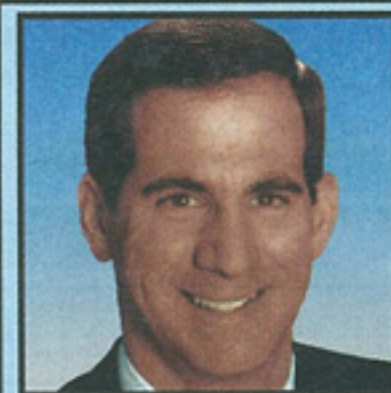


Center for Facial Cosmetic Surgery

Ross A. Clevens, MD

Facial Plastic Surgery, Skin Cancer Care, SINUS AND NASAL DISEASES



Ross A. Clevens, MD, is board certified by the American Board of Facial Plastic and Reconstructive Surgery. He completed his undergraduate work, Summa cum Laude, Phi Beta Kappa at Yale University and earned his Medical Degree, Magna cum Laude, from Harvard Medical School. He also received his MPH in Health Policy and Management from Harvard University. Dr. Clevens completed a general surgery internship at Beth Israel Hospital, Harvard Medical School and a residency in Otolaryngology-Head and Neck Surgery at University of Michigan, Ann Arbor. His post-graduate education includes a Fellowship in Facial Plastic and Reconstructive Surgery at University of Michigan, and he has authored over 35 scientific and clinical papers, presented lectures and made a number of television appearances presenting information in his field. Dr. Clevens is a member of a number of professional medical organizations, including being an Associate Fellow of American College of Surgeons.

The "weekend facelift": fast track to your best look

By staff writer Carlene Cobb

Dr. Max Harris* takes a preventive approach in his medical practice, and he says he likes to apply that same pro-active attitude when making personal choices in his own life.

"I work with people and feel it's important to look my best," shares Dr. Harris. "My family genetics includes a significant fat pad under the chin, which gave me the appearance of a very long face. I wanted to see what could be done to achieve a strong chin and trim neckline."

"I heard Ross A. Clevens, MD, speak at a presentation. I got to know him professionally, and was impressed with his expertise and personable demeanor. During our initial consultation, he confirmed that there are advantages to having this type of procedure taken care of while I'm still young and healthy - with plenty of elasticity in my skin and good muscle tone in underlying tissues."

Combined techniques

Ross A. Clevens, MD, is board certified by both the American Board of Facial Plastic and Reconstructive Surgery and the American Board of Otolaryngology. He is the only fellowship-trained and board certified facial plastic surgeon in Brevard County.

"It is my role," notes Dr. Clevens, "to listen carefully to my patient and then to know which techniques will produce the desired result with the least risk."

To help patients visualize the effect of the procedure(s) being discussed, Dr. Clevens uses computerized video images and shares

address their 'aging face' concerns. The best way for me to help those individuals is by offering the 'weekend' facelift.

"Standard protocol when performing a conventional facelift requires making extensive incisions around the hairline and behind the ears. The 'weekend' facelift involves making only a small incision under the chin and a 1/4-inch long incision behind each ear, then combining three sur-



This physician felt an inherited trait gave him the appearance of a long face and weak chin.

photographs showing the outcomes accomplished with other patients.

"The computer imaging helped me a lot," confirms Dr. Harris. "I could see the difference in my face, instead of trying to imagine what I would look like after the improvement. Seeing before-and-after photos of other patients increased my confidence in going forward with the procedure."

"Patients like Dr. Harris - and even my patients who are retired - are busy people," notes Dr. Clevens. "They may not be willing or able to take three or four weeks out of their schedules to allow full healing of a facial cosmetic procedure, but they want to

gical techniques.

"To restore the taut neck and jaw line, I first perform liposculpture to remove excess fat, rather than trimming it away surgically," continues Dr. Clevens. "The liposculpture technique is accompanied by a surgical lifting and gentle tightening of the underlying muscle tissues in the neck."

"The third technique combined is the latest innovation in laser rejuvenation technology. Rather than using the CO₂ laser over the surface layer of facial

skin, we apply the laser to the skin's underlying surface. The energy emitted from the laser effectively shrinks excess tissue in the neck. This method replaces the need to excise (or cut away) excess tissue, and is a gentle option that works well."

Excellent outcome

The "weekend" facelift is typically performed on an outpatient basis, and it normally takes

I really appreciate."

Dr. Clevens attests, "There is minimal bleeding and very little bruising following a 'weekend' facelift; recovery time is quick and uneventful. Within a week, most patients resume normal activities, looking refreshed and feeling fine."

Returning to his medical practice one week after his surgery, Dr. Harris resumed his normally busy schedule. Now engaged to be married, he and his fiancé look forward to their new life together.

"When I returned to work a week after the surgery, people commented that I looked well-rested," concludes Dr. Harris. "It's a subtle improvement that appears completely natural. This is something I did for myself, and I will get to enjoy it every day, for years to come." **FHCN**



A simple procedure, named "weekend facelift" by Dr. Clevens, creates a strong jaw, taut neckline and more pronounced chin.

about an hour and a half, depending upon the specific needs of the patient. A snug pressure bandage is applied to keep the skin supported overnight, and the patient is given detailed home care instructions for recovery. Due to this new method, using the CO₂ laser, the patient's skin does not display the sunburned appearance that often results from laser resurfacing of the outer layers of skin.

"I was given written instructions to use at home after the outpatient procedure," recalls Dr. Harris. "Dr. Clevens stopped by my house the next day to check on me - a courtesy

*The name of the physician was changed at his request.

Make a note...

Dr. Clevens welcomes questions regarding this article or other facial plastic surgery and laser techniques. He offers the convenience of two office locations for the Center for Facial Cosmetic Surgery: 1344 Apollo Blvd., Suite 100, Melbourne, and 255 N. Sykes Creek Parkway, Merritt Island; phone, (407) 951-3223 or toll-free, (888) 438-3223. For further information or to schedule an appointment, please call the office nearest you.

The eyes have it!



Joan felt her tired-looking eyes and facial wrinkles betrayed her youthful spirit.

Born in England, Joan Chimenti lived and worked in New York for years. When she married her second husband, Alfred, they moved to Cocoa Beach and retired.

"I like the beach, doing needlework, and visiting our grandchildren and great grandchildren. I am 72 - going on 52!" Joan announces with an endearing giggle.

Feeling that her energetic personality was betrayed by tired-looking eyes and wrinkled skin, Joan confides: "My sagging eyelids concealed my eyes. I found out about a seminar concerning eyelid surgery and laser resurfacing, so I attended and met Dr. Clevens. For me, he recommended eyelid lift surgery and full facial rejuvenation with a laser. I felt great confidence in him and knew I wanted to go for it!"

On staff at several area hospitals, Dr. Clevens also uses a private, fully accredited outpatient surgery center, depending upon the needs and desires of his patients.

Joan's surgery was performed on an outpatient basis.

"Joan had full face laser skin resurfacing and an upper and lower eyelid lift," explains Dr.

Clevens. "I performed the lift and added the finishing touches with the CO₂ laser during the same procedure."

"The eyelid surgery, or blepharoplasty, is the surgical removal of fat and excess skin above and below the eyes. It brightens the person's facial expression, taking away that sad, fatigued look that occurs when the eyelids droop. Joan has great blue eyes, which are now clearly visible."

"Wow! What a difference in my eyes and my skin, after the surgery!" emphasizes Joan. "My daughter said, 'Mom, you have such big blue eyes and your skin is so soft.'"

"Dr. Clevens is a great doctor ... compassionate, patient and he really listens," Joan concludes. "My rejuvenated skin makes my face look 20 years younger. Every time I see my face in the mirror, I feel wonderful!" **FHCN**



With a surgical eyelid lift and a full face laser resurfacing, Dr. Clevens restored Joan's youthful, bright-eyed appearance.