

SOUTH BEACH FACELIFT

Dr. Bruce Weissman has developed something special and quite unique for men and women



By David Udoff
Sun-Times

Let's face it; there is no turning back the clock on the aging process. One day you're at a party and your friend takes some photographs of you and gives you some prints. Having always worked, exercised and eaten nutritional foods, you look closely at your face and notice some lines around your mouth and sagging skin underneath the chin.

Individuals who had complete facelifts may look great but you really don't want to go that route with the extensive operation, cost and hospital stay. Instead, you want to do something to improve your appearance much more than if you visited a luxurious spa and had all those special facial and holistic health treatments.

THE SOUTH BEACH FACELIFT

Dr. Bruce Weissman has developed the South Beach Facelift. Men and women between 35 and 65 can dramatically improve their chin, jaw line (jowls), neck, and cheeks to look years younger. The ninety minute procedure is done in a state-of-the-art surgery center under local anesthesia. This specific facelift surgery is not as invasive as a traditional facelift and costs about half the



price. The incisions made are hidden in the hairline and behind the ear; resulting in a recovery time of about five days. The patient will appear as though no surgery was performed.

Dr. Weissman listens attentively to the patient and determines their needs and discusses patient expectations. "The South Beach Facelift is a procedure I developed for young, active men and women done in a safe environment staffed by qualified experienced medical personnel. Many patients don't need a full facelift. They need to get back the definition to the lower areas of the face that will make their appearance look brighter and rejuvenated."

HERE IS A DOCTOR THAT LISTENS

Once the patient has the surgery, he/she can go within a few hours. Dr. Weissman gives the patient his personal cell phone number and will always be there for your recovery 24/7 so

answer any questions you might have. You will always be in touch with the doctor. This cosmetic refinement is a subtle look redefining your natural beauty and improving your self



esteem. "After the South Beach Facelift, people ask my female patients if they have done something different with their makeup because she looks more attractive. They will notice she looks younger, sharper and more alert. But they probably won't be able to put their finger on what is different. The patient can tell them or not."

"The South Beach Facelift lasts almost as long as a full facelift in the areas that are treated. It all depends on many factors such as, how elastic your skin is, how much sun exposure you get,

whether or not you smoke, and if you maintain your proper weight. Good skin care is also needed along with adjuncts such as Botox, and fillers like Restalyne, which I also do in the

office."

CHANGE MAKES ALL THE DIFFERENCE

The Baby Boom Generation wants to look and feel well. They prefer the less invasive procedure done under local anesthesia without making as drastic a change as some celebrities have done. People are attracted to physical beauty. The South Beach Facelift is a cosmetic refinement. This therapeutic boost is great for your appearance and self-esteem; the antidote you need when competing with a younger generation. As we age, our

CHANGE MAKES ALL THE DIFFERENCE

her appearance could be improved and has a personal desire to make a change.

WHAT PATIENTS ARE SAYING

Vivian T. "I had the South Beach Facelift and upper and lower eyelids procedure done on a Thursday and was back to work by Monday. I have known Dr. Weissman for many years. During the consultation, he takes his time and explains carefully

once youthful looks change and that is where medicine, aesthetics and science blend together. The ideal candidate is an individual who recognizes a specific area in which his or

and in detail what the patient can expect. This was important to me since anytime a patient goes under surgery, they are a little nervous."

IMPRESSIVE CREDENTIALS

Dr. Bruce Weissman is Board Certified in both Otolaryngology and in Head and Neck Surgery. He trained at John Hopkins Medical Center and at Columbia Presbyterian Medical Center. He served as Chief of Surgery at Aventura Hospital and Chief of Otolaryngology at the Miami Heart Institute and is an Associate Professor at the University of Miami School of Medicine. The doctor has treated patients in South Florida for more than thirty years with an established record of success.

You too can look and feel younger - - - South Beach style. Dr. Weissman friendly and knowledgeable staff will be glad to schedule a free consultation to determine how the South Beach Facelift can help YOU look and feel years younger.

WHAT PATIENTS ARE SAYING

Bruce Weissman, MD, FACS • Board Certified in Otolaryngology • Board Certified in Head and Neck Surgery

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