

For the Woman Who Wants to Look ...

# HER BEST

Member



AMERICAN SOCIETY OF  
PLASTIC SURGEONS, INC.



MEMBERS OF THE AMERICAN SOCIETY  
FOR AESTHETIC PLASTIC SURGERY

SUMMER 2010 EDITION

ASASURGERY.COM

## HOW DO YOU CHOOSE A PLASTIC SURGEON?

*Reprinted from a brochure produced by the American Society of Plastic Surgeons.*

The popularity of plastic surgery is soaring — and more and more doctors are trying to meet the demand for a specialty that has become an integral part of mainstream medicine. So how can you be sure you're making the best choice?

1. Check his or her credentials
2. Ask about the medical facilities
3. Ask about experience with this procedure
4. Talk to the doctor, and be sure this is the partner you want

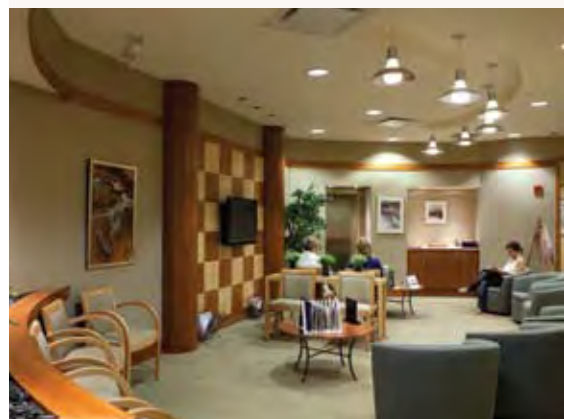
Choosing a doctor who is a member of the American Society of Plastic Surgeons® (ASPS) is the first step in ensuring quality care and outcomes.

ASPS Member Surgeons are board-certified by the ABPS and are committed to providing quality patient care, maintaining high ethical standards of practice, and staying informed and educated on those issues relevant to improving the form and function of every part of the body.

“Most patients don't want to reinvent themselves. They want to look in the mirror and say, ‘Yes. That's me.’”

— DR. CHUNG

### KEVITCH & CHUNG AESTHETIC SURGERY ASSOCIATES



610-HER-BEST

610.437.2378



DR. CHUNG

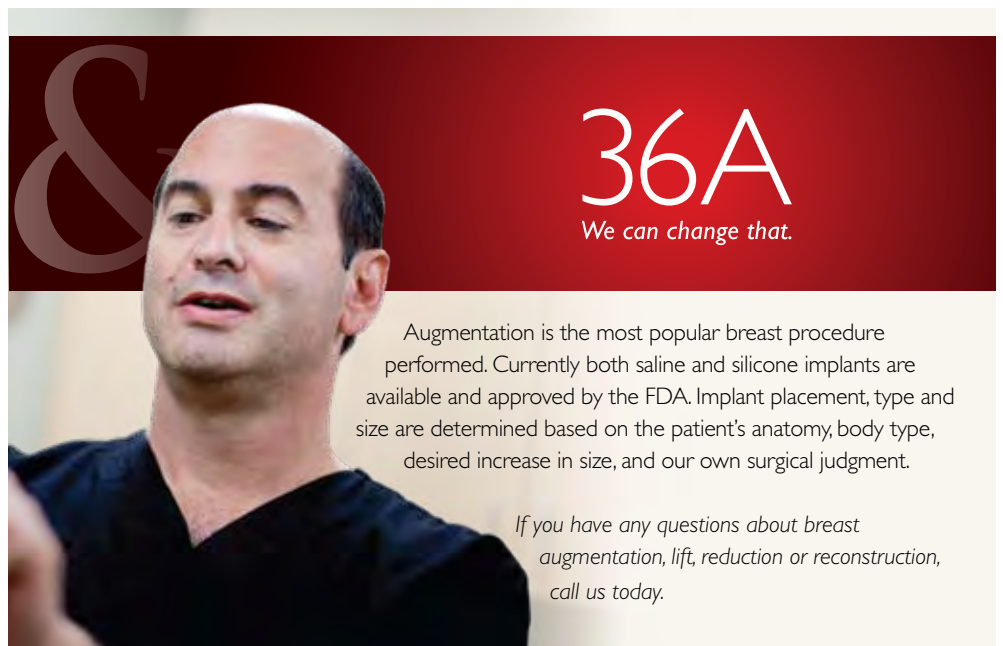
DR. KEVITCH

## An ASPS Member Surgeon:

- Has at least 6 years of training and experience in surgery, with 3 years specifically in plastic surgery.
- Is certified by The American Board of Plastic Surgery.
- Operates only in accredited medical facilities.
- Adheres to a strict code of ethics.
- Fulfills continuing education requirements, including patient safety techniques.
- Will be your partner; working with you to achieve your goals.

## Your plastic surgeon should:

- Answer all of your questions thoroughly and clearly.
- Ask about your thoughts to recommended treatment.
- Offer alternatives where appropriate, without pressuring you to consider unneeded or additional procedures.
- Welcome questions about your procedure and his qualifications, experience, costs and payment policies.
- Make clear the risks of surgery and possible outcomes.
- Give you information about the procedure you want.
- Leave the final decision to you.



# 36A

*We can change that.*

Augmentation is the most popular breast procedure performed. Currently both saline and silicone implants are available and approved by the FDA. Implant placement, type and size are determined based on the patient's anatomy, body type, desired increase in size, and our own surgical judgment.

*If you have any questions about breast augmentation, lift, reduction or reconstruction, call us today.*

### TOP FIVE Surgical Cosmetic Procedures

1. Breast Augmentation
2. Nose Reshaping
3. Eyelid Surgery
4. Liposuction
5. Tummy Tuck

### TOP FIVE Minimally-Invasive Cosmetic Procedures

1. Botulinum Toxin Type A
2. Soft Tissue Fillers
3. Chemical Peel
4. Microdermabrasion
5. Laser Hair Removal



# 3 KIDS

*Doesn't mean you can't have a flat tummy.*

As we age, certain areas of our body, particularly the abdomen, become stubbornly resistant to diet and exercise alone. A tummy tuck is an excellent solution, enabling most patients to wear clothes that were previously unsuitable.

*If you have any questions about tummy tucks, liposuction, body lifts, or other body contouring procedures, call us today.*



## JAMI

I'm really excited to announce the addition of some new laser treatments. Lightsheer Duet Laser Hair Removal is virtually painless for most body parts. It's great for bikinis, legs and men's backs and chests. Active, Deep or Total Fx Resurfacing helps restore your skin's youthful look and improve brown spots, wrinkles, textural irregularities and laxity. Be sure to check out the special offers in the Preferred Customer section.

## KATIE

I'm very pleased to tell you that we are now offering laser leg vein treatment. If you're not comfortable baring your legs, please come in for a consult. This is a very effective way to reduce the look of red and blue veins. We also offer Sclerotherapy injections to minimize veins in the legs. It can be used alone or in conjunction with the laser therapy.



“We are not about quick fixes. We have extensive training and a great deal of experience with the procedures we perform. And, probably most importantly, we are able to troubleshoot the situation if something comes up that wasn't part of the original plan.”

— DR. KEVITCH



## FOR OUR PREFERRED CUSTOMERS

### SERVICES:

#### Lightsheer Duet Laser Hair Removal

**Women:** Purchase a series of bikini and get underarms free.

**Men:** Purchase a series for back and chest at promotional prices.

*Offer expires September 30.*

#### Active, Deep or Total FX Resurfacing

\$500 off any Active, Deep or Total FX scheduled in August or September.

### PRODUCTS:

#### Mini Peel Gel: \$35

*(while supplies last)* \$50 value

This glycolic peel is a gentle way to increase your homecare results. It can be used once or twice a week as a mild peel to help exfoliate in-between treatments. This is a really great product, and is easy to use.

#### Glytone Antioxidant Serum: \$99

*(while supplies last)* \$120 value

This Vitamin C antioxidant serum for daily use combats free-radical damage and brightens the skin.

## SUMMER SALE

**Buy 1 Latisse, Get the 2nd for \$99 —**

*Offer ends September 30, 2010*

**Purchase Latisse, Get a Free Bottle of Vivite Vibrance**

(nonhydroquinone Lightener and Brightener)

One bottle per patient. *Offer ends September 30, 2010 or while supplies last.*

# KEVITCH & CHUNG

AESTHETIC SURGERY ASSOCIATES

250 Cetrionia Road, Suite 301, Allentown, PA 18104 · ASASURGERY.com

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## INTRODUCING ... **NEW PRODUCTS**

**Skinceuticals SPF 50** — This is a light, sheer, silky sunscreen that feels great on the skin. Zinc and titanium form an effective block without chemical irritation. This new sunscreen gets our highest recommendation!

**Vivite Lip Plumper** — This exciting new product increases the volume of your lips in just a few weeks. It works best when used three times a day. Does not give an instant plump, but gradually creates more volume in the lip long term.

**Nectifirm** — This cream is specifically designed for the neck and décolleté area. It contains 12 different ingredients that combat different conditions of aging of the neck.

