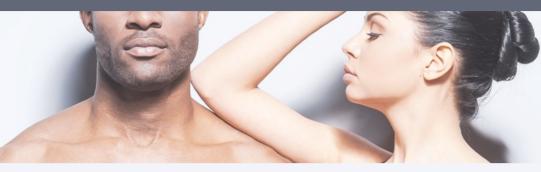


# Face & Neck REJUVENATION *for Women & Men*





### Face & Neck Rejuvenation Expertise & Care at Chernoff Cosmetic Surgery



As we age, our facial muscles weaken and we see flattening of our cheeks, deepening of our marionette lines, jowling, and banding or fullness of our necks. Chernoff Cosmetic Surgery provides all surgical and non-surgical options for face and neck rejuvenation. Our treatments and procedures provide natural results giving our patients a rested and refreshed appearance. Our patients do not look overdone, pulled, or different.

#### **OUR EXPERTISE & YOUR CARE**

Dr. Chernoff is among the most experienced facial rejuvenation surgeons in the Country. His Triple Board Certification places him in the 1% of Plastic Surgeons with these impressive credentials. Dr. Chernoff's experience and expertise allows him to customize the face and neck procedures for each person's individual differences in facial shape, bone structure, tissue, and skin quality. Additionally, our office offers a comprehensive pre and post operative plan that shortens your recovery and optimizes your results.

#### YOUR CONSULTATION

During your consultation, Dr. Chernoff or one of our nurses will discuss your goals and explain all the possible options to help you reach your goals. We will recommend a treatment plan, and for some procedures, we will offer computer imaging to simulate what you can expect. Additionally, we recommend you read "Patients Guide to Plastic Surgery" to assist in your facial rejuvenation journey.

### Comprehensive Options For Your Skin Improvement Goals

Face and neck rejuvenation brings back the youthful bulk to the mid face, softens face lines and wrinkles, improves jowls and jawline contour, removes sagging skin and fat under your chin, and improves hanging neck skin. Depending on your specific anatomy and treatment plan, Dr. Chernoff often recommends combining other procedures to provide the best results to reach your goals.

Your Improvement Goal	Face Lift & Neck Lift	Mini Facelift	Ellevate	FaceTite	RF MicroNeedle
Face Volume		•			
Face Lines & Wrinkles	•	•			•
Jawline / Jowls					
Fat Under Chin & Neck	•		•		
Hanging Neck Skin	•				
Neck Glands			•		
Skin Quality & Elasticity				•	•

#### RECOVERY

We offer many facial rejuvenation procedures that range from no recovery time to on average one to two weeks recovery. For surgical procedures, there is always a mandatory period of healing and recovery. Your healing time is based on multiple factors: the extent of your procedure, your health, your compliance with pre and post surgery instructions, aftercare, and the experience and expertise of the surgeon.

### Facelift

#### Proprietary & Customized Technique

Dr. Chernoff's Facelift is an advanced procedure called a Deep Plane Customized Facelift. His Facelift improves facial volume, cheek contour, sagging skin, and jawline definition. Dr. Chernoff's technique allows him to customize the Facelift for each person's individual differences in facial shape due to bone structure, soft tissue bulk, and skin quality.

All Facelifts **are not** the same. Some Facelifts performed by other surgeons only tighten skin and do not address the underlying sagging tissue and muscles. Dr. Chernoff uses a comprehensive and customized technique that restores underlying tissue, repositions muscles creating a natural and lasting result. Dr. Chernoff's Facelift does not looked pulled or over done due to his expertise, incision placement, and technique. Dr. Chernoff has performed over 10,000 Facelifts with exceptional, natural, and lasting results.

Dr. Chernoff performs his Facelift using a small incision along the ear, hidden inside the ear cartilage and along the back of the ear lobe. The underlying facial muscles are tightened, repositioned, and excess skin is removed. Dr. Chernoff will often perform a Neck Lift, Submental Liposuction, FaceTite, and/or Ellevate with a Facelift.



In addition to a Facelift, Dr. Chernoff performed a Neck Lift (with Platysmaplasty), Endoscopic Eyebrow Lift, and a Laser Eyelid Lift.

### Neck Lift Proprietary & Endoscopic Technique

Dr. Chernoff's Neck Lift removes fat from under the chin and neck, repairs herniated platysma muscles, repositions and lifts underlying tissue, and removes excess skin. Dr. Chernoff uses three small incisions for his Neck Lift. One under the chin and one hidden behind each ear that slightly extends his Facelift incision. Dr. Chernoff's expert technique eliminates tension from the incision and allows healing with little visible sign of surgery.

Patients concerned with sagging jowls, lost jawline contour, sagging and/or hanging neck skin, will require a Facelift combined with a Neck Lift to address their concerns. Dr. Chernoff may also suggest FaceTite and/or MicroNeedle RF to improve skin elasticity. For some patients with prominent neck glands, Dr. Chernoff will combine Ellevate with a Neck Lift.

All Neck Lifts **are not** the same. Some neck lifts performed by other surgeons only tighten skin and do not address the underlying sagging tissue and muscles. Dr. Chernoff's endoscopic and advanced surgical technique, provides exceptional, lasting, and natural results.



In addition to a Neck Lift with Platysmaplasty, Dr. Chernoff performed a Facelift, Endoscopic Eyebrow Lift, and Laser Eyelid Lift.

### Mini Facelift Minimally Invasive ~ Natural Result

Dr. Chernoff's Mini Facelift improves facial volume, cheek contour, and smile lines. Dr. Chernoff performs his Mini Facelifts using small incisions along the ear and hidden inside the ear cartilage so they are not visible. Facial muscles are repositioned to restore lost volume to the mid face. Through this incision, Dr. Chernoff tightens the underlying tissue and any excess skin is removed.

Depending on your specific anatomy and treatment plan, Dr. Chernoff may recommend combining other procedures with a Mini Facelift such as FaceTite skin tightening, Submental Liposuction, or Ellevate.

All Mini Facelifts **are not** the same. Some Mini Facelifts performed by other surgeons only tighten skin and do not address the underlying sagging tissue and muscles. Dr. Chernoff's Mini Facelift, like his full Facelift uses a comprehensive and customized technique that restores underlying tissue, repositions muscles, and creates a natural and lasting result. Dr. Chernoff's Mini Facelifts do not looked pulled or overdone due to his expertise, incision placement, and technique.



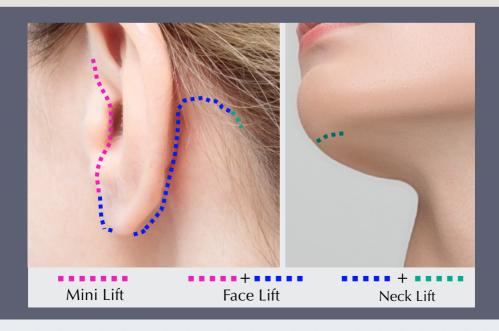
In addition to a Mini Facelift, Dr. Chernoff performed an Endoscopic Eyebrow Lift and laser skin improving treatments.

### Incisions Mini Lift, Facelift, & Neck Lift

Dr. Chernoff's Facelift and Neck Lift incisions are minimal. Once healed, they are barely visible. Dr. Chernoff uses a meticulous suture technique that allows a virtually invisible scar. His facelift patients are able to wear their hair up and pulled back with no sign of an incision, no hair loss, and without a pulled look.

Dr. Chernoff's Facelift incision is along the crease of the ear. He uses the crease where the ear meets the face and hairline to hide the incision. Through this incision he tightens and repositions the underlying muscle and tissue. He also uses this incision to remove excess skin. His multi-layer suture technique minimizes incision tension and promotes healing.

Dr. Chernoff uses a small one inch incision hidden under the chin for his Neck Lift. Through this incision, he liposuctions fat from the neck, under the chin, and repairs the platysma muscle. For patients with excess neck skin and jowls, Dr. Chernoff will extend the incision behind the ear to reposition the underlying muscles and tissues and remove excess skin.



### FaceTite

Minimally Invasive Skin Tightening for the Jawline

FaceTite uses Radio Frequency (RF) energy to accurately and uniformly stimulate collagen and tighten skin along the jawline. FaceTite is performed in the sub-dermal layer to safely contract and contour skin tissue. FaceTite RF Energy improves collagen and strengthens elastin fibers improving underlying tissue and skin.

Dr. Chernoff will often combine FaceTite with surgical procedures including Submental Liposuction, Ellevate, Mini Facelift, Facelift, and Neck Lift to provide additional improvement for patients with poor skin elasticity, sagging jowls, excess neck skin, and fat.



Before

After FaceTite & Submental Liposuction



After FaceTite & Submental Liposuction

Before

### Ellevate Jawline & Neck Contouring

Ellevate is a minimally invasive surgical procedure that improves jawline contour by securing and lifting the neck tissue. The procedure uses a suture sling to support and lift glands and muscles underneath the jaw and chin. Ellevate is most often performed with other procedures such as Submental Liposuction, FaceTite, Face & Neck Lift, and Platysmaplasty.

During your consultation, Dr. Chernoff or one of our nurses will discuss your goals, examine your neck, and recommend a treatment plan that may include Ellevate if you are a good candidate for the procedure.



Before

One week after Ellevate with Submental Liposuction



One week after Ellevate with Submental Liposuction

Before

#### MicroNeedle RF Improves Collagen, Elastin, & Skin Tightening

Fractional MicroNeedle RF is a collagen generating treatment that improves skin quality. The treatment stimulates skin with rejuvenating Radiofrequency (RF) energy using a device with innovative fine needles that create tiny punctures in the top skin layers. The treatment triggers the skin to create new collagen and elastin.

Chernoff Cosmetic Surgery offers two Microneedle RF treatment options that have unique features and benefits: Morpheous8 & IntraCel. Both treatments are safe and effective for patients with a variety of skin types and pigments. MicroNeedle RF and IntraCel treatments strengthen collagen fibers on the face and neck, improves skin tone and quality, and the appearance of scars and skin imperfections.

Adjustable depth and energy settings customize and optimize treatments for each patient and for different treatment areas. The adjustable treatment needles penetrate into the subdermal tissue to shrink connective tissue and to stimulate collagen and elastin production. We may recommend MicroNeedle RF for patients having face and neck surgery to increase collagen prior to and after surgery.



Morpheous8 ~ 3 Treatments Performed 1 Month Apart

Before

## SaltFacial

Sea Salt Exfoliation, UltraSound, & Therapeutic LED Light

Chernoff Cosmetic Surgery performs the SaltFacial before and after surgical and non-surgical procedures to enhance results and promote healing. The SaltFacial includes three separate therapeutic treatments that provide significant clinical benefits for our patients.

#### **Pre Procedure Sea Salt Exfoliation**

Sea Salt naturally sanitizes the skin and reduces the risk of infection. It safely and gently exfoliates helping reduce post-procedure inflammation.

#### Pre & Post Procedure Cavitation Ultrasound

Cavitation Ultrasound using the SaltFacial system stimulates circulation and promotes tissue repair before or after procedures.

#### **Post-Procedure LED Phototherapy**

The LED phototherapy kills surface or sub-surface bacteria, reduces inflammation, and stimulates collagen production and synthesis. Additionally, the SaltFacial LED increases cellular proliferation to promote healing and reduce downtime.

SaltFacial ~ 2 Treatments Performed 1 Month Apart



Before

6 Months After

#### **GREG CHERNOFF**, BSc, MD, FRCS(C) *Triple Board Certified*, *Facial Plastic and Reconstructive Surgeon*

Greg Chernoff, M.D., F.R.C.S.(C) is a Triple Board Certified Facial Plastic and Reconstructive Surgeon in practice for over 25-years in Indiana and California. After medical school, Dr. Chernoff completed a five-year residency followed by three years of intensive fellowship training in Facial Plastic Reconstructive Surgery, Laser Therapy, Breast Rejuvenation, and Body Contouring. This training provides him with comprehensive expertise matched by very few.



Dr. Chernoff is an international researcher, lecturer, and thought leader featured on ABC, NBC, CBS, Dateline, and TIME. Dr. Chernoff received AMERICA's TOP Doctor Award for four consecutive years. Dr. Chernoff is a National Institution of Health (NIH) certified researcher. Dr. Chernoff has authored numerous scientific papers and medical laser textbook chapters. He has given over 700 lectures to physicians around the world on both surgical and nonsurgical therapy.

Dr. Chernoff combines meticulous surgical techniques with the latest nonsurgical therapies to give his patients consistent rejuvenation results. Chernoff Cosmetic Surgery offers all cosmetic treatments and is among the largest and experienced laser centers in the United States. Dr. Chernoff conducts investigational and clinical research with projects that include regenerative medicine, skin improvement, acne reduction, and scar improvement.

Dr. Chernoff's laser research has been instrumental in developing and refining accepted laser techniques utilized by physicians worldwide. His centers provide alpha and beta testing for the major cosmetic laser, radio frequency, and ultrasound companies. Dr. Chernoff's trademarked procedure, Your Natural Best<sup>®</sup> provides unique and individualized treatments, expertly and exclusively developed by Dr. Chernoff to provide patients with natural, lasting results. This procedure utilizes his extensive experience and capabilities, to develop a surgical, non-surgical, or combination approach suited to patients' individual needs. Dr. Chernoff is the founder of the Survivors of Violence Foundation providing reconstructive surgery and scar treatment for people with injuries.

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CHERNOFF cosmetic surgery