

FACIAL  
PLASTIC  
&  
COSMETIC  
SURGICAL  
CENTER

The Cosmetic Surgical Center of Texas™

# UPDATE

A patient information newsletter from Howard A. Tobin, M.D., F.A.C.S.

VOL. 18, NO.3

September 2002

## Saline Breast Implant Study at Center Published

See related report of FDA Advisory Committee on page 3

In a recent edition of the American Journal of Cosmetic Surgery, the results of nine years experience using saline filled breast implants at The Facial Plastic & Cosmetic Surgical Center were reported. Capsular contracture, or firmness, remains one of the main factors affecting patient satisfaction.

Four hundred sixty patients were surveyed to assess overall satisfaction with the surgery and to study complications. Most patients had their implants placed in the submuscular position, which remains the position chosen by most patients at our Center.

### Firmness and deflation most common problems

Overall, 19% of patients reported firmness in their breasts. The firmness began anywhere from two weeks after surgery up to three years. Most patients elected against correction while about 8% of those with firmness chose to have it corrected surgically.

Deflation occurred in 4% of patients over the course of study. The incident occurred anywhere from two weeks to six years following surgery. In all cases, the deflation was spontaneous, and no patient could relate it to any type of injury or trauma.

Rippling occurred more frequently than was anticipated.

Forty four percent of patients were aware of some rippling or wrinkling of the implant. Fortunately, in most cases this was limited to the area of the fold beneath the breast and was felt much more commonly than seen. It is rarely a source of concern to most patients.

### Numbness not infrequent

Also somewhat surprising was the high incidence of numbness and change in nipple sensation. While this has been reported in previous studies, it is often overlooked and patients considering this surgery should be aware of the possibility of permanent change, although sensory loss does tend to diminish with time in most patients.

In spite of problems reported by a significant percentage of patients, the satisfaction rate of patients is high with only 7% reporting dissatisfaction with the result of surgery and 91% of patients reporting that they would choose to have the surgery again.

The full text of the article is available in pdf format. If you are interested in receiving it, you can go to our internet website [www.newlook.com](http://www.newlook.com). If you prefer you can email us to request it. Please direct your email to [askdena@newlook.com](mailto:askdena@newlook.com). Of course, you can always give us a call and we will send it to you the old fashioned way.

## Have you signed up for our email newslines?

By the time you receive this print edition of our **Update**, three editions of our email newslines have been issued. If you haven't already signed up, we encourage you to do so.

The web edition contains up to the minute news in a concise form. While we know you probably receive more email than you really want, we would appreciate your giving it a try. If you don't like it, it is easy to unsubscribe.

Log on to [www.newlook.com](http://www.newlook.com) and click where it says "sign up for our email newsletter." I know you won't be disappointed.

### UPDATE

**UPDATE** is published periodically by the **Facial Plastic & Cosmetic Surgical Center**, 6300 Regional Plaza, Abilene Texas 79606, (915) 695-3630; fax (915) 695-3633 email - [askdena@newlook.com](mailto:askdena@newlook.com) **www.newlook.com** Howard A. Tobin, M.D., F.A.C.S., editor. Consultations are also held in Dallas, San Antonio, Austin, Houston, Midland - Odessa, Lubbock, San Angelo & Wichita Falls on a scheduled basis.

**For information, call Toll free: (800) 592-4533.**

If you would like additional copies of our *Update* sent to a friend or relative, please contact the Center and we will be glad to place them on our mailing list. Your comments, questions or suggestions are always welcome.

## Special Discount Program Reinstated

Last years special offer to encourage patients to schedule before the holiday season proved so popular we are making it again. Many of our patients like to plan their surgery over the holiday season. Unfortunately, this often results in our inability to accommodate patients who are only free during the holiday vacations. By encouraging others to schedule in the late summer and fall, we are better able to accommodate those who can't schedule earlier. If you are planning surgery at the Center this year and wish to take advantage of this offer, please let us know when scheduling, but hurry, these spots won't last long! ♡

Back by popular demand:

# Certificate

For surgery scheduled between Sept. 16 and Oct. 31, 2002 at the Facial Plastic & Cosmetic Surgical Center

10% discount on surgeon's fee

---

This special offer is valid only for the surgeon's fee. It is limited to procedures that are not covered by third party payers or by any other discount or reduced fee program.

Howard A. Tobin, M.D.



## On the Lecture Circuit - silicone, browlifts & tucks

This August, I was invited to speak at a major facial cosmetic surgery seminar in Newport Beach, CA. As you might imagine, I was quite busy preparing the seven talks I was asked to give. They covered a broad variety of topics including our concept of the secondary tuck following face lift surgery, the brow suspension procedure and our renewed interest in microdroplet silicone injection treatment as a soft tissue filler. All of these topics are covered on our web site if you are interested. If you have trouble finding them, try the search engine near the top of the home page.

Our experience with the secondary tuck following face lift is scheduled to be published in the next edition of *The American Journal of Cosmetic Surgery*. I will have more on this topic in an upcoming edition of our **Online Newsletter**.

### Silicone Microdroplet Injections

This was another hot topic. Due to a recent FDA release of injectable

silicone for ophthalmic use, doctors may now again use microdroplet silicone injection treatment as an off label use of an approved drug or device.



Our experience indicates that this treatment can be highly effective for filling in surface defects and particularly for lip enhancement.

Silicone microdroplet injections were widely used in this country before the FDA banned them in 1992. They remained popular in many countries and there is a long experience that testifies to their safety.

We would be happy to discuss this option with you if interested.

The brow suspension procedure attracted a great deal of interest. It seems that a lot of cosmetic surgeons are looking for a simple way to provide stabilization or slight elevation of the brow. One of the instrument vendors who was making the instrument we use to pass the sutures was doing a lively business after the talk.

I was also asked to give several talks about our use of the Internet. Our website has certainly become one of the more popular sources of information about cosmetic surgery on the web. We receive from 6,000 to 9,000 hits per day; and all of this without any professional marketing or assistance in the content of the site.

In September, Dr. Perenack and I will be lecturing in New Orleans at a facial cosmetic surgery course put on each year at LSU. There, I will cover topics related to advanced facelifting procedures.

**Howard Tobin MD**



# The Fellows' Corner This Months Topic: *The Surgery Team, and "What is a Surgery Fellow, Anyways?"*

The morning of surgery is always a little anxiety inducing. Fortunately, the staff of the Facial Plastic and Cosmetic Surgery Center can make things less stressful. You'll meet Nina or Kim, our surgical nurses, who will help get you ready for surgery. They always take special care to befriend our patients and their family members. They are happy to answer questions or help with any special needs you might have.

Next, one of our two Certified Registered Nurse Anesthetists, Mike and Robert will meet with you to ensure that your time in the operating room, and recovery, is as safe and comfortable as possible. You'll also meet Rudy, our surgical technician, who keeps the OR running smoothly. Finally, you'll meet me, Dr. Tobin's Surgery Fellow. My job is to review your medical history and complete your pre-surgical physical exam. After surgery, I'll be available to answer any questions or concerns you might have and check your progress during post-operative visits.

Often, people will ask me, "What is a surgery fellow, anyways?" The surgery fellowship program is a one year position open to surgeons who have already completed extensive training in a surgical residency, and desire to improve their skills in cosmetic surgery by studying Dr. Tobin's technique.

I'm commonly asked the question, "Will Dr. Tobin do all my surgery?" and the answer is an emphatic

"Yes!" As a fellow, I assist in all surgeries, but Dr. Tobin is always your surgeon. Something that might interest some patients is the discount offered by the fellowship program. During the beginning of the fellowship I assist in surgery, but beginning sometime later, I'll be accepting patients of my own. For those who are interested, we offer a discount on the surgeons' fee. Dr. To-

bin would still be available during surgery to offer direction, but I would be your primary surgeon.

Choosing to have cosmetic surgery is always an important personal decision, and I encourage you to gather as much information as possible! Always feel free to contact the Center or myself if you have any further questions.

Jon D Perenack MD, DDS

## FDA Hears Evidence of Breast Implant Failure

On July 8, 2002, an FDA advisory committee heard evidence from breast implant manufacturers that studies had shown that as many as 25% of women who had saline breast implants had undergone secondary surgery within five years of operation. Breast implants are currently made by two manufacturers, Mentor and McGhan.

Capsular contracture (firmness) and leakage have long been recognized as common problems following breast augmentation, however, the data presented is surprising to us in light of our study described in this newsletter.

While the data presented to the FDA raises concern, we feel confidence in our own data although we plan to continue to evaluate our results. Why the data obtained by the manufacturers is so different is puzzling.

Fortunately, nothing was reported that would indicate any

health danger related to the implants. It is also important to understand that often reoperation is a fairly simple procedure. For example, replacement of leaking implants requires less than an hour and most patients return to normal full activity the following day. Furthermore, the warantee provided by the manufacturer offsets most of the cost during the first few years following surgery.

We feel it likely that our lower rate of reoperation for firmness is attributable to our use of the endoscopic surgical technique in a high percentage of patients. Minimal bleeding with very precise dissection couples with submuscular placement are factors that may very well limit the risk of severe encapsulation.

While we feel that it is important that prospective patients be made aware of FDA data, we still feel a high degree of confidence in our own experience and will continue to update our data.



Our award winning video production, **A Look Into Tomorrow** allows a forty minute "visit" to the **Facial Plastic & Cosmetic Surgical Center**, in the comfort of your own home. It also includes patient interviews as well as examples of before and after results.

Use the coupon to the right to order. There is no charge other than \$6.00 for postage and handling.

Facial Plastic & Cosmetic Surgical Center  
6300 Regional Plaza  
Abilene, Texas 79606

Please send me a copy of your video production, "A Look Into Tomorrow." I have enclosed \$6.00 to cover the cost of handling and mailing.

Check here if you wish the charge made on your credit card. Please charge to my:  
 MasterCard     Visa     American Express     Discover

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Signature \_\_\_\_\_

# The Facial Plastic and Cosmetic Surgical Center Offers West Texas Hospitality

Dena Purvis, Center Patient Coordinator

Since so many of our patients come from out of town, I thought I would give you an idea of what to expect when you come in for surgery.

Upon arrival in Abilene, our patients are impressed by this town's friendly atmosphere. Most choose to check into a hotel the evening prior to surgery and relax by the pool or go out for dinner and maybe even a movie, although some will make plans to come to Abilene early on the day of surgery.

When patients arrive at the Facial Plastic & Cosmetic Surgical Center the morning of surgery, they will find all the comforts of home, and more, in one of our two on-site guest suites. These are available to our patients for their first post-operative night at no additional cost. Occasionally, arrangements can be made for a second night's stay.

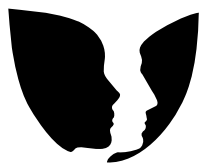
Everyone is required to bring a family member or friend to care for him or her overnight and drive them home the next day. If this is not possible, we can arrange for sitters. Patients are never allowed to remain in the suites unattended. To make the waiting more comfortable, our suites are equipped with 2 adjustable twin-sized beds, refrigerator, microwave, TV/VCR, and steam bath. This is where family or friends can stay while patients are undergoing surgery and, to help pass the time, they can choose from over 200 movies to watch in the privacy of their suite or in our conference room which

has a 41" wide screen TV.

Patients will find their pre surgical time both busy and peaceful. Once all the necessary forms are signed, the "before" photos are taken. Time is spent to be sure all of their questions are answered. Patients spend the remaining time relaxing before surgery in a massage chair which they can adjust to fit their comfort needs. The doctor, nurse and anesthesiologist, who will all remain with them throughout the entire procedure, then accompany them to the operating room.

When surgery is completed and patients are discharged from the recovery room, they are escorted back to their suite by the recovery nurse who will instruct them in postoperative care and make sure all of their questions are answered. The doctors and the entire staff are available throughout the day and will be in and out of the suite to check on the patients and attend to their needs. The next morning, patients are examined and are usually able to go home by about 8:30 am.

If you have had or are considering scheduling a consultation with Dr. Tobin, we urge you to consider scheduling a personal visit to our Center. A staff member will be happy to give you a tour and answer any questions. Additional information about our Center, the Guest Suites and our surgical facilities can be found on our website: [www.newlook.com](http://www.newlook.com).



FACIAL  
PLASTIC  
&  
COSMETIC  
SURGICAL  
CENTER

The Cosmetic Surgical Center of Texas™

6300 Regional Plaza  
Abilene, TX 79606

**Bulk rate  
U. S. Postage  
PAID  
Abilene, Texas  
Permit No. 1008**

Visit us on the web  
[www.newlook.com](http://www.newlook.com)