

Your Guide to a Vibrant Lifestyle

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THE ADVANCED FACIAL PLASTIC SURGERY CENTER,
BEAUTIFUL FROM THE INSIDE ... OUT

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Dr. Benjamin Bassichis,
Facial Plastic Surgeon,
and the staff of the
Advanced Facial Plastic Surgery Center



THE ADVANCED FACIAL PLASTIC SURGERY CENTER, BEAUTIFUL FROM THE INSIDE ... OUT

By Ann Cornelius

In spite of popular television shows like “Extreme Makeover,” most people see their face as the integral representation of their identity. They seek subtle and natural improvements as they restore that youthful, healthy appearance through cosmetic and surgical methods. That is why finding the right professional who knows how to do the right procedure to get optimum results in a safe environment is so important.

At the Advanced Facial Plastic Surgery Center, Dr. Benjamin Bassichis will help you select the procedures that will best enhance your features from their broad spectrum of age-defying and reconstructive facial cosmetic options. In these days of crazy extreme makeovers and identity-changing surgeries, they opt for a different approach ... the Non-Extreme Makeover.

“We strive not just to meet your expectations, but to exceed them. Our patients are thrilled with their facial rejuvenations. They look in the mirror and see a more youthful-appearing, beautiful version of themselves. Good plastic surgery doesn’t look like surgery — it just looks good.”

“With our holistic approach to facial health, we can create complete and lasting results. Your care does not stop following your surgery; we will encourage and help you adopt a facial health maintenance program to maximize your improvements. We have assembled a team of medical professionals in the integrated disciplines of cosmetic surgery, aesthetics, wellness and skin care. From Botox® to Restylane, Spa Facials to Medical Microdermabrasion, and to the latest technology in non-ablative facial rejuvenation and skin care products, our staff can coordinate a pampering protocol for healthy, beautiful skin customized for your needs. Our elegant, state-of-the-art facility includes the latest generations of lasers, light therapy and aesthetic technologies in a serene, yet medical setting. We are continually amazed by the body’s ability to slow down the facial aging process with attention to proper nutrition, exercise and quality skin care. Our patients are beautiful from the inside ... out!”



CHOOSING THE RIGHT PROFESSIONAL

You wouldn’t take your luxury car to just any mechanic or choose a hairdresser on the basis of price, so why would you pick a plastic surgeon out of the phone book or choose by checking the fee schedule? As an intelligent consumer, it is important that you get all the information you need to make an educated choice as to which Dallas Facial Plastic Surgeon can best help you achieve the look you desire, and give honest, insightful advice regarding procedures that can be of benefit to you.

If you pick up the October 2005 edition of *D Magazine*, you’ll find Dr. Bassichis was voted by his peers as one of the top cosmetic surgeons in Dallas. Dr. Bassichis, a double Board Certified Facial Plastic and Reconstructive Surgeon, has devoted his knowledge and artistry to help his patients achieve their aesthetic goals. Dr. Bassichis is a respected and award-winning physician who has been interviewed for several prominent news programs regarding his research and practice. He is a sought-after lecturer and writer on the latest procedures and facial plastic techniques.

His extensive background in Head and Neck Surgery, and Fellowship subspecialty training in Facial Plastic Surgery give him a unique knowledge of the face and its underlying structures. With procedures including Botox®, Restylane, facelifts, eyelid surgery, hair removal, and nose surgery (and especially revision surgeries), Dr. Bassichis is happy to consult with you and answer any questions you may have.

“Our goal is to provide our patients with a comfortable, satisfying experience. They can expect the highest level of genuine, personalized medical care to ensure their individualized outcome,” assures Dr. Bassichis. “We want our clients to feel they can ask us anything. No inquiry is inappropriate. Our experience has been that the well-informed patient is the happiest patient.”

You can be confident that if you decide to be treated at the Advanced Facial Plastic Surgery Center, you will have chosen a practice and surgeon that adheres to the highest standards of education and training. Your well-being will always be their primary concern.

CHOOSING THE RIGHT PROCEDURE

At your complimentary consultation with Dr. Bassichis, you’ll talk about your aesthetic goals. The doctor will examine your face, and then take digital photographs. By “morphing” the

pictures on the computer, you can visualize what your achievable results would look like. Before any surgery is done, you'll have a second visit with Dr. Bassichis to ensure you are comfortable with the surgical process.

"Because I personally perform all the preoperative analysis and procedures myself, I know what can be realistically accomplished," Dr. Bassichis asserted. "Even if you aren't ready for surgery, I can do amazing things with FDA-approved treatments like Botox® and Restylane."

"We are proud to be part of the Botox® Cosmetic Physician Network. We believe that not all Botox® treatments are the same. As Facial Plastic Surgery specialists, we have in-depth knowledge of the complicated facial musculature. We use this expertise to give you the best Botox® cosmetic treatments possible. We will design a customized treatment for you based on your specific facial anatomy, and to achieve a natural enhancement of your beauty. Our patients say they look and feel relaxed and refreshed!"

Dedicated to their patients as well as the medical community, Dr. Bassichis is a member of the elite Botox® National Educational and teaches other physicians and medical professionals the art of medical injections. As well, the Advanced Facial Plastic Surgery Center is a regional teaching facility for the Candela Laser Corporation that enables them to showcase and educate in the latest technologies the Laser sciences have to offer, including facial rejuvenation and laser hair removal.

At the Advanced Facial Plastic Surgery Center, they are continuously evaluating new methods that have clinical and scientific validity to ensure that patients will receive the best that modern Facial Plastic Surgery and Skin Aesthetics have to offer. However, many of the "latest and greatest" fad procedures are not truly tested and can even be dangerous.

"I have often had to revise poorly done facelifts for patients with bad hairlines or visible scarring as a result of their first procedure," commented Dr. Bassichis. "About 35 percent of our nose surgeries are revisions to correct breathing and aesthetic problems in patients previously operated on elsewhere."

One patient shared her story. "I went down to Mexico last year to have my nose done because it is cheaper there. However, it really looked awful and I received terrible medical care. I also began to have trouble breathing. I'm so glad I went to Dr. Bassichis to fix the botched job. Not only do I look great, but I can breathe again!"

CHOOSING THE RIGHT PLACE

When undergoing your elective cosmetic procedure, your safety and comfort are of the utmost importance. The staff at the Advanced Facial Plastic Surgery Center will support you through the entire surgical process. Your surgery will be scheduled at a fully accredited, state-of-the-art outpatient surgical facility using a board certified anesthesiologist, so you can be assured


of maximum safety and excellent medical care. As well, after your surgery, their staff and surgeon will monitor your progress to ensure that you have a safe,

comfortable and speedy recovery. "We strive for the highest ethical standards in a confidential setting to provide safe, quality care to our patients," said Dr. Bassichis.

Dr. Benjamin Bassichis, director of the Advanced Facial Plastic Surgery Center in Dallas, was awarded the prestigious John Orlando Roe Award at the 2003 Facial Plastic and Reconstructive Surgery meeting in Orlando, Florida, for his research on facial rejuvenation techniques. In addition to the award, Dr. Bassichis was chosen as a headline speaker at the annual meeting.

Dr. Bassichis currently serves as a Clinical Assistant Professor at the University of Texas-Southwestern Medical School and volunteers at the Veteran's Hospital performing reconstructive surgery.

He and his wife, Michelle, have a one year-old daughter and are expecting a son this fall. Michelle is also a physician, who specializes in Women's Diagnostic Health, and is a Wellness consultant for the Advanced Facial Plastic Surgery Center. Drs. Bassichis and the Advanced Facial Plastic Surgery Center are committed to giving back to the community, and are proud sponsors of "Visions - The Women's Expo," held at Dallas Market Hall in August.

To look, feel and live healthier, trust your face to the Advanced Facial Plastic Surgery Center! There are two locations of the Advanced Facial Plastic Surgery Center: at 14755 Preston Road, Suite 110, in North Dallas; and in Uptown at 3317 McKinney Avenue, Suite 205. Please call 972-774-1777, or check their Web site at www.advancedfacialplastic.com for more information. 

PHOTOGRAPHY BY GUSTAVO GARZA



Benjamin A. Bassichis, M.D. is a double board certified facial plastic and reconstructive surgeon with a distinguished education involving 11 years of specialty training after college and the continued commitment to his field of Facial Plastic Surgery. Dr. Bassichis has authored many scientific chapters and papers, including recent cutting-edge research on the latest non-invasive facial rejuvenation techniques. A renowned physician who has lectured throughout the country on plastic surgery techniques and procedures, Dr. Bassichis has also been featured on several prominent national news programs. He is the Director of the Advanced Facial Plastic Surgery Center, as well as a Clinical Assistant Professor in the Department of Otolaryngology-Head and Neck Surgery at the University of Texas-Southwestern Medical Center. Skillfully combining art and science, Dr. Bassichis uses his knowledge and expertise to deliver customized care for your aesthetic needs ... beautifully!