COVERING ATLANTA AND THE SOUTHEAST

season

ESTABLISHED IN 1981

FALL 2002

BOTOX
AND OTHER BEAUTY TECHNIQUES

THE HORSEY SET
FROM BREEDING TO BOARDING, RACING AND SHOWING

TRAVEL
- THE STATE OF **GEORGIA**
- THE VINEYARDS OF **CALIFORNIA**

CHRISTIE BRINKLEY

focus on the face

THE ATLANTA INSTITUTE FOR FACIAL AESTHETIC SURGERY OFFERS CUSTOMIZED FACIAL REJUVENATION WITH MINIMAL DOWNTIME

Face it. When it comes to altering the most visible part of your body, you don't want to trust it to just anyone. You want a specialist. That's exactly why Dr. Pradeep K. Sinha of the Atlanta Institute for Facial Aesthetic Surgery has devoted his practice exclusively to the face and neck.

By focusing on only one area of the body, Dr. Sinha is able to offer his patients the latest and most advanced surgical, medical and laser technology for customized facial rejuvenation. That includes facelifts, eyetucks, chin liposuction, rhinoplasty, endoscopic forehead and midface lifts, and wrinkle reduction with Botox, collagen, microdermabrasion and chemical peels.

With all of the available procedures for facial rejuvenation in one location, the Atlanta Institute for Facial Aesthetic Surgery can take an individualized approach with each patient to achieve optimal results with minimal downtime.

"Our practice was the first to introduce many innovations in plastic surgery and laser technology to the southeastern United States," says Dr. Sinha, who performs surgical, laser and non-surgical aesthetic procedures. "We continue to stay on the cutting edge."

The latest endoscopic techniques, for example, use small hidden incisions and special telescopes to lift the forehead or cheek area without large incisions. And a new medical sealant, applied after face-lifting procedures, often results in no bruising.

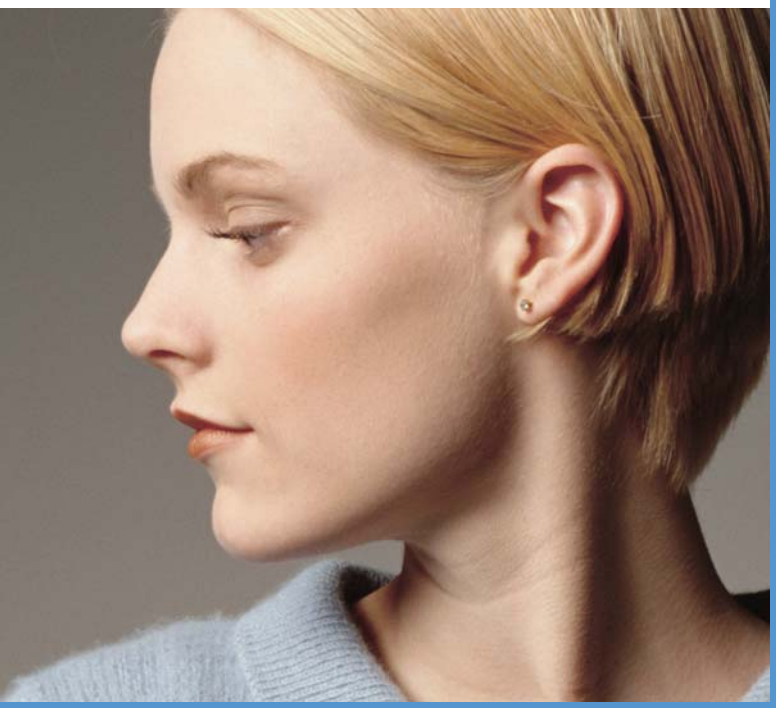
Since many people don't want to take time to recover from plastic surgery, a large portion of Dr. Sinha's practice focuses on office-based procedures that deliver a significant impact without the usual surgical recovery time. One patient describes a set of procedures called the Virtual Lift. "A customized program of Botox injections for my frown lines, collagen for my smile lines, microdermabrasion for my skin and the VascuLight laser for my facial veins and sun spots made me look less tired and years younger. And I didn't have to take any time off of work."

The Atlanta Institute for Facial Aesthetic Surgery houses top-of-the-line equipment, including the latest generation lasers for facial resurfacing, vein removal, hair removal and

DR. PRADEEP SINHA OFFERS THE LATEST ADVANCES IN COSMETIC AND RECONSTRUCTIVE SURGERY FOR THE FACE.

treatment of pigmented lesions. Some of these lasers, such as the LightSheer XC Long Pulse laser, the only laser FDA-cleared for permanent reduction of hair, are not available anywhere else in Georgia.

Offering the most comprehensive range of options to restore, refine and rejuvenate appearances, Dr. Sinha and his staff are dedicated to helping patients look their best.



medical breakthrough

If you live in the South, chances are you suffer from some degree of facial sun damage. But thanks to a brand new machine, those telltale signs of aging can be zapped away. The VascuLight SR Intense Pulsed Light combined with a Laser corrects a myriad of facial discolorations and sun damage, including age spots and broken capillaries. Find out more about this medical breakthrough, popularly known as the photofacial, at the Atlanta Institute for Facial Aesthetic Surgery.

FACELIFT PROCEDURE Incisions are hidden in the fold in front of the ear and behind the ear into the hairline. The skin plus a deep tissue layer are pulled to eliminate wrinkles. This is performed under general anesthesia in an accredited and licensed surgical facility. The surgery takes about 4 hours. Facelift is usually performed in conjunction with blepharoplasty (eye tuck), forehead lift and chin liposuction. Botox or CO2 Laser Resurfacing, when performed in addition to a facelift, can enhance the rejuvenation results. Newer endoscopic techniques for the forehead and cheeks offer quicker recovery for patients not quite ready for a full facelift.

RECOVERY FROM FACELIFT There may be mild bruising or discoloration for a week or two and this can be easily camouflaged. The incision lines usually heal extremely well. A pressure dressing is applied for a few days following the procedure. Using newer medical sealants, drains can be avoided with minimal to no brusing. Often patients return to work in days.

RESULTS FROM FACELIFT Elimination of jowls, better jawline definition and elimination of deep facial wrinkles and sagging of the skin will give you the youthful, healthy appearance you once had. This culminates in increased self-confidence and improved self-image which is the goal of facial aesthetic surgery. The results may last 10+ years.

MEET THE DOCTOR

Pradeep K. Sinha, MD, PhD, FACS, is a board-certified surgeon with over 10 years of clinical experience. He has successfully treated thousands of patients and is highly regarded by his peers. He completed his MD degree, six years of surgical training at UCLA and further sub-speciality training in Michigan, as well as a PhD degree by the age of 30. He is a clinical assistant professor of surgery at Emory University School of Medicine and is on the medical staff of Piedmont, Northside and St. Joseph's hospitals.

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