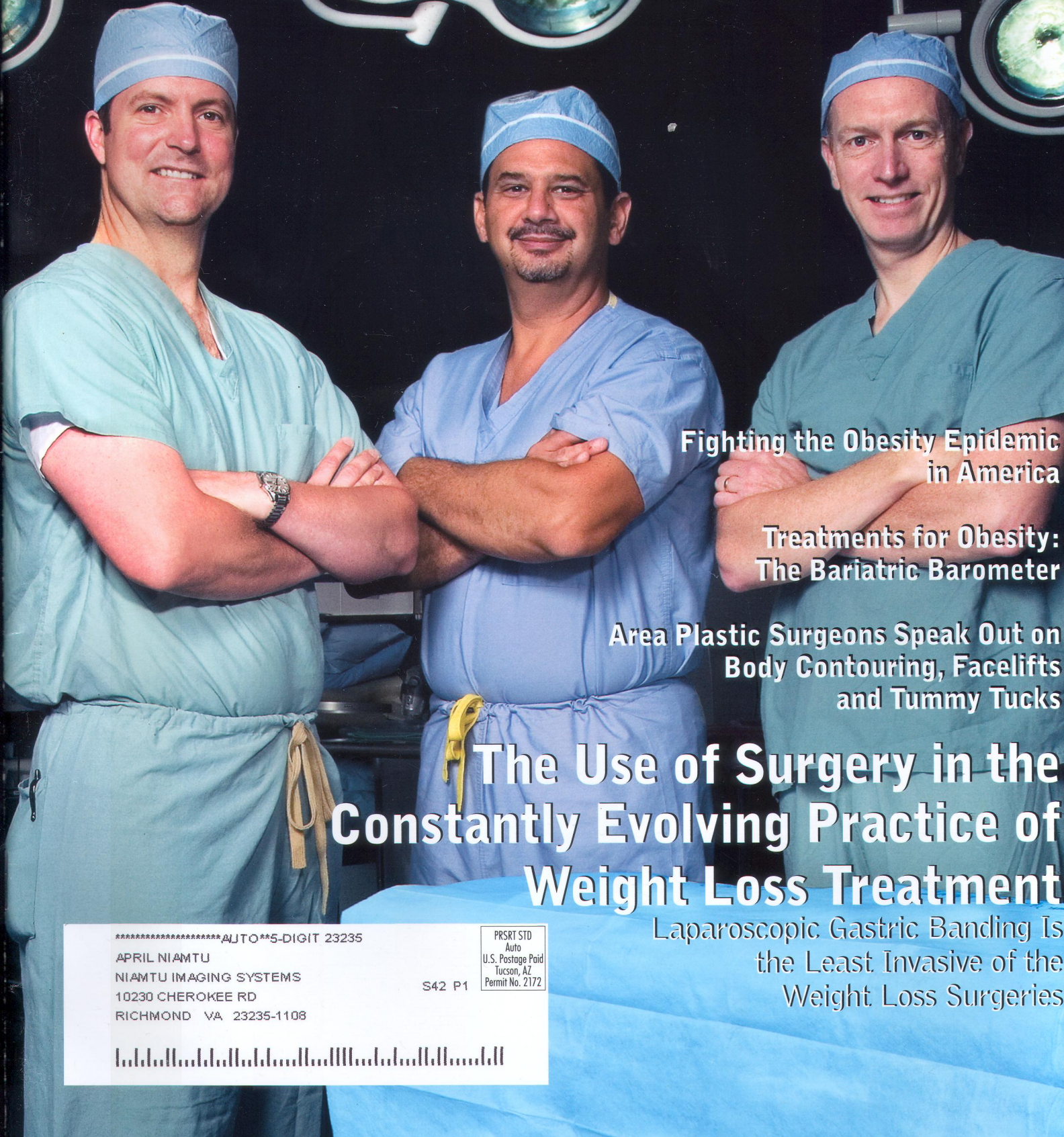


M.D. NEWS

A BUSINESS AND LIFESTYLE MAGAZINE FOR PHYSICIANS



Fighting the Obesity Epidemic in America

Treatments for Obesity: The Bariatric Barometer

Area Plastic Surgeons Speak Out on Body Contouring, Facelifts and Tummy Tucks

The Use of Surgery in the Constantly Evolving Practice of Weight Loss Treatment

Laparoscopic Gastric Banding Is the Least Invasive of the Weight Loss Surgeries

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The American Wellness Alliance encourages business to "Be AWA Drug Smart" by reducing their employee drug screening expenses by first incorporating on-site testing and secondly utilizing the services of Alliance and the American Wellness Alliance Drug Smart Cup. This cost-saving investment strategy drastically reduces salary- and wage-related expenses that are normally incurred by using off-site hospitals or lab testing facilities.

Employers who desire to become proactive in implementing drug abuse/use prevention programs should contact the American Wellness Alliance to schedule a new hire or random employee testing date. Trained Alliance staff will assist in testing and recording critical employer data collection information. The savings realized using this model could represent a direct cost savings of 35-50% of traditional drug screening methods.

The American Wellness Alliance Drug Smart Cup is distributed exclusively by Owens & Minor to acute care facilities and hospitals across the U.S. This focused program on drug prevention strategies in the workplace is being coordinated and implemented by Mr. Doug Farley and Ms. Khaki Weber with Owens & Minor. The American Wellness Alliance would also like to acknowledge the overwhelming support and encouragement of Mr. Hugh Gouldthorpe.

Over the past year he has unselfishly offered the Alliance priceless benefits, which represent both years of wisdom and expertise in the corporate marketplace. His positive influence has greatly impacted the Alliance's efforts to improve the quality of health care for children, adults and families residing in Richmond and across the commonwealth.

For information, contact the American Wellness Alliance by e-mail at awahealth@aol.com or by phone at (804) 262-6780.

Kalyani M. Kumar, M.D., FACOG, is President and Chief Medical Officer of The American Wellness Alliance. Jullian Irving Grante, IHMS, is Sr. Partner and Chief Medical Advisor of The American Wellness Alliance. ■

A Chance to Start Over

With weight-loss surgeries such as gastric bypass and the Lap-Band procedure on the rise, it's not surprising that post-bariatric surgeries to improve appearance are as well. Often when a patient loses a large amount of weight through bariatric surgery, they are left with constant reminders of their former selves in the form of loose, sagging skin on their arms, torso and face. While loose skin on the body can be satisfactorily camouflaged with clothing, it isn't possible to hide the same on one's face. For this reason, facelift is usually the first post-bariatric cosmetic surgery considered.

Joe Niamtu, D.M.D., specializes in maxillofacial and cosmetic facial surgery and has seen a significant rise in post-bariatric surgery patients in his practice in the past five years. "When you have extreme weight loss, there will be excess skin, and that excess has to be managed," says Dr. Niamtu. "Facelift is the ultimate rejuvenative procedure for the head and neck, and nothing can address excess skin like facelift."

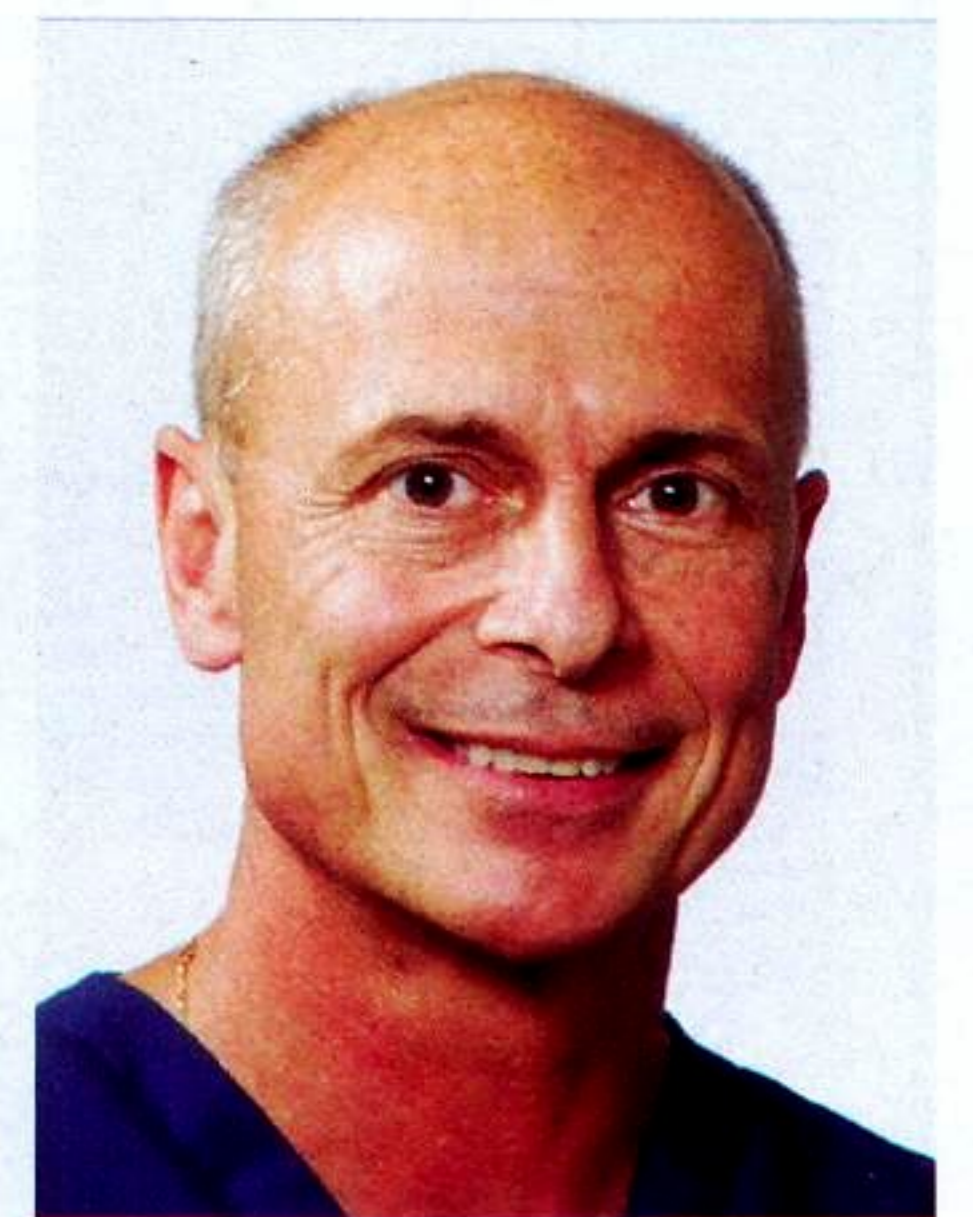
So, what exactly is a facelift? A facelift by definition tightens the lower face and neck with incisions in front of and/or behind the ear. Although there are many types of facelifts, Dr. Niamtu performs a multiple layer lift. This type of lift is more technically difficult but the lift is superior and its results last much longer than skin-only techniques. During the

procedure, not just the skin is tightened, but the deeper layers of the face and neck as well, and the excess skin is removed.

The goal of a facelift is to provide a natural appearance and avoid an "operated look." Ideally, only the surgeon, the patient, and his or her hairdresser should know. Of course, the more sagging and excess skin a patient has, the more dramatic his or her results will be. According to Dr. Niamtu, the results of a comprehensive facelift should provide 10-12 years of significant rejuvenation. As with all bariatric and post-bariatric surgery, the better a patient takes care of him or herself, the longer their results will last. All in all, Dr. Niamtu considers facelift to be a "worthwhile long-term investment."

For many post-bariatric patients, having a facelift is a way to truly "start over," both physically and psychologically, because the dramatic changes they have made to their health and body become visible on their most noticeable feature: their face.

Dr. Joe Niamtu's office is located in Midlothian, VA. If you would like more information about facelift or other facial procedures, please call (804) 934-FACE (3223) or visit www.lovethatface.com. ■



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