



Member  
AMERICAN SOCIETY OF PLASTIC  
AND RECONSTRUCTIVE  
SURGEONS, INC.

# Tad R. Heinz

## M.D., F.A.C.S.

Board Certified - Plastic Surgery, General Surgery

**Cosmetic Surgery — Breast, Abdomen, Liposuction, Face, Nose, Eyelids**

3030 N. Circle Drive Suite 212, Colorado Springs, CO 80909 (719) 578-1112

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## Welcome

Welcome to the first issue of our office newsletter, dedicated to helping you achieve and maintain your ideal image. Advanced cosmetic surgery procedures and truly effective skin care products can help improve on nature and slow the march of time.

Protecting your skin against the sun's damaging effects is the simplest and most effective way to maintain a healthy, youthful appearance. We'll show you how, with a few simple rules and some really great skin care products.

We hope you'll come in for a complimentary Skin Care and or Cosmetic Surgery Consultation during the holidays. I think you'll find it fun and enlightening.

Dr. Tad Heinz



## More Youthful Eyes

Many people complain of tired, baggy or sad-looking eyes as they reach middle age. This is caused by a combination of factors: genes, sun exposure, weight gain and the effects of gravity and time. There are a wide range of procedures available to make the eyes appear more alive, youthful and bright, and one that is just gaining a wider acceptance is the repositioning of the cheek fat pad.

The cheek fat pad is the chubby part of a baby's cheek we love to pinch. As this pad droops and drops with time, it pulls down on the lower eyelids, giving a baggy, tired appearance to the eyes. New approaches and surgical tech-

niques have allowed plastic surgeons to effectively lift and re-anchor the cheek fat pad. The final result is 1) a more youthful, open look to the lower lid and upper cheek, 2) a reduction in the deep lines at the corner of the mouth, and 3) an improved jowl shape at the jawline.

This surgical approach also

gives a more youthful contour to the central face especially when performed in conjunction with a conventional face lift.

Just as a drooping cheek affects the appearance of the lower eyelid, a drooping eye-brow affects the appearance, quality, and contour of the upper eyelid. When the brow droops, it crowds the upper lid emphasizing

wrinkles and excess skin.

In many patients, a drooping brow also causes excess skin to droop over part of the eye, par-

*The term plastic comes from the Greek word "plastikos" which means "to mold."*

*Cosmetic plastic surgery enhances our appearance and improves the quality of life.*

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# Sun Exposure and Your Skin

Up to 95% of the visible signs of aging are sun damage related. This damage results from casual or long-term exposure to the sun's ultraviolet light rays.

Subtle signs of aging begin to appear when one is in his or her twenties and thirties. The skin begins to feel drier. It looks duller, develops fine lines and loses its smooth, soft condition.

Sun damage is cumulative and, over time, the skin becomes, coarser and duller. The underlying structure suffers from the sun's destruction of collagen and elastin, resulting in distortions of the skin surface that we commonly refer to as wrinkles. Pores become more prominent, and the skin becomes dry, rough and scaly. Brown age spots appear.

The good news is, there are things you can do to protect your skin and many of the effects are reversible.

## Protecting Yourself from Sun Damage

Your best protection against the sun is to reduce exposure. Spend less time in the sun. Wear long-sleeve shirts and pants. Wear a wide-brimmed hat. And use sun block on exposed skin.

Zinc oxide is the most effective sun block protection available. It is the white, thick, cream you may remember lifeguards using at the beach. Newer forms now go on clear but still offer

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***It is estimated that an average skin type will burn in 25 minutes in New York, 14 minutes in Orlando and just 6 minutes in Vail.***

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excellent protection.

Here are some tips to ensure your sun block provides maximum protection:

Use sun screen with zinc oxide daily.

Apply 20 minutes before exposure to the sun.

Re-apply often if you are wet or sweating.

Make it a daily habit!

## Rejuvenating Sun-Damaged Skin with Bioesse Skin Care Products!

The office carries a complete line of Bioesse Skin Care products, which are available only through licensed physicians. Bioesse products enhance the natural rejuvenating properties of your skin. They don't hide your skin's imperfections, they heal them.

The products provide crucial hydration, invigorate the skin's natural renewal process, penetrate deeply to stimulate increased collagen production, restore a smooth, supple skin texture, promote uniform skin tone and diminish the appearance of fine lines and wrinkles.

These products contain higher levels of active ingredients than those you are able to buy over the counter, and are the only line of skin products that Dr.

Heinz is comfortable recommending.

The office staff is happy to schedule a no-charge product consultation to determine the condition of your skin and what products or procedures will best help you reach your image goals.

## BIOESSE

**Cleansers**

**Toners**

**Moisturizers**

**Masks & Treatments**

**Anti-Aging Treatments**

**Sun Protection**

**Peels & Microdermabrasion**

In addition to skin care products the office provides a variety of medical treatments that remove dead cells from the skin surface and enhance the normal skin renewal process.

This rejuvenation process helps to diminish fine lines and wrinkles, reduce the appearance of large pores, smooth roughness, enliven and even out skin color and tone, and reduce the appearance of age and sun spots. More importantly, our treatments will help you to maintain healthy skin.

## Did You Know?

**The first known plastic surgery was performed over 2,000 years ago to improve the form and function of body parts injured in war and battle.**

# Glossary

**Botox®** - A purified form of bacteria toxin injected in small amounts into the muscles in the forehead to relax the frown lines. Very safe in small quantities, but requires repeat treatments several times a year.

**Collagen** - A protein found naturally in the skin. Renewing collagen can smooth facial lines, and deep smile folds.

**Chemical peel** - A non-invasive application of acid that peels away the skin's top layers to reveal the fresh, smoother skin underneath.

**Elastin** - A basic substance of elastic fiber in certain tissues.

**F.A.C.S.** - Fellow of the American College of Surgeons. Doctors with extensive training and an interest in teaching others.

**Liposuction** - A method of reducing the padding located beneath the skin of your stomach, hips, thighs, "love-handles," and so forth.

**Dermabrasion** - Skin sanding for scar treatment and deep lines around the mouth. The results are very long lasting.

# Plastic Surgery Facts

Seven million cosmetic procedures were performed in the year 2000:

390,000 Rhinoplasties (nose reshaping)

350,000 Liposuctions

325,000 Eyelid surgeries

212,000 Breast augmentations

133,000 Facelifts.

More than four million female non-surgical procedures were performed:

950,000 Chemical peels

850,000 Sclerotherapies (removing varicose veins)

782,000 Microdermabrasion (skin "sanding")

690,000 Botox injections

600,000 Laser hair removal.

Six million reconstructive procedures were performed:

4,600,000 Tumor removals (skin cancer or moles)

360,000 Laceration repairs

220,000 Scar revisions

85,000 Breast reductions

81,000 Breast reconstructions.

The female to male proportion was 6 to 1.

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tially obscuring vision. Wrinkling the forehead to pull the brow up and out of the way causes furrows and lines in the forehead.

*Stand at the the mirror and use one finger to lift the brow to, or slightly above, the bony ridge of the eye-socket.*

Baggy, wrinkled upper eyelids are caused by eyebrow droop, and eyelid laxity. Try this experiment: stand at the the mirror and use one forefinger to lift the brow to, or slightly above, the bony ridge of the eyesocket. Did you see a dramatic decrease in upper lid wrinkles and eyelid laxity?

This same effect can be achieved with a very safe, well-established surgical procedure that leaves no visible scarring. In addition, frown and worry lines between the brows can be eliminated or significantly reduced during this same procedure.



## Meet the Staff

Dr. Tad Heinz, (seated) is a board certified plastic, cosmetic and reconstructive surgeon. By choice, spends only one third of his time performing cosmetic surgery. The balance of his time is dedicated to micro-surgery, reconstructive surgery, and hand surgery. He feels the technical expertise and procedures necessary for these disciplines contributes significantly to the results his cosmetic patients enjoy.

Dr. Heinz is assisted in the office by Heidi, a registered nurse, and Angie (standing left), the office manager.

Dr. Heinz and staff believe that enhancing your image should be a pleasing adventure. They strive to create a welcoming and supportive environment for your journey to perfection, while providing the utmost in expert medical care.

Address correction requested

Tad R. Heinz, MD  
3030 N. Circle Drive, Suite 212  
Colorado Springs, CO 80909

## *A New Year's Gift for You*

*You can turn back the hands of time.  
Please accept a complimentary Skin Care and  
Cosmetic Surgery Consultation with our caring staff  
and discover the possibilities.*

*Call (719) 578-1112  
To Schedule Your Free Consultation*