

# THE ESSENTIAL GUIDE FOR PLASTIC SURGERY CONSUMERS

From the Desk of C. Randall Harrell, M.D.

## How Safe Are Cosmetic Procedures?

For most people considering a cosmetic procedure, whether they're thinking about a non-surgical one, they have several questions on their mind, such as:

- How will I look afterwards?
- Will I have to take time off from work?
- What will the costs be?
- How do I find the right plastic surgeon to help me achieve the look I desire?
- How safe is the procedure?

It is important to know what the risks of complication are for any cosmetic procedure you choose. I advise my patients to keep this risk level in perspective with the rest of their lives (for example, most of us drive cars, go swimming, use sharp knives in our kitchens, climb ladders, and more...knowing that there is a certain risk of accidents).

Last year 8,793,943 women and men had cosmetic procedures to improve their appearance. That is almost 9 million people – an increase of almost 1.4 million from the year 2000! And the overwhelming majority of those procedures were successful without any complications.

To optimize your health and safety with any cosmetic procedure you do, make sure that:

- 1.) your surgeon is properly trained and is Board Certified as discussed in the Consumer Safety Guide, and is in good standing;
- 2.) the surgical facility where you have your surgery done conforms to the latest safety standards;

- 3.) your surgeon knows about any medicine or drugs you are taking, and has your full medical history....this information is particularly important if you have had any circulation disorders or problems with your heart, lungs or blood clots.
- 4.) The surgical facility will use trained, licensed professionals to administer and monitor your anesthesia, and your recovery immediately following the procedure.

## How Do I Determine a Plastic Surgeon's Board Certification?

When you go in for an initial consultation with a plastic surgeon, ask him or her about what their Board Certification is, and get that information in writing. The American Board of Medical Specialties (ABMS) has 24 boards that certify physicians. These physicians have to meet very rigorous standards set by their individual boards. This includes completion of four years of medical school, at least three years of a residency in their specialized field, and passing grades on a written and oral exam.

You can go online to [www.abms.org](http://www.abms.org) and find out more information about these boards, and to verify a surgeon's certification. The ABMS also has a Toll-Free Phone Verification Hotline at (866) ASK-ABMS for your convenience. You can also contact the American Board of Plastic Surgery at 215- 587-9322 or visit the board's web site at [www.abplsurg.org](http://www.abplsurg.org) to verify a surgeon's certification.

Besides being board certified, I advise you to find a surgeon who is a member of at least one of the recognized medical societies such as the American Society of Plastic Surgeons (ASPS) or the American Society for Aesthetic Plastic Surgery (ASAPS).

Dr. Harrell is board certified by the American Board of Plastic Surgery and an active member of ASPS as well as the more exclusive ASAPS. Dr. Harrell is also a member of the American Society for Laser Medicine and Surgery (ASLMS).

## How Do I Determine if a Surgical Facility Meets Proper Safety Standards?

Make sure that the surgical facility is accredited by a national or state recognized accrediting agency or organization. This is the American Association for Accreditation of Ambulatory Surgery Facilities (AAAASF). To find out about a facility's accreditation status, contact the AAAASF Toll-Free at 888-545-5222 or online at [www.aaaasf.org](http://www.aaaasf.org). The Fountain of Youth Institute Ambulatory Surgery Center is nationally accredited by the AAAASF.

You should be pleased to know that plastic surgery procedures performed in accredited surgical facilities by board certified plastic surgeons have an outstanding safety record.

A recent study based on more than 400,000 operations performed in accredited facilities found that the rate of serious complications was less than half of 1 percent.

## Why Does a Surgeon Want to Know Detailed Medical History About Patients?

Because there is always some level of risk with any surgical procedure, patients play an important role in reducing any risk by providing a full and complete health history to your surgeon. For example, if you have a history of problems with circulation or blood clots, that is vital information for your plastic surgeon to have. Depending on your individual degree of risk, your doctor may adjust how you are



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positioned on the operating table to allow for adequate blood circulation to the legs. If you have a moderate or high risk for developing blood clots, you may also need to wear elastic stockings before, during and after your procedure; or need to take special anti-clotting medications.

Your doctor wants to do everything he or she can to ensure your health, well-being and safety during any cosmetic procedure. The more information you give him or her about your health history, the better off you are.

## Tell Me More About Licensed Personnel for Anesthesia and Post-Surgical Recovery

You will be pleased to know that anesthesia care in an accredited or licensed surgical facility is totally comparable to the care received in a hospital. I recommend to patients who are having a surgical procedure that:

- 1.) Anesthesia should be administered by trained, licensed personnel acting under the direction of an anesthesiologist or the operating surgeon;
- 2.) Before any type of anesthesia is used, the surgeon or anesthesiologist must take your full medical history, which may include a physical examination and related lab tests. Both the surgeon and the anesthesiologist need to know if you have any serious medical problems or have had previous adverse reaction to anesthesia in the past.
- 3.) You should make sure you will receive individual monitoring by skilled, licensed personnel before, during, and after your procedure.

## Do You Have Any Addition Recommendations Regarding My Health & Safety?

As a plastic surgeon of many years who has helped thousands of women and men achieve the look they desire, your health and safety is the absolute highest priority for me. I encourage all my patients and potential patients to learn everything they can about the procedures they are considering, and to ask lots of questions.

My philosophy is that you can never ask too many questions! Any issues or concerns you have about the safety of a particular procedure should be discussed in detail with your plastic surgeon. Call our office at 727- 781- 0818 for a personal, private consultation where you can ask me whatever questions you like! If a plastic surgeon doesn't have time to answer all of your questions during the initial consultation, and offers no recourse to ensure that you can get the answers you need, then keep looking for the right surgeon! *When someone comes to me for my help and expertise, I do everything I can to make sure they have all the information and assurances they need to make a good decision that is right for them.* **This is all about YOU: helping you achieve the look you desire and ensuring your continued well-being!**

Find out 6 insider secrets of skincare and wrinkle removal on the next page...



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# The 6 Insider Secrets of Skincare and Wrinkle Removal

Every month across the country over 396,000 people seek the help of a plastic surgeon to get rid of their facial lines, and creases, and wrinkles without surgery. Because you are also considering this for yourself, here are “The 6 Insider Secrets of Skincare and Wrinkle Removal” so that you can better understand how these cosmetic procedures can help you.

## 1. There Are Many Causes For Lines, Creases and Wrinkles on Your Face

Facial lines and wrinkles are caused by numerous factors: sun damage, smoking, diet, lack of exercise, insufficient sleep, age, gravity, facial expressions you habitually make, and more! Some wrinkles and lines are actually genetically-based.

## 2. Treat Your Face Gently

Wash your face with warm water and a good cleanser just twice a day (morning and night). Don't go to bed wearing make-up, as nighttime is when your skin is regenerating and recovering from daytime stresses and exposures. Be careful to not over-wash your face, as that can dry out your skin or cause other irritations. The better you take care of your skin, the healthier it will be!

## 3. Exfoliate Regularly

Use a gentle exfoliating cleanser every few days or so, depending on your skin type and the particular product you use. Your face is regenerating a new layer of skin approximately every four weeks, and regular exfoliation helps get rid of the outer layer of dead skin cells.

## 4. Wear Sunscreen & Consider Prescription-Strength Skincare Products For Special Needs

Your face gets more sun exposure than the rest of your body, so it's important to protect it. Many excellent face creams and moisturizers include an SPF protection. Our office has carefully selected skincare products that are only available by a doctor's prescription. Ask us to review your particular skincare issues and questions to determine which of our special products would benefit you the most.

## 5. Optimize a Healthy Lifestyle & Your Face Will Show It

Eat a healthy, balanced diet for starters, so that your body has the right mix of nutrients and vitamins to keep your skin glowing and refreshed. Drink lots of water throughout the day to moisturize your skin from the inside out. Avoid cigarette smoke, reduce your stress levels and use good stress management, exercise regularly, get plenty of sleep....and your face will show it!

## 6. Wrinkle Removal Options

A board-certified plastic surgeon can offer you the most options to get rid of your wrinkles. Most procedures are non-surgical, yet you also have several surgical choices. The approach that is right for you will depend on your skin condition, your age, your goals, your budget, how quickly and how permanent of a solution you are seeking!



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## How Much Do You Worry?

As you can see, there are several tiny Guatemalan worry dolls shown on the top of this page. What are “worry dolls”, and why are they there, you ask? Well, the Guatemalans believe that before you go to bed at night, you tell one worry to each doll, and put the dolls under your pillow....and when you get up in the morning your worries are gone!



You called our Wrinkle Sufferer Hotline for this Consumer Awareness Guide, so I’m going to assume that you’ve got some facial lines, creases, and wrinkles you’d like to get rid of. And if you’re like many people, you might worry sometimes about how your face looks.

So I want to give you a few options here. 1) You can continue to worry about your wrinkles (which might just add more!); 2) you can worry about your face and use the Guatemalan worry dolls to help you out; 3) do none of these options; or 4) you can read this Consumer Awareness Guide, and take advantage of my special limited-time offer in the back.

Well, speaking of wrinkles on your face, let me ask you something. When you look at someone, where do your eyes go? Their face, right? And as you look at their face, you automatically make assumptions about them – how old they are or their health status; perhaps how hard working or honest they are, or maybe even what type of person they are. You don’t necessarily do this consciously; it’s all on autopilot. It’s just what we do when we see someone. It’s part of human nature!

And so it is for others when they look at YOU! Strangers and friends alike.....

## They look at your face.

And if your face is full of wrinkles, has uneven coloration or other skin damage, what do people think about YOU?

That you’re worn out? Older than you really are? Have little or no energy? Not very energetic? Should be retired? That you’re a great- grandma?

Who knows what others might be thinking?

Maybe this story below will hit a nerve with you.

\* \* \* \* \*

Susan hated to admit it, but increasingly she had been looking older than she felt, and more people at the office had been commenting to her that she looked kind of tired.....or something. In reality, she was not worn-out physically, but she was definitely tired of hearing comments like that. Susan felt like she had been developing more and more wrinkles and age spots on her face; to the point where it changed her overall appearance, and made her look older than her 53 years.



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*“It wasn’t like I suddenly woke up one day and had lines and wrinkles where none had been before. Of course they developed over time. I never smoked or anything, but I am an outdoors person, and maybe all that sun exposure added years to my face before I realized the importance of a good sun block”.*

*“My husband didn’t understand how embarrassed I felt about my face. Part of me felt like I should ‘age gracefully’ as the saying goes; but I wanted to do something to stop getting even more lines and creases! It was weighing me down to the point where I hated going to social gatherings or business functions”.*

Because of her work, Susan had a lot of business gatherings to attend each month. She had a fairly high profile job with her company, and she had been there a number of years. A new CEO from the outside had recently taken over, and he was busy shaking things up with reorganizations and layoffs. Susan’s department was not immune to the changes, and there were rumors about who would be the new VP in charge of her division.

Susan had heard her name mentioned favorably by some of the higher-ups, and she was excited about the possibility of a well-deserved promotion. Even her supervisor and mentor, Jack Marsh, had confided off the record that she had a good shot.

When she was summoned to Jack’s office on Thursday, he let a bombshell drop. “Sue, I hate to be the one to have to tell you this, but Sharon Nichols is being promoted to Division VP and will be in charge. Mike’s taking your position, and you’re being moved to the Acquisition Department.” Jack truly looked pained to be telling her this.

Susan could not believe her ears. She did not get the VP job, and her job was being given to Mike?! She looked Jack in the eye. “Tell me the truth. Why didn’t I get the promotion? I thought I was in line for it. And so did a lot of others.”

Jack spoke quietly. “Look Sue, this is off the record, but the new CEO’s a hard driver. We’re in non-stop meetings until late at night. He thinks that Sharon’s more up for the pressure of the VP job than you are. He considered you. I was in on the discussions. And well..... I don’t know how to tell you this, but he thought that you would be retiring soon because of your age; and he wanted someone with high energy and a lot of stamina. When I told him that you are a long way from retirement, and barely 50 years old, he just shook his head and said that Sharon was it. I’m really sorry.”

Her age??!! Retiring soon? She was only 53 years old! She didn’t look like she had “high energy” and “stamina”? She looked THAT OLD??!!!!

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Does Susan’s story strike a nerve with you? Are your wrinkles and facial signs of aging causing you social embarrassment, or worse, loss of promotion or a missed chance to make more money or get ahead at work? YOU CAN do something about it, and it’s quick and easy.



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First, understand what's been happening to your face. What caused your face's wrinkles, lines, spots, pigmentation imperfections & more? As you age, your skin loses its elasticity. Your skin stretches and doesn't "spring" back as it did when you were younger. Young healthy skin has a lot of collagen and hyaluronic acid, two important substances that are in the underlying layer of skin called the "dermis". They keep your skin looking and feeling smooth and soft. If you spent a lot of time in the sun without wearing a good sun block, that would have caused damage to your skin, such as dryness, spots, and in excessive situations can create a "leathery" look.

Your skin type and other hereditary factors can also cause wrinkles, lines and uneven pigmentation. The facial expressions you have made since you were a child are partially responsible too. The color changes, sagging and wrinkles are a perfectly natural part of the aging process for both women and men, but to many people, they are an unwanted reality in your quest for a youthful, energetic, vibrant appearance.

Looks can definitely be deceiving, and in the case of facial wrinkles and other skin problems, you may be appearing to others quite differently than how you feel inside! Of course you can't stop aging, the loss of skin elasticity, and you can't stop the downward pull of gravity; but you can do something about your wrinkles and pigmentation changes, which can tremendously help your overall appearance. That in turn can change the perception others may have of you, such as your age, energy level, and other things.

There are numerous approaches available to you to help you look younger by restoring your skin's appearance to being smooth, firm, and supple, with more even coloration. You may be familiar with some or all of these options, or they may all be very new to you. Continued medical advances regularly create new products, so there may be a new procedure you haven't heard of yet!

Here is a quick overview of the various procedures that may be right for your particular skin condition.

**Botox ®:** FDA-approved in 2002 for wrinkles, Botox ® is the most popular cosmetic procedure to reduce or eliminate wrinkles, lines and creases. More people choose Botox ® injections to reduce or eliminate facial wrinkles! A tiny amount of toxin is injected into the muscles under your skin that are causing the unflattering wrinkles you see in the mirror.

The toxin essentially freezes or paralyzes the muscle that is causing the wrinkle or line. Botox ® is a purified protein, and has nothing to do with Botulism or bacteria. It doesn't injure muscles or nerves, and there's no potential for it to cause disease. Interestingly though, Botox ® was originally used in children with cerebral palsy to help them reduce lack of muscle control. It can also be used to treat migraine headaches by reducing them 75- 80%, and is used to treat hyperhidrosis, or excessive sweating of the armpits, hands, and feet. Botox ® is not derived from animal or human cells, and causes no reported allergies.

It's a quick procedure that's relatively painless, and has fast positive results. Many women and men like to come in on their break to get their Botox ® injection. Botox ® is great for wrinkles and lines on the forehead, between your eyes, around your outer eyes for "crow's feet", and around your mouth. Botox ® will last approximately 3 months in most people, but will last even longer for patients who



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have it done regularly before the lines and wrinkles start to reappear. One of my patients can go 6 months between her injections. Botox ® also gives a high degree of wrinkle prevention.

**Skin Fillers:** As I explained earlier, as you age your skin loses collagen and hyaluronic acid in the dermis layer. This loss combines with the muscle action created by your facial expressions to form unwanted lines, creases and wrinkles. One option you have is to have what we call “fillers” injected or implanted into the dermis layer of your skin, just beneath the epidermis (the outside layer of the skin). There are several different products available to doctors to use as fillers to help plump up the dermis layer, which helps eliminate the wrinkles on the epidermis, and smooth out your outer skin surface.

The more common fillers used are collagen, fat, hyaluronic acid (Hylaform ®, Restylane ®, Perlane ®, Cosmoderm ®), and calcium hydroxylapatite (Radiance TM). Human collagen, which lasts about 1 -2 months, is by far the most common used form of skin fillers. Last year over 576,000 people had collagen injections to help erase wrinkles, and plump up their lips. More and more people are choosing hyaluronic acid instead of human collagen, as it requires no skin testing and lasts 3 – 6 months. Hydroxylapatite lasts 12 – 18 months.

A good plastic surgeon can explain several options he or she offers for skin fillers. Skin fillers can provide some degree of prevention of deep lines forming on your face. I find that Botox ® gives a much higher degree of prevention than fillers.

**Chemical Peels:** The way a chemical peel works is to smooth the texture of your skin by gently removing the outer damaged layer of skin using a chemical solution. The plastic surgeon will use a solution that is right for your skin type and condition. The strength of the chemical peel can be adjusted by the surgeon to be very mild or stronger. Although the term “chemical peel” may sound surprising to someone new to cosmetic procedures, it is a very common choice among women and men wanting to smooth and recapture a more youthful skin.

Last year almost one million people had chemical peels performed by plastic surgeons. Chemical peels can stimulate collagen production in the dermis and stimulate blood vessel formation. They can also help reduce fine lines around the eyes and help to even out skin pigmentation imperfections.

**Lasers & Light Energy:** Laser and light energy is used in a variety of techniques to help resurface the skin. Laser resurfacing is often used to remove fine lines around the eyes and mouth, and to reduce uneven skin coloration. It can be used to treat the whole face, or just specific areas. Laser resurfacing can be done very artfully so that there is not an obvious line between treated areas of the face and untreated sections. It would be similar to “feathering” the edges as the surgeon carefully works on your skin. Laser resurfacing is generally better for lighter skin.

What is known as “intense pulsed light” (IPLTM) or photo rejuvenation treats the skin damage by stimulating collagen production. It helps to smooth out your skin, it can help get rid of unwanted blood vessels on your skin’s surface, it helps to shrink pore size, lighten dark spots, and can also get rid of fine lines. Treatment is usually performed in a series of four to six brief (thirty minutes or so) sessions, which results in long-term, gradual improvement to the quality of your skin. A relatively new Photostimulation is called TRIACTIVE ®, which uses light-emitting diodes that stimulate the



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production of collagen. And as you've learned, that helps smooth your skin texture and softens or eliminates fine lines.

**Radiofrequency Energy:** Also known as Dermalift ®, ThermoCool ®, Thermage ®, and other names, a radiofrequency procedure or Radiothermoplasty helps to tighten skin without surgery. The results appear gradually over a period of several months. Depending on what you are trying to accomplish, you may only need one treatment, or you may need several. The procedure causes an immediate tightening of your skin, with additional tightening over time. A nice advantage of this procedure is that it does not dry out the skin. The latest advance in skin tightening is a new infrared technology called Titan. The Titan can tighten skin on your face and body.

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The advantage of having so many skin treatment options to choose from is that you can work with a talented surgeon to create a facial rejuvenation plan that is tailored just for you, and meets all of your needs. The above procedures can be done by themselves or in conjunction with other procedures, including surgical solutions if that is right for what you want.

Now that you have a good overview of the primary non-surgical procedures to help you get rid of those unwanted wrinkles, lines, pigmentation imperfections, and more – it is important to realize that the most vital part of your decision is finding a cosmetic surgeon that is right for you.

## “How do I choose the right Doctor?”

This can be a difficult choice for you, as none of us are taught the facts about facial lines and wrinkles, much less how to pick the right health care professional to help you solve your problem! If you're like most people, unless you know a cosmetic surgeon who was recommended to you by a trusted friend who had first-hand experience, choosing the right doctor can be an intimidating experience for some people.

Keep in mind that even though you may be searching for a non-surgical or minimally invasive solution to your wrinkles, a Plastic Surgeon may have the best overall training to help you. Plastic surgeons do much more than just perform actual surgery on patients. In fact, 80% of the procedures performed by plastic surgeons across the country are non-surgical or minimally invasive; only 20% of all the procedures performed are surgical! The advantage of a plastic surgeon is that he or she has tremendous training in both surgical and minimally invasive solutions to help patients improve their appearance. They have the fullest range of training for cosmetic procedures to help you restore your youthful looks.

It's best to meet with a qualified surgeon to have a personal skin analysis and consultation done, so that you can get specific information on your best options to get rid of your wrinkles and lines. Remember that different people respond differently to the various procedures available for wrinkle reduction and elimination. I'm sure you will have lots of questions to ask about the various procedures, and here are some specific questions I recommend that you include in your list.

### Here are the 7 Questions You Must Ask before choosing a cosmetic surgeon:



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1. **How many years of “hands-on” training have you had as a Plastic Surgeon, and on approximately how many patients have you performed these wrinkle reduction/ elimination procedures?** There is no right or wrong answer to this question, of course. Someone who has practiced cosmetic surgery for two decades is better than a doctor who is relatively new. You want someone who has successfully performed the procedure you have chosen on a number of other patients. Your surgeon’s answer will give you an idea of his or her background in this regard, so that you can gauge your own comfort level with the doctor’s experience.
2. **Did you receive specialized training in performing these different techniques?** It is important that your surgeon received additional training specific to each procedure he or she offers to ensure that you are not considering someone who specializes in one type of cosmetic surgery, but has no actual formal training in these various non-invasive wrinkle removal options. Because we are talking about your face, it is vital that your surgeon has received appropriate education and training on several different non- invasive procedures, so that you have a nice range of options. Your surgeon may recommend one or more techniques over the others due to your skin condition, and how extensive your lines and wrinkles are.
3. **Are you Board certified, and if so with which Board(s)?** When a surgeon tells you that he or she is Board certified, that means this doctor has passed a very rigorous testing and peer review process. This is an important professional criteria that helps protect the public from substandard practitioners. At the same time, keep this in perspective. In other words, just because a doctor is Board certified, that does not guarantee he or she is the right match for you, or has the best skill for the particular procedure you are considering. As in any profession, some practitioners are better than others. When it comes to skill and talent in performing wrinkle reduction or elimination, not all surgeons are created equal; therefore, use the Board certification question as one element in your overall decision- making process.
4. **Can you give me references?** Ask for three references. These references should be current patients. There are three reasons for getting patient references. First, any doctor in practice should have at least three satisfied patients they can provide for you, who will willingly talk with you about their personal experience with that surgeon. Even if you only get first names and a phone number, the point is to talk to three people who had the same surgery that you want. For confidentiality reasons, some patients may agree to be references, but without their last names being given out.

Many people ask for references, but never use them! Call all three people. You can never learn TOO MUCH about the person you are considering to perform a cosmetic procedure on your face! Take the few minutes you need to talk to these people. Respect their time and yours. Be prepared with a few questions for each person. It will be well worth it.

5. **Can I see your “before” and “after” photos from other wrinkle removal patient of yours?** You want to make sure that these are actual patients of this surgeon, not just generic photos relating to the various procedures. From the photos you’ll be able to see your surgeon’s skill and talent in helping someone achieve that younger, more energetic look that they were seeking to reverse the effects of wrinkled or sagging facial skin.



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You want to look at as many patient photos as possible that have had the various non-surgical or minimally invasive procedures with this doctor. You may also see photos of patients who had a surgical cosmetic procedure, such as a browlift, facial liposuction, or even a facelift. The photos are critical to your ability to gauge this surgeon's skill.

6. **Will you give me your recommendations and detailed fees in writing?** This is very important. Unless you're ready to make a decision on the spot (and in the case of several non-invasive procedures, this often happens), it allows you to go home and think about it before making an important decision. Plus, it gives you a written explanation in advance of what the surgeon recommends and how much it will cost. If you are considering other cosmetic procedures in addition to the wrinkle reduction, you'll be able to see exactly what each procedure will cost.

A strong word of caution here, that I can't emphasize enough: I absolutely advise you not to shop on price. Plastic Surgery is one place in your life where you DO NOT want to make a decision based on cost alone. Sure, when you're buying clothes or house wares or groceries, price can and should be a huge part of the decision.

In the case of choosing someone who will perform a cosmetic procedure on your face, even if it's non-surgical, do you really want to go with the lowest price you find? My recommendation is that you find a surgeon who: 1) has the experience and skills that you are seeking (based on your consultation and the "before" and "after" photos); 2) is someone you feel that you can trust (based on references you talked to); and 3) is someone you feel totally comfortable with – a doctor who listens to you, shows you respect, doesn't pressure you, sincerely demonstrates that he or she has your best interests at heart.

7. **Do you offer any kind of guarantee?** Because this is a surgical procedure, by law, surgeon's can not guarantee results. However, a good surgeon WILL NOT ACCEPT someone as a patient unless he or she believes that the procedure will be successful, and that this person's issue can be solved to his or her satisfaction. A good surgeon does not accept just anybody as a patient, but is screening prospective patients based on the likelihood of a successful cosmetic procedure that will achieve the patient's goals.

I want you to be thrilled with your results. I want to assure prospective patients as to the type and level of professional treatment and care they will receive from me and all my staff. I want my patients to know that I will treat them the way I would want to be treated by a cosmetic surgeon who would be operating or performing a procedure on me!

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In all the years I have been helping women and men improve their appearance to help them feel better about themselves, I have found one common theme.



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Not their age, not their sex, not their occupation, not their body type, or any of those things.

No. The one common attribute is that they WANT to look in the mirror and feel good about what they see, and they take action to be able to do that. That's it.

If they're embarrassed or self-conscious or unhappy about some aspect of their body, they do something about it. They figure the best course of action to remedy what they dislike about their appearance, and they do it.

That's it. It may not sound very exotic or romantic or sexy.

But it's simple, and it works. You know, usually, the most effective things in life are the most simple and basic. Now, with your unhappiness about your wrinkles, you need to do something about them more than ever!

Why wait? Do your researches, gather information, find the best skilled, most talented surgeon who is RIGHT FOR YOU, and make it happen.

*Make Sense?*

I hope it does! I also hope that this Consumer Awareness Guide answered most of your questions about how you can quickly and easily get rid of your wrinkles, lines and creases so you'll recover that youthful YOU in your mirror!

The only way you can get answers to ALL of your questions, and to find a surgeon who's right for you, is to schedule an initial consultation. Usually, I charge for a consultation because of the time it takes. But because you've taken the time to request and review this Consumer Awareness Guide, I would like to make you a Special Offer.

If you have had it with your wrinkles and you're ready to get back that younger look you once enjoyed, I will give an initial consultation at my expense. You risk nothing; and I will cover your consultation cost.

I will give you a FREE, NO OBLIGATION consultation to determine if I can help you; and to answer any questions you may have about your face and the potential for a successful non-surgical procedure.

No one in my office is going to pressure you into a specific procedure, surgery, or anything. This is simply a chance for you to meet us, to see all our "before" and "after" photos, review our thrilled patient testimonials, and see for yourself if our services can benefit you.

And no, your consultation will not be a disguised sales presentation, or a "pitch", or anything except a chance to take a thorough look at your face and discuss what concerns you – and what options you have to quickly and easily get rid of those annoying wrinkles.

And that's it.



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And if after your FREE consultation you decide you do not want to proceed with any of the cosmetic procedures that I offer, you simply leave and that is that.

*No pressure, no sales, no hassles!*

Because I know a critical fact: in today's society, any attempt to pressure someone, or advise them on things that are not right for them, (such as if the time is not right for their personal situation) will assure the person will run for the hills!

Believe me; I would not be working with so many patients if I were doing anything to make them uncomfortable! They wouldn't put up with it for a second!

You have to understand that I love getting new patients. As a matter of fact, each month new women and men come into my practice for many different cosmetic procedures to help improve their appearance so that they feel more self-confident, and to end whatever embarrassment or self-consciousness they may feel about their face so that they can just feel better about their looks.

Whether it has to do with looking younger, looking more energetic, staying viable in the job market, or being attractive to others – whatever it is they are seeking, I do my part to help them get there.

So, after your consultation, if you find that you could use my help, we'll discuss the details of how we proceed from there. Some people make a quick decision on the spot. In some cases, such as with Botox ®, they have it done right then and there. Other people take a few days to decide. You don't have to decide during the consultation because it is up to you!

Because I have a steady volume, I never accept patients who are not really excited and interested in improving their appearance. I have so much fun seeing people's lives change for the better that I would never work with someone who was not thrilled with the idea of finally being able to look in the mirror and feel HAPPY with what they see!

Take a look at the “before and after” photos I have included in this packet, and the testimonials from many of my thrilled patients. Patients who have in fact vanished their wrinkles, lines, creases, uneven pigmentation and other imperfections; women and men who have successfully turned back the hands of the clock and rejuvenated their facial skin.

These patients come from all backgrounds and a variety of age groups. They are different in many ways. But they have much in common: a strong desire to look their very best, to do all they can to restore their youthful looks as much as possible, to be able to look in their mirrors every morning and smile these huge smiles! These are women and men who wanted to be absolutely thrilled every time they saw a mirror.

**When was the last time you could say that happened to you? Wouldn't you love to have that experience in just a short time?**

Well, I hope this information will give you the confidence in taking the first step to regaining your youthful, energetic look. Anyway, I'm done for now. I look forward to talking to you soon, and seeing where we go from here! So before you put down this report, give my office a call at (727) 781- 0818



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and tell one of my staff members that I offered to pay for your consultation, and she will get you an appointment.

Take care, and I wish you all the best, and many, many happy times when you look in your mirror.

Most Sincerely,

***C. Randall Harrell, M.D.***

P.S. If you want to be able to quickly get rid of those unflattering wrinkles, lines, and creases that have been bothering you, then your best bet is to find a talented Plastic Surgeon with a gentle touch who's right for you! So why not take advantage of a thorough facial exam and consultation at my expense?

P.P.S. Most of my patients paid for their initial consultations out of their own pockets, but yours would be free. Call us at (727) 781- 0818 right now and you are that much closer to looking younger and having a more beautiful face.



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