

***Latest Laser Fat Removal Procedure Now Available
Plastic Surgery Services of Fredericksburg Is First
In Virginia to Offer Smartlipo MPX™***

FOR IMMEDIATE RELEASE

FREDERICKSBURG, Va., July 14, 2008—A laser-assisted procedure that removes fat cells and tightens skin is now being offered at Plastic Surgery Services of Fredericksburg (PSSF).

The doctors' practice is the only one in Virginia to offer Smartlipo MPX™, a minimally invasive procedure that uses a high-power laser to eliminate fat cells in areas such as under the chin, neck or jaw line or in the abdomen, arms, thighs and knees.

“This is brand-new technology,” said Lesi Beamon Mackey, PSSF administrator. “This procedure offers more flexibility, more versatility and greater safety,” than traditional laser lipolysis, she said.

The FDA-approved treatment uses a paperclip-thin cannula (or tube) that is inserted into the skin. A laser inside the tube sends dual wavelengths of energy to fat cells, causing them to drain away. This also results in tighter skin, and less bruising and swelling than other techniques.

The procedure is designed for areas that don't respond to diet or exercise. It works best in small areas of the neck, jaw, arms, abdomen, inner and outer thighs and knees. The ideal candidate is in good health and of normal body weight.

Laser lipolysis has been available for a few years, Mackey said. She said PSSF surgeons wanted to make sure the procedure met doctor and patient expectations before offering it.

“Our doctors explore all of the latest procedures and tools available before adopting them in their practice,” Mackey said. “They are very careful regarding trends in medical and cosmetic procedures.”

She said enhanced safety features and skin tightening results convinced the doctors to offer this procedure.

Smartlipo MPX™ is less extensive than traditional liposuction and involves a shorter recovery period. The procedure can be performed in the doctor's office with local anesthesia. Patients can return to normal activities in a couple of days and resume strenuous exercise after two weeks recovery.

Results can be seen within a week, and improvements in contour and skin tightening can continue for up to six months.

Plastic Surgery Services of Fredericksburg also performs traditional liposuction, the most common surgical cosmetic procedure among men and women in the United States last year, according to the American Society for Aesthetic Plastic Surgery.

The practice is currently booking free consultations for all liposuction techniques.

Plastic Surgery Services of Fredericksburg has been the premier provider of cosmetic surgery in the Fredericksburg area since 1983. The practice has an accredited surgical center, and its board-certified surgeons have privileges to practice at Mary Washington Hospital.

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