective chemical peels of varying strengths can be topically applied to remove superficial layers of damaged skin cells.



(Photo of model shown, not actual patient)

Glycolic Peels use Alpha Hydroxy Acid (AHA) to loosen dead skin cells and exfoliate the outer layers of damaged skin, leaving behind a smoother surface.

Blue Peels use Tri-Chloroacetic Acid (TCA) to improve skin tone and reverse the signs of aging. Blue peels also loosen dead skin cells, but provide destruction to deeper layers of the skin, thus permitting the underlying new skin to resurface.

Phenol Peels, or deep chemical peels, provides significant improvement to deep facial wrinkles and sun-damaged skin by removing the skin's outermost layers. Phenol peels are helpful for individuals with facial blemishes, deep wrinkles and uneven skin pigmentation and may improve superficial acne scars. However, because skin pallor is also a permanent result, it is best suited to those with fair, non-freckled skin. It is not appropriate for women with olive, brown or black skin.

Laser Resurfacing

Full face laser resurfacing is a modern alternative to traditional chemical peeling and dermabrasion. This new technology uses a laser to predictably and precisely "vaporize" fine lines, wrinkles, sun damage, and acne scars.

Acne Treatments

Many specialized techniques can be used to treat acne and clear the skin. Laser treatments, laser resurfacing and dermabrasion minimize and improve acne scarring and pitting. Depending on your skin type and color, our doctors can help you choose which course of action is best for you.

Micro Dermabrasion

Microdermabrasion is a non-invasive, non-surgical skin conditioning procedure that uses light abrasion to buff away the outermost surface of damaged skin leaving behind a fresher, younger looking skin. It is generally used to revitalize dull skin, repair sun-damaged skin, remove age spots, or erase fine lines and wrinkles from around the eyes, lips and neck. By removing dead skin cells and stimulating the growth of new cells, microdermabrasion can also reduce the appearance of stretch marks and acne scars.

Lip Augmentation

Full, luscious lips have always been desirable, regardless of age. A plump pout is considered to be a sign of youth and an icon of sensuality.

Lip augmentations use collagen, fat injections or implants to creates fuller, plumper lips and reduces fine wrinkles around the mouth.

Dermal Fillers

Dermal, or facial fillers, are also used to help reverse the signs of aging. Dermal fillers are used to reduce or eliminate facial lines and wrinkles, raise scar depressions associated with acne, and replace soft-tissue volume loss. Although temporary solutions, dermal fillers can provide a more natural appearance than surgical face lifts.

The Swan Center for Plastic Surgery offers a host of dermal filler options to meet each patient's individual needs. However, as new fillers are constantly being developed and brought to market, we strictly adhere to our "only the best will do" philosophy. As such, we closely monitor the indications and use of each new filler as it comes to market; and only introduce the products into our procedures that we feel will offer our patients the very best results.

Meet the Doctors



Joseph G. Bauer, M.D., F.A.C.S.

Dual Board Certified in
Plastic and Reconstructive Surgery,
and General Surgery.

Joseph G. Bauer, M.D., F.A.C.S.

*Board-certified Plastic Surgeon and
Founder of The Swan Center for Plastic Surgery*

A dedicated and skillful surgeon, Joseph G. Bauer, MD, FACS realizes that beauty is intensely personal, and his work celebrates the uniqueness of each individual. His recommendations and advice are the result of years of experience and thoughtful, professional judgment. His ongoing commitment to staying on top of recent advancements and technologies keeps him and his techniques on the leading edge of cosmetic surgery. Before prescribing or performing any surgery, treatment, or therapy, Dr. Bauer meets with patients to educate them, discuss options and help them make informed decisions.

As one of the most prominent breast surgeons in the Southeast, Dr. Bauer is known for his completely natural-looking results. His unique ability to marry function and form with a completely natural result is unsurpassed. His patients never look like they had a cosmetic procedure; they simply look great.

Dr. Bauer holds dual board certifications in Plastic and Reconstructive Surgery, and General Surgery. Honors include graduating *Cum Laude* from Emory University Medical School, and a Fellowship in Plastic and Reconstructive Surgery at the University of Texas, Southwestern Medical Center.

Dr. Bauer is a member of many professional societies and is a contributing author to various plastic surgery textbooks including *Plastic Surgery for Dummies* and scientific journals. He has been featured as a resident expert on a host of major television/radio networks, in magazines and newspapers. Dr. Bauer is a frequent guest lecturer, radio talk show host and international web seminar host. Dr. Bauer has been chosen to participate in numerous clinical breast implant studies based on his skill and experience in breast enlargement surgery.

Board Certification

- American Board of Plastic Surgery
- American Board of Surgery

Medical Affiliations

- American College of Surgeons
- National Board of Medical Examiners
- American Society of Plastic Surgeons
- American Society for Aesthetic Plastic Surgery
- American Medical Association
- Georgia Society of Plastic Surgeons
- Southeastern Society of Plastic & Reconstructive Surgeons
- Medical Association of Georgia

Training & Education

- Medical Degree – Emory University Medical School/
Cum Laude/Alpha Omega Alpha/ Honors
- General Surgery Residency, Emory University
- Bachelor of Science Degree – Loyola College/Cum
Laude/National Biological Honor Society/National
Jesuit Honor Society
- Fellowship in Plastic & Reconstructive Surgery at the
University of Texas, Southwestern Medical Center –
awarded Nike Award for Best Cosmetic Surgery Results
- Advanced Specialty Training with Prominent Cosmetic
Surgeons



Meet the Doctors



Dean J. Fardo, M.D.

Board-certified Plastic Surgeon

Dr. Fardo works very closely with patients to help them achieve their desired goals and results. He is committed to providing patients with the best outcomes possible while always keeping their safety first.

Dr. Fardo obtained his B.S. degrees in biology and engineering from Pennsylvania State University. He continued his education at the University of Pittsburgh School of Medicine where he graduated with Honors and was elected into AOA, the national medical honor society. He completed both general surgery and plastic surgery residencies at the Grand Rapids/Michigan State University program.

After completing his residency, Dr. Fardo sought the best additional cosmetic surgery training available, and he completed a cosmetic surgery fellowship at the Cleveland Clinic and a oculoplastic (eyelid) fellowship at PACES Plastic Surgery. This makes Dr. Fardo one of the few surgeons nationwide that has formal training in both plastic surgery and oculoplastic surgery.

After his training was completed, Dr. Fardo was an Attending Staff Physician at the world-renowned Cleveland Clinic for three years. His specialties there were cosmetic and oculoplastic surgery.

Dr. Fardo is board certified in plastic surgery and a member of numerous medical societies. He has authored scientific publications and textbook chapters and lectured at several plastic surgery meetings.

Board Certification

- American Board of Plastic Surgery

Medical Affiliations

- American Society of Plastic Surgeons
- American Society for Aesthetic Plastic Surgery
- American Society of Maxillofacial Surgeons
- Ohio Valley Society of Plastic Surgeons
- American Medical Association

Training & Education

- Medical Degree – University of Pittsburgh School of Medicine/Alpha Omega Alpha/Honors
- B.S. Degrees – Pennsylvania State University/Phi Delta Epsilon/Pre-Medical Honor Society
- Aesthetic and Oculoplastic Fellowship at PACES Plastic Surgery in Atlanta, GA
- Aesthetic Plastic Surgery Fellowship at the Cleveland Clinic Foundation in Cleveland, OH
- Plastic Surgery Residency at GRAMEC/Michigan State University in Grand Rapids, MI
- General Surgery Internship and Residency at the Spectrum Health Hospitals in Grand Rapids, MI



Meet the Doctors



Amy K. Alderman, M.D., F.A.C.S., M.P.H.

Board-certified Plastic Surgeon

Dr. Alderman is an accomplished, nationally known surgeon who has an artistic approach to cosmetic surgery that enhances patient's beauty and helps restore self-esteem. Dr. Alderman is known for her personalized approach to educating patients on all available options and believes this is an important step in building meaningful, long-lasting relationships. She works collectively with each patient to address concerns and develop individualized action plans to achieve natural appearing results. Dr. Alderman's unparalleled commitment to patient care and safety can be attributed to years of education, professional experience and involvement in national patient safety initiatives.

After graduating Phi Beta Kappa, Summa Cum Laude and Academic All-American in tennis at Birmingham-Southern College, Dr. Alderman continued her educational career at the University of Alabama-Birmingham School of Medicine where she graduated valedictorian of her medical school class. She also received several honors including early membership into Alpha Omega Alpha, which is the National Medical Honor Society. Dr. Alderman completed her Plastic Surgery Residency at the University of Michigan in Ann Arbor. During her training, she earned a Masters in Public Health and was admitted into the highly competitive Robert Wood Johnson Clinical Scholars Program, which gave her the tools to engage in surgical outcomes research and patient safety initiatives.

After her training was completed, Dr. Alderman joined the teaching staff at the University of Michigan and was promoted to a tenured Associate Professor of Plastic Surgery and served as the Director for the University's Cosmetic Surgery Program. While at the University of Michigan, her clinical focus was breast reconstruction and cosmetic surgery, and she was actively involved in resident education. In addition, she was a highly accomplished researcher in breast surgery and had grant funding from The National Cancer Institute, The Robert Wood Johnson Foundation and the Plastic Surgery Educational Foundation.

Dr. Alderman is board certified in Plastic Surgery. She is a frequent lecturer at plastic surgery conferences worldwide and has over 50 peer-reviewed publications, seven book chapters and more than 100 scientific presentations. She is frequently asked to review manuscripts for publication in plastic surgery and other surgical journals.

Board Certification

- American Board of Plastic Surgery

Medical Affiliations

- American College of Surgeons
- American Society of Plastic Surgeons
- National Board of Medical Examiners for Plastic Surgery
- Reed O. Dingman Society
- Michigan Academy of Plastic Surgeons
- Southwest Oncology Group
- American Society of Plastic Surgery Clinical Trials Committee
- American Society of Plastic Surgery Quality and Performance Committee
- American Society of Plastic Surgery Venous Thromboembolism Task Force
- American Society of Plastic Surgery Breast Surgery Task Force

Training & Education

- Bachelor of Arts Sociology – Birmingham-Southern College
- Medical Degree – The University of Alabama School of Medicine
- General Surgery Residency – University of Michigan
- Plastic Surgery Residency – University of Michigan
- Health Management and Policy – University of Michigan School of Public Health
- Robert Wood Johnson Clinical Scholar – University of Michigan School of Medicine



Dermal Fillers

Botox®

An increasingly popular injectable to temporarily diminish or eliminate lines and wrinkles on the face by relaxing underlying facial muscles. Botox® treatments can be used for smoothing frown lines, laugh lines, forehead lines, crows feet and other dynamic wrinkles caused by the contraction of facial muscles. This exceptional treatment is often used in conjunction with facial plastic surgery procedures such as a face lift or eyelid lift to maximize its cosmetic benefit.

Captique™

Injections that are used to fill deep facial folds and wrinkles, such as the nasolabial folds that often form on either side of the nose and extend down to the sides of the mouth. Because Captique™ is composed of plant-based hyaluronic acid, no pre-testing for allergic reactions is necessary before Captique™ injections are administered. Captique™ is a colorless gel that provides immediate volume enhancement results, whether it's used to fill wrinkles and folds or to plump up lips.

Collagen

A natural protein found in bone, cartilage, skin, and tendons. Certain collagens found in skin tissue are essential for skin strength and elasticity. Over time, this collagen breaks down, causing skin to lose its suppleness and begin to wrinkle and sag. In an effort to fight these signs of aging, many people turn to collagen injections to replace their original supply. Since it is a natural protein, there are relatively few side effects associated with its use in cosmetic procedures. Used to treat minor imperfections in facial skin, including laugh lines, wrinkles, creases, crow's feet, and acne scars. Collagen is also used to create fuller lips and cheeks.

CosmoDerm™

The first visible damage to skin on the face usually comes in the form of fine wrinkles and lines caused by sun damage and pollution. CosmoDerm™ can help to reduce the appearance of these fine lines by adding collagen to the area just below the skin. If you are beginning to notice crow's feet around your eyes, or small vertical lines above your upper lip, you may be a candidate for CosmoDerm™ collagen injections.

CosmoPlast™

A treatment option for patients who have deep wrinkles between their brows or smile lines from their nose to their mouth. Severe acne scars can also be treated with CosmoPlast™ collagen injections. CosmoPlast™ works by filling in deep folds with collagen that acts just like the natural collagen that has been worn away with time.

Dermalive® /Dermadeep®

Products that combine the benefits of hyaluronic acid and the longevity of acrylic hydrogel. These semi-permanent injectable fillers successfully treat deep creases, wrinkles, and scars, while transforming patients' looks by lessening skin imperfections and reshaping facial contours in ways that might otherwise require surgery. Both Dermalive® and Dermadeep® hold their volume for between a number of years without having to worry about touchup procedures.

Fascian™

A natural biologic injectable filler composed of fascia (human connective tissue) in a liquid suspension. Fascia is made primarily of collagen. Fascian™ is injected beneath the skin in areas that are in need of a stronger, longer-lasting filler.

Fat Transfer

A procedure in which a patient's own body fat is used to plump areas of the face or to add volume where desired. Because patient's own fat is used, fat transfer requires three steps. The first step involves the gentle liposuction of some excess fat (such as that found in the abdomen, thighs, or buttocks). The second step involves the isolation and cleansing of the fat cells. The third and final step involves the injection of the fat cells into the targeted facial areas (i.e., the fat cell transplantation).

Hylaform®

A clear, colorless gel synthesized from hyaluronic acid, a naturally occurring substance found in the human body. Hylaform® and Hylaform® Plus injections replace collagen and hyaluronic acid that have deteriorated over time to remove wrinkles, filling in the empty space while moisturizing and lubricating the surrounding tissue.

Juvederm®

A smooth consistency gel made of hyaluronic acid—a naturally occurring substance in your skin that helps to add volume and hydration. Juvéderm® helps restore your skin's volume and smooth away facial wrinkles and folds, like your "smile lines" or "parentheses" (the creases that run from the bottom of your nose to the corners of your mouth). Juvéderm® provides a smooth, natural look and feel—so everyone will notice (but no one will know)!

Perlane®

An injectable cosmetic dermal filler used to soften wrinkles and facial folds. It is also a popular filler for lip augmentation, facial depressions, and facial scarring. Perlane® is made from non-animal stabilized hyaluronic acid (NASHA) gel. Perlane® contains no animal products. The hyaluronic acid in Perlane® supplements the body's natural supply, which becomes depleted with age. Perlane® is biodegradable so its effects are not permanent.

Prevelle Silk/Shape

Similar to Juvederm® or Restylane®, is the first of the Prevelle family of injectable dermal fillers to receive FDA approval and is also intended for treatment of moderate to severe facial lines and folds. Prevelle Silk combines lidocaine, a local anesthetic, with hyaluronic acid, a wrinkle-filling substance, in order to reduce the pain associated with cosmetic injections.

Radiesse™

A dermal filler made of calcium-based microspheres suspended in a water-based gel, and is injected into the skin through a simple and minimally invasive procedure. Radiesse™ dermal filler is another ideal choice for facial contouring. It can restore a healthy, youthful appearance, enhance your existing features, help you defy age and gravity, and increase your confidence—all without invasive surgery or scarring.

Restylane®

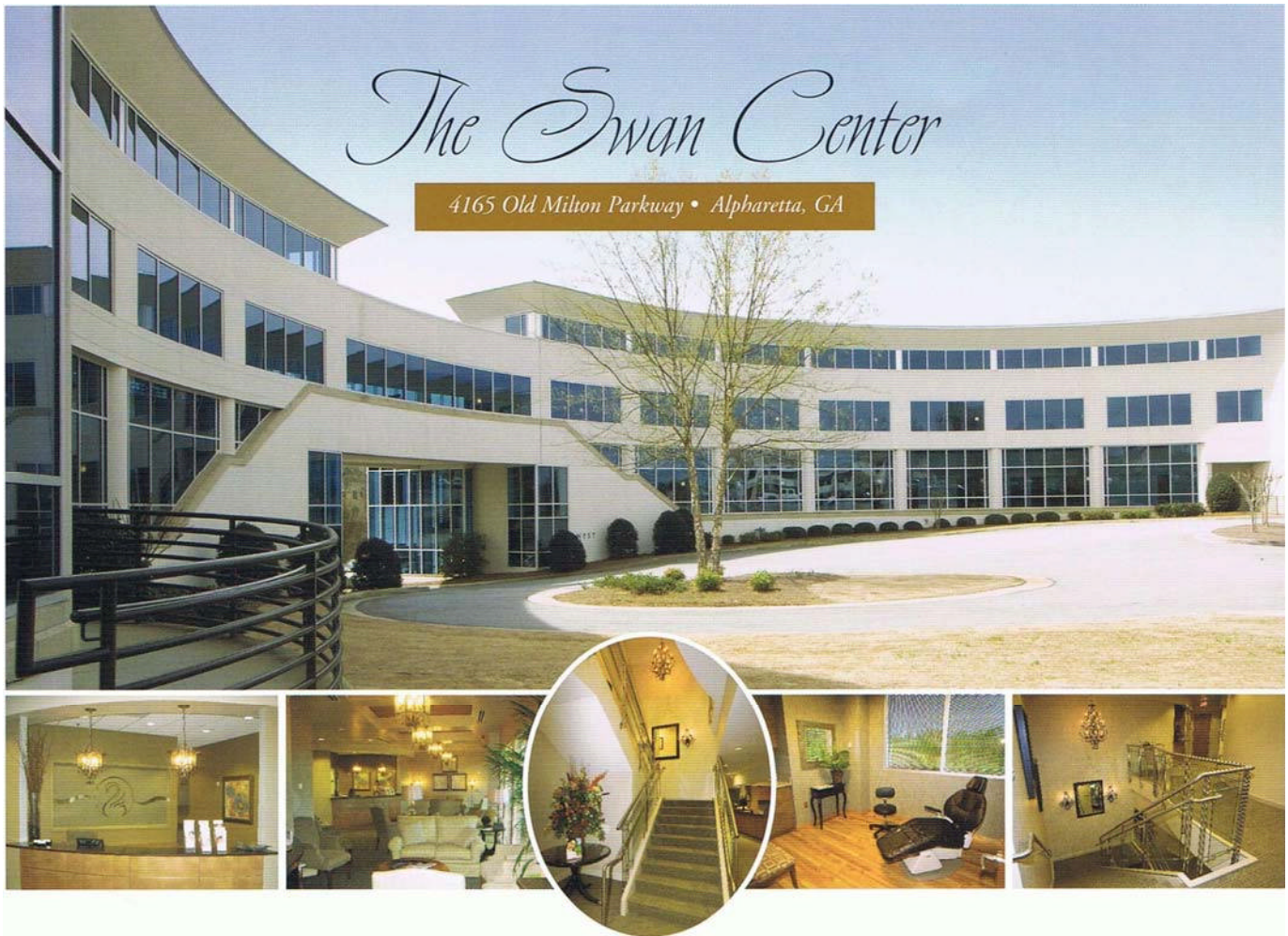
The perfect product for lips, wrinkles and facial contours. It is a crystal-clear, non-animal, biodegradable gel based on a natural substance, called hyaluronic acid. Once injected it works together with your body's hyaluronic acid to lift and plump the skin and lasts longer than bovine-derived collagen—often six months or longer.

Sculptra®

Used throughout Europe under the name of New-Fill™ since 1999, Sculptra® is an injectable treatment made from poly-lactic acid for the treatment of facial lipatrophy.

Zyderm® /Zyplast®

Made of purified bovine-derived collagen and are used to improve facial contour and reduce the appearance of both fine lines and deeper wrinkles. If you have crow's feet or fine lines around the lips, Zyderm® can subtly smooth the target area for a fresher, more youthful appearance. Zyplast® is used to treat deeper folds such as brow wrinkles or frown lines, and provides subtle volume and contouring to enhance your face.



The Swan Center

4165 Old Milton Parkway • Alpharetta, GA

The Swan Building is home to Atlanta finest aesthetic service providers. Many of the city's top plastic surgeons, oral & maxillofacial surgeons, cosmetic dentists, laser eye care specialists, dermatologists, and aestheticians have chosen to locate their practices at The Swan Building due to its on-going commitment to being the best place to go for all your aesthetic services needs.



The Swan Center for Plastic Surgery
4165 Old Milton Parkway, Suite 200 East, Alpharetta, GA 30005

Alpharetta Aesthetic Center (Surgery Center)
4165 Old Milton Parkway, Suite 100 East, Alpharetta, GA 30005

From GA 400: Take Exit #10, Old Milton Parkway, heading east. The Swan Building will be on your right in approximately 2 miles

From 1-85: Take Pleasant Hill Road west which turns into State Bridge Road and then merges into Old Milton Pkvw. The Swan Building will be on your left in approximately 1/2 mile.

GA 141N: Take State Bridge Road west until it merges into Old Milton Pkvw. The Swan Building will be on your left in approximately 1/2 mile.

770-667-0904 or 800-816-1057

www.swancenteratlanta.com

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The Swan Center for Plastic Surgery offers many financing options through a variety of national finance companies. VISA®, MasterCard, Discover and American Express are also accepted.