

aesthetic

trends & technologies™

aesthetic
trends & technologies™

plastic surgery

Steve R. Fallek, M.D.

Englewood, NJ & New York, NY
www.fallekplasticsurgery.com

Dr. Steve R. Fallek is a Board Certified Cosmetic & Reconstructive Plastic Surgeon. He obtained his B.A. degree from the University of Pennsylvania, cum laude, in 1987, and received his M.D. from Mount Sinai School of Medicine New York, NY in 1991. After medical school, he completed a general surgery residency at the University of Medicine and Dentistry of New Jersey, where he then received fellowship training in Plastic and Reconstructive Surgery.

BOTOX® Cosmetic, or botulinum toxin type A, is the top requested cosmetic procedure. It is a protein commonly used to non-surgically reduce or eliminate the appearance of facial wrinkles. It is injected under the skin into areas surrounding the eyes, forehead, and mouth to smooth crow's feet, frown and worry lines, and lines on the neck. The injections work by blocking nerve impulses, thus weakening muscles to relax wrinkles and give the skin a rejuvenated look. BOTOX may also be useful for migraine headaches, excessive sweating, and eye and neck muscle spasms. The procedure is quick and usually performed in an examination room.

Liposuction is one of the most popular cosmetic surgery procedures. Liposuction sculpts the body by removing undesirable fat from areas such as the abdomen, waist, hips, buttocks, thighs, knees, chin, cheeks, neck, and upper arms which have not responded to diet and exercise. Local anesthesia or general anesthesia may be used; and the procedure can last anywhere from one to five hours, depending on the amount of fat being removed.

Top 3 Procedures Among Patients

1
Botox

2
Liposuction

3
Rhinoplasty

There are several different methods surgeons use when performing liposuction, including tumescent liposuction, the super-wet technique, and ultrasound-assisted liposuction (UAL). In all types a tiny incision is made in as inconspicuous a place as possible; a cannula (small tube) then breaks up the fat layer and suctions it out.

Rhinoplasty is one of the most common plastic surgery procedures. Rhinoplasty is performed to reshape, reduce, or augment a person's nose, remove a hump, narrow nostril width, change the angle between the nose and the mouth, or correct injury, birth defects, or other problems which affect breathing. Rhinoplasty is usually an outpatient procedure performed under either local or

Steve R. Fallek, M.D. (continued)

general anesthesia and lasts one to two hours unless more extensive work needs to be done. Insurance may cover rhinoplasty if it is done for reconstructive or medical reasons, but likely not for cosmetic purposes.

Area of Specialty

THE PULL PROCEDURE

One of the most overlooked areas of the body is the pubic area. With the fashion trend of low cut jeans/pants, this area is becoming much more visible. In addition, men and women have begun paying closer attention to the appearance of this area, utilizing treatments such as laser hair removal and Brazilian bikini waxing. As we age, the pubic area drops and becomes pouchy in appearance. In addition, for patients who gain weight the pubic area adjusts accordingly. This excess skin and fat may obscure or put excess weight on either the penis or vaginal area. Unfortunately many plastic surgeons fail to address this issue.

I have devised the easiest answer to this problem in what I call the PULL technique. PULL stands for Pubic Undermining Lift and Liposuction. It is a combination of skin and fat excision in the upper pubic area coupled with liposuction of the lower pubic and surrounding areas. This technique may also be used in conjunction with either a standard tummy tuck or a body lift. The scar is easily hidden in the same crease as the standard tummy tuck. The scar itself extends only over the pubic area. Bruising is minimal, and there are no added drains.

The PULL procedure takes 1 to 2 hours and is done either in a hospital or surgicenter with discharge home that same day. Recovery time is normally a few days with almost no down time. Most significantly, it is a safe and effective way to rejuvenate this area without resorting to genital surgery.