



Lancaster Columbus  
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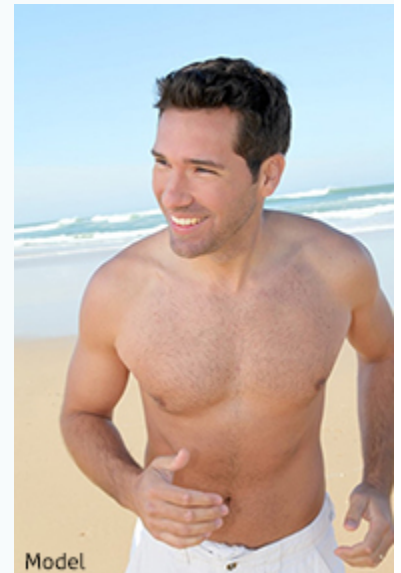


## The New Male Body Sculpting

Last year, we treated more men than usual here at Central Ohio Plastic Surgery. The largest contingent came in for body contouring. According to statistics, this is a national trend.

But the new male body sculpting is about more than an uptick in demand. Men now have different- more ambitious- goals than they used to. Time was, most men unhappy with their bodies asked me to:

- Get rid of "love handles".
- Tame a bulging belly.
- Get rid of a double chin.
- Shrink a fatty bulge at the back of the neck.



In addition to those improvements, today they want me to improve on already slender bodies. They're looking for what I call **the full body sculpt**.

Here, I remove small fatty deposits surrounding the chest and stomach muscles to give an already acceptable body a more defined "six pack."

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Not My Patient

### The TriPollar® Arrived Right on Time

I'm getting great results helping these patients with our new low-impact fat-melting equipment, the TriPollar® Apollo. The Apollo excels at removing small fat deposits and can be deployed with great precision. It's a more refined sculpting tool than the alternative, liposuction.

That's why I like it. Patients like it because:

- There's no pain.
- There's no down time.
- They don't need to wear support garments after treatment.
- Treatments can be done in any season, as opposed to liposuction, which is best undertaken during cold months when the body is fully covered.
- **There's a bonus: skin texture improves** as collagen is stimulated by the same radiofrequency waves that melt away fat.

### What Are the Trade-Offs?

Of course, there are trade-offs. The biggest downside to radiofrequency treatment is the amount of time it takes.

- Six to eight treatments are needed for best results.
- Men need to come back for follow-up treatments to maintain results.

With liposuction, on the other hand, one treatment achieves the goal.

## Quick Links

### Home

### Meet Dr. Lichten

#### Cosmetic Surgery

- Breast Augmentation
- Breast Lift
- Breast Reduction
- Male Breast Reduction
- Liposuction
- Abdominoplasty
- Mommy Makeover
- Facelift, Neck Lift and Brow lift
- Eyelid Surgery
- Rhinoplasty

#### Medical Spa Services

- BOTOX<sup>®</sup> Cosmetic
- Injectable Fillers
- Laser Therapies
- Resurfacing Options
- Skincare Products
- Fraxel re:pair<sup>®</sup>

## Photo Gallery

### Body Contouring

- Arm Lift
- Body Lift (Belt Lift)
- Liposuction
- Mommy Makeover
- Thigh Lift
- Tummy Tuck

### Breast Surgery

- Breast Augmentation
- Breast Augmentation Revision
- Breast Lift
- Breast Reduction

### Facial Surgery

- Eyelid Surgery (Blepharoplasty)
- Face Lift & Neck Lift
- Otoplasty (Ear Shaping)
- Rhinoplasty (Nose Job or Nose Reshaping)

### Minimally Invasive

- Fraxel re:pair<sup>®</sup> Facial Resurfacing
- Injectable Fillers
- Tattoo Removal



Not My Patient

## Cost Comparison

Comparing the cost of these two procedures is like comparing apples to oranges. The protocols for them are completely different.

Although TriPollar treatments are initially less expensive, they can grow more expensive over time. The final cost will depend on the individual, specifically how often we have to go back to “refresh” their TriPollar results.

Here’s the basic information, so you can pencil it out for yourselves:

TriPollar	Liposuction
<b>A package of eight TriPollar treatments</b> (covers eight body areas): <b>\$2,000.</b>	<b>Liposuction to cover one area:</b> <b><i>\$4,000-\$5,000.</i></b>
Each set of follow up treatments will add another \$2,000 to the total.	Additional areas cost from \$2,000-\$2,500. (This price is inclusive and covers Operating Room and anesthesia costs.)

## An Even Playing Field

If you’ve got a man in your life who feels as though genetics has dealt him a bad hand in the physique department, why not send him this newsletter? Once he knows about his options, he can decide whether he’d like to let medical science even up the playing field.





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## Radiofrequency Treatment FAQs

**Q: What do the treatments feel like?**

A: Like a warm massage. It is pleasant and pain-free. Some patients even report falling asleep during the treatments.

**Q: What is the down time?**

A: There is no down time. One can resume regular activity immediately after

the treatment.

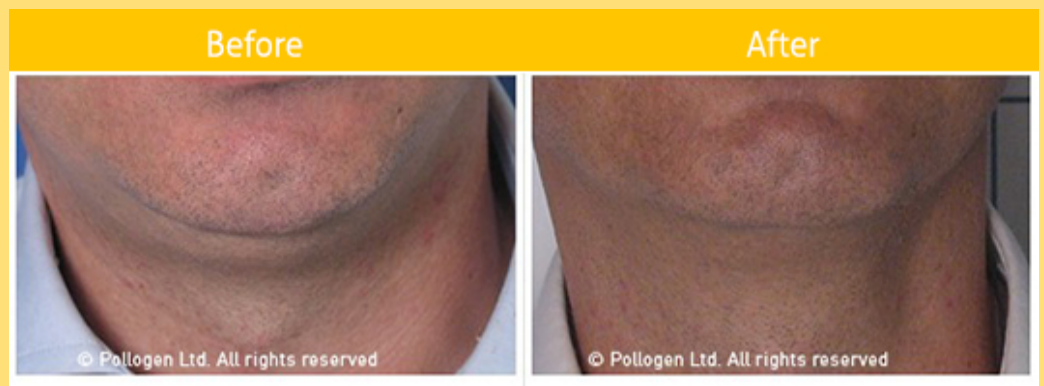
**Q: What should I do to prepare for the treatment?**

A: No special requirements or preparations are needed.

**Q: How many treatments are recommended?**

A: The standard protocol calls for six to eight treatments scheduled one week apart.

However, if needed, more treatments can be added according to the condition being treated. Touch-up treatments are recommended every six months to maintain and improve the treatment results.



Manufacturer Photos

**Q: How long is a typical treatment?**

A: About 30 minutes.

**Q: How soon can I see results?**

A: Most patients see visible results immediately after the first treatment. To achieve long-term results, however, you will need the full regimen of several treatments.

**Q: How long will the results last?**

A: Several months. When you stop seeing improvement, it's time to come in for refresher treatments. By repeating treatments just once every six months, you'll continue to see improvement.

## Liposuction FAQs

**Q: How many procedures will I need?**

A: Most likely, one procedure will be sufficient. However, some patients

require a fine-tuning procedure at a future date.

**Q: How will my skin look after surgery?**

A: About the same as it does now. The changes following liposuction are similar to what you would expect if you could lose an equal amount of localized fat through diet and exercise alone.

**Q: I've heard some people complain about sagging skin after liposuction.**

A: That's a problem associated with outdated technology. Today, we use smaller cannulas that allow the fibrous connections between your skin and body to remain. These connections will contract over time. As a result, skin folds have become rare.

**Q: What will my recovery be like?**

A: This varies with the individual, the amount of fat removed, and the area on which the procedure was performed.

- **Generally, a man can return to work in one to two weeks. Men with more strenuous jobs may want to take up to four weeks off.**
- **You will wear a snug elastic body stocking over the treated area for one to two weeks after the operation. This helps to reduce the swelling and mold the tissue that has been disturbed back into shape.**



Most bruising and swelling will subside within a few weeks, but as your body continues to recover you will see continued improvement for six months or longer.

~ Feel free to [share this article](#) with your family and friends. ~

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