

Martin A. O'Toole, M.D., F.A.C.S.



**SAVE THE DATE  
NOVEMBER 6th**

Join us at our face, skin and lasers seminar, where we'll demonstrate our state-of-the-art equipment for keeping your skin fresh, clear and youthful.

Refreshments will be served.

Call 626-449-8910 to reserve your space.



**BOOK NOW!  
BE READY FOR  
THE HOLIDAYS**

**\$500 OFF  
Any Facial  
Rejuvenation  
Procedure**

facelift, browlift, blepharoplasty, or laser resurfacing

(Minimum \$4,000)

**PRINT COUPON**

Expires 12/31/08

- QUICK LINKS**
- Breast & Body Procedures**
    - Breast Augmentation
    - Abdominoplasty
    - Mini-Abdominoplasty
    - Liposuction
    - Breast Reduction
    - Breast Reconstruction
    - Breast Lift
    - Brachioplasty
    - Male Breast Reduction
    - Thighplasty
  - Face & Neck**
    - Face Lift
    - Blepharoplasty
    - Rhinoplasty
    - Forehead Lift
    - Facial Implants
    - Otoplasty
    - Lip Augmentation
  - Skin Care**
    - Collagen/Restylane/Hyalaforn
    - Glycolic Acid Peels
    - Hair Removal
    - Tattoo Removal
    - Sclerotherapy
    - Laser Skin Rejuvenation
    - Dermabrasion
  - Before and After Photos**
    - Breast Augmentation
    - Abdominoplasty
    - Face Lift
    - Blepharoplasty
    - Rhinoplasty
    - Liposuction
    - Breast Reduction
    - BOTOX® Cosmetic
    - Collagen / Restylane
    - Breast Reconstruction
    - Breast Lift
    - Forehead Lift
    - Brachioplasty
    - Male Breast Reduction
    - Facial Implants
    - Glycolic Acid Peels
    - Hair Removal
    - Tattoo Removal
    - Thighplasty
    - Sclerotherapy
    - Otoplasty
    - Lip Augmentation
    - Laser Skin Rejuvenation
    - Dermabrasion
  - Patient Testimonials**



**Let Him Pamper You with a Gift Certificate**



Receive a free facial skin care consultation with our esthetician Ritamarie. Contact us for more details.

**GOT QUESTIONS?**

Dr. O'Toole's got the answers. Send an email and receive a confidential reply from Dr. O'Toole.

Email Dr. O'Toole



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# NEW AT OUR OFFICE

We've just acquired two of the most advanced lasers for cosmetic enhancement.

- The Lumenis Encore CO2 Fractional Laser (Active FX and Deep FX) for skin remodeling.
- The Lumenis Lightsheer for permanent hair removal.

The **Encore CO2 Fractional Laser** removes the signs of photoaging in a single treatment, with minimal downtime. Now you don't have to wait and wonder, or revisit the office three or four times to get results.



During the procedure, a high-energy beam of laser light smoothes out lines, wrinkles and scars, removes brown spots and other irregularities. It also stimulates formation of new collagen. Improvement continues over time.

With fractional laser treatment, only a fraction of the skin's surface is treated by the laser, leaving small "bridges" of untouched skin. This makes healing faster and gets you back to normal activities sooner.

### Lumenis Lightsheer for Hair Removal

- This is the "Gold Standard" for hair removal, with an unsurpassed library of clinically documented success.
- Treats all skin types including tanned skin, most hair colors, depths and diameters.
- Patented ChillTip provides continuous cooling for your safety and comfort.



With the addition of these two lasers, Pasadena Cosmetic Surgery has become your state-of-the-art center for hair removal and skin rejuvenation.

[Click Here to Watch the Video](#)

## Separating Truth from Hype Is the "Weekend Lift" For Real?

In the past five years cosmetic medicine has undergone a revolution. The public has made it clear they prefer low-impact treatments to highly invasive surgeries, and our industry has responded with a wide range of new solutions.

### Shorter, Non-Surgical

Among the new solutions is something called the "Weekend Facelift, the "Lifestyle Lift" or occasionally the "Lunchtime Lift." It's being heavily marketed these days, positioned as a way to get full facelift benefits without the surgery of a full facelift. (Full facelifts may require a longer incision from the temples, around the ear and back up to the lower scalp; the thought of this incision, although well hidden if the lift is well executed, makes some women afraid to undergo a facelift.)



### Promotions Are Everywhere

You may have seen TV and print ads for commercial variations of these new "minimally invasive" facial procedures. Websites have sprung up that tout their benefits and show before-and-after photos. Some of the procedures are even provided by surgeons contracted by a company to do only that type of procedure. But if all you have is a hammer, is everything a nail?

Advantages claimed for the "lesser" lifts:

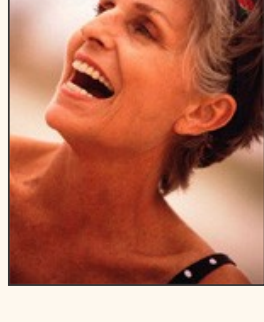
- They are faster to perform.
- Smaller, shorter access incisions or maybe no incisions with injectables or lasers.
- May be done under "twilight sleep" anesthesia or even local anesthesia or topical anesthesia.
- Shorter recovery time.

These shorter procedures would seem to be the perfect low-impact alternative to a full facelift.

They often work quite well for certain patients who have less excess skin or sagging to address, or who are fully aware of the limitations of the procedures and wish to have the advantages of less down-time and shorter surgical time. *It is a problem, however, when the public is led to believe that by using less invasive procedures earlier they will never need the real deal or will get the same benefits as from the full procedure.*

### Too Good to Be True

When something sounds too good to be true, watch out -- it just might be. As your personal plastic surgeon, I want to educate you about the true benefits and drawbacks of this new trend. I've conferred with dozens of my colleagues about these techniques, and I hear all of the stories. Let me share my inside track with you. That way you can be a more informed consumer than others who are only hearing the hype.



### Ignores Deeper Tissue Layers

The word on the street (the cosmetic surgery street) is that the benefits of these mini-lifts are time-limited - they fade quickly. This is not a long-lasting solution to the problems of the aging face. The mini-lift is not much different from the skin-only excisions performed in France almost 100 years ago by Madame Suzanne Noel.

The technique only lifts the superficial layers of the face. It doesn't address the deeper tissues that hold the skin in place (the muscular elements in particular). Since the substructure is neglected, it will continue to succumb to the pull of gravity, eventually dragging the new surface down with it.

In many patients, the mini-lift has been shown to lose its rejuvenating benefits after only a year or two. That's approximately **eight years less** than the average shelf life of a good, full facelift.

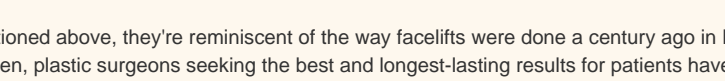
### Photos Don't Tell the Whole Story

You may have seen before-and-after photos posted on various promotional websites. They're impressive - just like the before-and-after photos of well-executed full facelifts. These photos are often taken almost immediately after the face has healed.

However, there are no photos of these faces further down the line -- one year, two years, five years after these women have invested in their low-impact lifts.

**FACT: If your doctor doesn't address the substructural elements of your face that deteriorate with time, he's left your basic problem untouched.**

The average cost for a mini-lift is \$5,000. In my opinion that's too much money for a year or two of looking better.



### Progress Points the Other Way

Oddly, these "new" facelift options are anything but new - they actually turn back the clock.

As mentioned above, they're reminiscent of the way facelifts were done a century ago in France. Since then, plastic surgeons seeking the best and longest-lasting results for patients have moved toward including more layers of facial tissue in their facelifts.

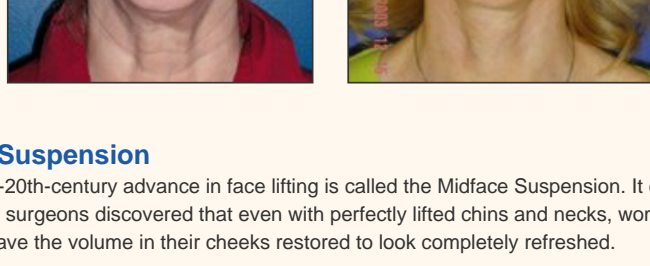
### The SMAS Facelift

The most advanced technique plastic surgeons have discovered (and shared among themselves) is called the Sub Muscular Aponeurotic System facelift, or SMAS lift. Here we go deeper into the underlying muscle structure, repositioning it to a firmer and smoother position across the face and neck. Incisions are inconspicuously hidden in the natural contour of the ear and extend around the earlobe and back into the hairline. There is also a tiny incision under the chin.

The SMAS Lift is more effective than facelifts that only addressed superficial layers of the facial tissue. It eliminates the dreaded "wind-tunnel" look - caused by superficial layers of skin stretching unnaturally over deeper muscular structures.

SMAS has emerged as the longest-lasting solution to jowling, facial wrinkling and the "turkey-gobbler neck."

**Before** **After**



### Midface Suspension

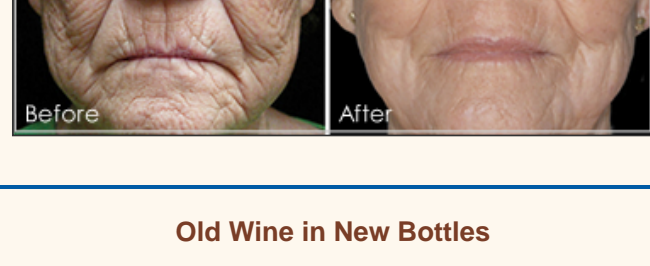
Another late-20th-century advance in face lifting is called the Midface Suspension. It came about when plastic surgeons discovered that even with perfectly lifted chins and necks, women still needed to have the volume in their cheeks restored to look completely refreshed.

To reposition the cheek fat pads and correct what gravity has done to the midface region, we invented tiny fixtures called Endotines. These attach your facial tissues to your cheekbones, raising the tissue permanently. The Endotines eventually dissolve, leaving the muscle and skin in the higher position.

The Midface Suspension gives a naturally fresh appearance to the entire midface. It also smoothes out prominent naso-labial folds. Of all the facial rejuvenation procedures, the Midface Suspension generally yields the most dramatic results.

### Other Techniques

Besides the Midface Suspension, other ways of refreshing the aging face include limited and full facial/cervicoplasty, CO2 laser peels and browlifts. Only a board-certified plastic surgeon can properly evaluate your face and tell you which of these mini options will give the best and most long-lasting results.



### Old Wine in New Bottles

I'm giving you these somewhat technical details about my profession for a reason. I don't want to be fooled by marketing schemes. These "Weekend Lift" and "Lifestyle Lift" options are just old wine being poured into new bottles. They're not new - they're antiquated methods being repackaged for a public hungry for "low-impact," cheap solutions to the profound issues of the aging face.

### Bargain-Basement Option

In my professional opinion, they're bargain-basement options. Like designer knock-off clothes, they fall apart under close scrutiny and don't last like the real thing. Even worse, they're "one-size-fits-all" surgery in a world where faces are unique to begin with, and unique in the way they age.

When it comes to something as important as your face, do you really want to deal in false economies? That kind of thrift could end up costing you dearly - after all, the effects of most surgery are irreversible.

Even if you got a good result from a mini-lift, you might end up having to repeat it every few years. The aggregate price after a decade would end up being more than what you'd pay for my conventional facelift.

I have seen and treated patients who have chosen the shortcut lifts. We were disappointed, and required my comprehensive approach to achieve their goals.



### Demand the Best

Most of my patients are women who accept only the best in life. Part of their mindset includes scrutinizing so-called "bargains" skeptically. Let me be the early-warning system that helps you keep your compass in our marketing-crazed world. I urge you to wait to find out about the long-term results of the mini lifts and other short cuts before you get involved with them. I'm certain your research will confirm what I've just said.

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