

ALBERT E. CRAM, MD, FACS
AL ALY, MD, FACS

THE NEWSLETTER OF IOWA CITY PLASTIC SURGERY
INSIGHT

LIVE WEBCAST

DR. ALY & DR. CRAM TO PERFORM
UNIQUE BRACHIOPLASTY SURGERY
ON MASSIVE WEIGHT LOSS PATIENT

**Saturday, March 10th, 2007 at 12:00 PM
(Central Standard Time)**

Iowa City Plastic Surgery invites you to join them in the O.R. for a live webcast of a brachioplasty procedure that was developed specifically by Dr. Aly and Dr. Cram to remove excess skin and fat deposits from the upper arm. "Because of its remarkable end result, we have taught this procedure to many other surgeons across the country. We felt it was time to present it to patients all over the world who are living with the undesirable side effects of weight loss. This is their chance to understand what a patient goes through," explains Dr. Aly, a leading advocate for massive weight loss patients.

The two surgeons and their "A-list" medical team will perform the procedure at Mercy Hospital, Iowa City, Iowa on a female patient who has lost over 150 pounds since her gastric bypass surgery in July of 2005. She came to the two surgeons delighted with her weight loss but unhappy with all the "leftovers." The procedure will be captured live via local videographer Lane Wyrick of XAP Interactive, who specializes in documentaries and surgical videos. It will then be broadcast to an Internet audience who are invited to register online prior to the event. Paid viewers will have the chance to e-mail the surgeons during the event for an invaluable questions and answer session.

For more information or to register for this live webcast, go to www.icplasticsurgery.com/webcast-arms. Cost is \$24.99 and paid viewers will have access to view the surgery for a full 30 days.



Doctors Aly and Cram have performed body contouring surgeries all over the world and continue to educate the public on the significant benefits of these procedures, which also include their trademark belt lipectomy (central body lift), breast reduction or lift, thigh reduction technique and upper body lift. "We hope this is the first of many live webcasts we perform this year. With obesity reaching new levels in this country and around the world, the message is an important one," explains Dr. Aly.



IN THIS ISSUE: HERE'S WHAT'S NEW

- NEW! PORTRAIT® SKIN REGENERATION • THE LATEST WRINKLE BODY BY SPRING • NOW! REDUCE YOUR DARK CIRCLES WITH TEAMINE® EYE COMPLEX
- IN THE SPOTLIGHT: INTERNATIONAL FELLOWSHIP PROGRAM • NEW WEBSITE OFFERS EXPANDED FEATURES • SILICONE BREAST IMPLANTS MAKE A COMEBACK

THE LATEST WRINKLE (NEWS & EVENTS)

SURGEONS AT THE FOREFRONT

- > Dr. Cram was recently awarded a "TOP DOCTOR FOR CANCER AWARD" by an esteemed group which recognized his ongoing contributions to breast reconstruction patients.
- > Dr. Aly will be a guest speaker at the Australian College Annual Scientific Meeting in May of this year.
- > Read about Iowa City Plastic Surgery in the news! Our most recent article published in the *Iowa City Press Citizen* on Monday, January 15th. Access this article online at www.press-citizen.com under archives.

PLEASE NOTE:
Our Botox® injection prices have increased from \$400 to \$475 per treatment. Please call our office for complete details.

www.icplasticsurgery.com

NEW WEBSITE OFFERS EXPANDED FEATURES



AMAZING BODY TRANSFORMATIONS

The Internet has redefined how patients review their health care symptoms, concerns and treatment options. Health related topics receive millions of web searches everyday. No where is this trend more apparent than with patients who are interested in cosmetic or body contouring surgery. To respond to this growing need, Iowa City Plastic Surgery is currently expanding its website to offer more features and resources than ever before.

Cosmetic and body contouring patients will soon have access to one of the largest before and after patient photo galleries online, thanks to this project. Additional features will include Amazing Body Transformations, downloadable online DVD presentations, regular live chat forums, and live patient testimonials, to name a few. See our website for frequent updates at www.icplasticsurgery.com.

BODY by SPRING

IOWA CITY PLASTIC SURGERY HOSTS FIRST ANNUAL "BODY BY SPRING" SEMINAR

The Iowa City Plastic Surgery staff, together with Dr. Cram, welcomed an almost full house at the first annual "Body by Spring" seminar, held Thursday, November 2nd at the Brown Deer Golf Course banquet room in Coralville, Iowa. Topics included body contouring of the breast, body and thighs, liposuction and tummy tucks, breast augmentation and breast lift, as well as how to use injections to look and feel years younger.

Past, current and prospective patients dined on complimentary soups, salads and desserts while Dr. Cram educated them on the timeliness of both surgical and non-invasive treatments in preparation for spring exposure in 2007.

"Many patients come to us in January or February seeking liposuction or a tummy tuck to help them reach their body image goals by Spring Break. We want to educate patients that healing takes time. If a patient is thinking about having a procedure done, it's best to schedule an initial consultation with one of us so we can sit down and discuss each individual's needs. This should happen very early on so a patient has allowed him or herself adequate time to recover from any surgical procedure," states Dr. Cram. An initial exam at Iowa City Plastic Surgery allows a patient to discuss his or her desired results, set realistic expectations, address fees and learn about possible risks or complications. This exam will also give the patient time to learn about other surgical or non-invasive cosmetic options that are available to them.

"Male and female patients who see us for traditional surgical procedures are delighted to find that we also offer Botox®, Restylane®, Collagen™ injections and now Portrait® skin regeneration. These non-surgical treatments are a great way to look and feel refreshed for an important event – a family wedding, class reunion, vacation – without having to recover from major surgery," states Claudette Heddens, Nurse Practitioner. For information on upcoming seminars hosted by Iowa City Plastic Surgery, please call us at 319-337-3740 or visit our website at www.icplasticsurgery.com.



Iowa City Plastic Surgery was recently honored with the Economic Private Sector Award by the Iowa City Area Chamber of Commerce for its contribution to our local and national communities.

INTERNATIONAL FELLOWSHIP PROGRAM



*Dr. Adel Bark
Curitiba, Brazil*

As a part of their ongoing mission to educate the world about the benefits of body contouring after massive weight loss, doctors Aly and Cram have partnered with Ethicon – a global medical device company – to create an international fellowship program here in Iowa City.

Since 2005, four South American plastic surgeons have joined the Iowa City Plastic Surgery team to shadow the doctors and learn everything they can about body contouring for the massive weight loss patient. As a part of the fellowship program, each visiting surgeon is required to collect data and statistics on the subject and write articles for pertinent medical journals.

“Our fellows live here for three months to learn how to evaluate, guide and treat massive weight loss patients. Although the climate is a dramatic change for them, they are grateful to be learning from the most renowned body contouring surgeons in the world. Once they are back home, they have a tremendous amount of experience to share with their colleagues and patients,” explains Sandy Brenneman, Office Administrator.

Recent International Fellows Include:

- > Dr. Carlos Neves, Rio De Janeiro
- > Dr. Christina Rotenburg, Sao Paulo, Brazil (now practicing at the Cleveland Clinic in Ohio)
- > Dr. Alexandre Mansur, Curitiba, Brazil
- > Dr. Adel Bark, Curitiba, Brazil
- > Dr. Daniele Pace, Curitiba, Brazil



Breakthrough Plasma Technology Delivers Dramatic Skin Regeneration

We are proud to announce the arrival of Portrait® skin regeneration, the first and only clinically proven technology delivering true skin regeneration. Now patients can benefit from reduced wrinkles, tighter skin and improved skin tone and texture, all at the same time with the Portrait® procedure. Surface blemishes, discoloration and benign skin lesions which are also effectively treated by Portrait®.

Portrait® skin regeneration is a dramatic leap forward in the science of beauty. It is a plasma energy technology never before used in the cosmetic field. Compared to other treatments that only improve skin at the surface, Portrait® works both at and below the surface. The results seen following treatment get better over time with clinical studies showing

continuing improvement a year later. Other treatments like chemical peels, dermabrasion and lasers work by taking things away from the skin surface, so they can only do so much. Portrait® works very effectively at the surface but it also activates and stimulates collagen growth deeper within the skin causing new, healthy skin to emerge naturally. It's an entirely different mode of action and the results are exceptional. Portrait® is a simple, non-surgical procedure that takes 15 – 20 minutes for a full face treatment. Backed by years of clinical research, it is safe and effective, giving patients the results they want without the risks associated with other treatments.

Call today for a [FREE PORTRAIT CONSULTATION](#) with Claudette Heddens, our nurse practitioner.



TEAMINE®
EYE COMPLEX

REDUCES DARK CIRCLES UNDER YOUR EYES

Are dark under-eye circles making you look older or more tired than you really are? TEAMINE COMPLEX® IS THE ONLY INGREDIENT PROVEN TO REDUCE DARK CIRCLES! Years of research have indicated that using Teamine Complex® will result in correcting and generating younger-looking, healthier skin. Consistent use of Teamine Complex helps to remove dark circles, reduce puffiness, firm and tighten skin and smooth fine lines and wrinkles. Stop by today to purchase this amazing product, available at Iowa City Plastic Surgery.

FOCUS ON: SILICONE BREAST IMPLANTS

FOLLOWING FDA APPROVAL, SILICONE IMPLANTS ARE MAKING A COMEBACK

Silicone breast implants have never been without controversy. Amid patient complaints of connective tissue disorders, immune and other diseases due to silicone, the FDA banned their use as a aesthetic option for women considering breast augmentation in the mid '90s. Following extensive clinical, scientific and patient studies, silicone gel-filled implants have once again been approved for *breast reconstruction in women of all ages and breast augmentation in women ages 22 and older*.¹ With the FDA's recent approval, silicone gel-filled implants are back.

Current statistics show that silicone implants account for roughly 20% of implant procedures and following the

new FDA approval, physicians predict an increase in silicone implants.

"Every patient is unique. Many of our patients desire the very soft and more natural feeling of the silicone breast implant. Silicone is recommended for certain types of reconstruction patients and preferred by women who are looking for a gently sloping breast silhouette. However, we will always have patients who believe and trust in saline. Now, they have a choice," explains Dr. Cram. If you are in need of reconstructive surgery following breast cancer, or if you would like to speak to us about breast augmentation, please call to schedule an initial consultation today.



1. Source: U.S. FDA News
2. Source: www.mentorcorp.com

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Member



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Please contact our nurse coordinator with any comments about our newsletter, requests for information to be included in this newsletter, or to remove your name from this mailing list:

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A caring, patient-focused partnership with Mercy Hospital, Iowa City