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When to Make the

Full disclosure: I offer and perform both non-surgical and surgical options at my practice. I believe wholeheartedly in both – depending on each patient and their goals. People age differently, anatomy plays a huge role, and outcomes vary greatly depending on the procedure and plan.

Your part of the job isn't easy: every few months another non-surgical or minimally-invasive option for facial rejuvenation hits the market to entice you. Joining a plethora of fillers, neurotoxins, lasers, and other machines, these products claim to be the latest and greatest – breakthroughs that will leave your current regimen in the dust. Often, they don't live up to the hype – or are replaced with a newer technology a few months later. Most importantly though, these products and procedures offered by your provider are just tools. Knowing when and how to use them is essential.

Deciding when to move on from non-surgical rejuvenation is challenging for both you and the doctor. Here are five important points to consider:

1. There is such a thing as too much filler and Botox Cosmetic®

– Routine use of injectables is a great way to manage signs of aging. However, overdoing these treatments eventually creates an unnatural appearance. This can change your face in a way that doesn't "look like you." And surprisingly, for young patients (30s-40s), overtreatment can counterintuitively make you look like an older person who's trying to look younger! If you are routinely getting four or five syringes of filler, for example, it's time to think about other options.

2. Recognizing the limitations of non-surgical and minimally-invasive technologies

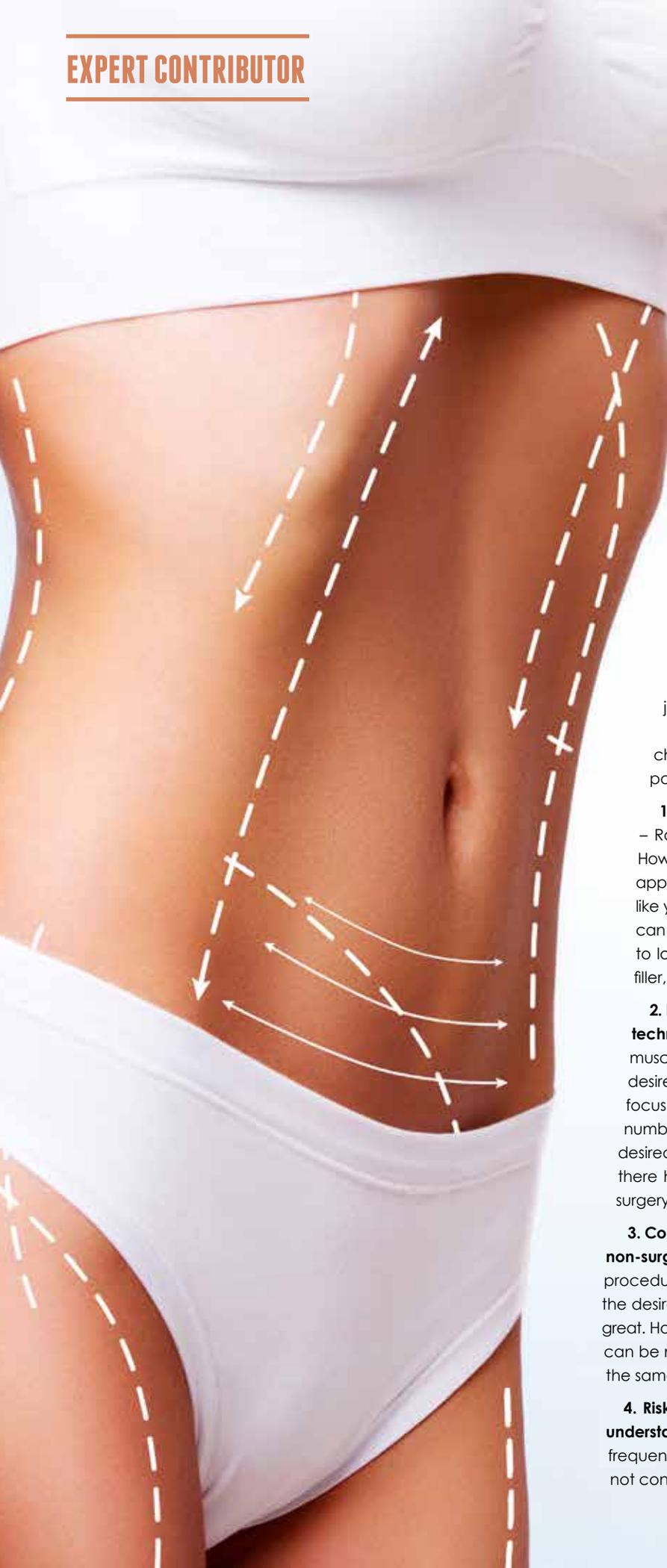
– Age-related and genetic changes in skin elasticity, muscle tightness, and fat volume must be considered relative to your desired treatment plan. People age differently and the provider's focus should be on the individual and their anatomy, rather than the number. Physical evaluation of the patient is critical to achieving the desired results. Though non-surgical treatments continue to improve, there has always been and will always be some problems that only surgery can correct.

3. Costs may be more, and time savings less, than patients expect for non-surgical options

– Most non-surgical and many minimally-invasive procedures need to be repeated or require multiple sessions to achieve the desired result. This is absolutely ok and a gradual approach can be great. However, cumulative costs and down-time over multiple treatments can be more than would be associated with a surgical plan to address the same concerns!

4. Risks of non-surgical and minimally-invasive treatments are often understated or assumed to be less than surgical procedures

– Patients frequently assume that because a procedure is done in an office or is not considered "a surgery," that this means it has no risk. Unfortunately,



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Transition from Non-Surgical Rejuvenation

By Evan R. Ransom, MD, FACS

complications are possible, particularly when a practitioner is trying to achieve a result with a treatment that is not suited for a given patient's situation. This is especially true with off-label uses of products or when providers try to "hit a homerun."

5. Common misconceptions create many barriers to surgery - Patients who desire a non-surgical plan often site reasons that don't hold up to scrutiny. Among these are:

- Safety of anesthesia – In an accredited facility, general anesthesia is very safe. High profile cases with bad outcomes can often be traced to violations in safety protocols. The majority of patients do extremely well, particularly for facial rejuvenation surgery which can generally be performed with less medications.
- Difficulty of recovery – Popular perception of discomfort is often overstated, and proper use of prescription and non-prescription medications results in quick recovery.

- Obviousness/evidence of the change to loved ones and others – A well-planned, conservative surgery will look more natural than overtreatment with injectibles, etc.

When you are ready, here are some questions to ask your doctor:

1. Realistically, how many procedures and what cost will my TOTAL treatment plan to get me to my desired results? How much total downtime will there be?
2. What percentage toward my total desired outcome can you get me to with ONE treatment?
3. How long will those results last? Are repeated treatments to be expected?

Once you have this information, you can more accurately assess whether surgical or non-surgical is the route to take. I'll be ready for your questions when the time comes!



Uniquely You.

We know that everyone wants to look their best. Our philosophy is natural-appearing rejuvenation - making an individualized treatment plan that enhances your unique beauty. We provide honest advice and expert care to help you achieve your goals.

Dr. Evan Ransom is an Ivy League-trained, double-board certified facial plastic surgeon. His practice includes surgery for the aging face, rhinoplasty (nose reshaping), and reconstruction after trauma or skin cancer removal. Dr. Ransom also provides minimally-invasive treatments, including Botox®, fillers, laser resurfacing, IPL, non-surgical tightening (ThermiTight™), and non-invasive body sculpting (SculpSure®).

Community service is very important to Dr. Ransom. He performs pro bono cleft lip and palate surgery with Healing the Children. Our next mission, to Peru, is in April 2018.

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