



SILKWOOD
MEDICAL
natural-looking beauty

NEWSLETTER - September 2009

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Miracle 1 year after surgery



Miracle before surgery



Miracle immediately after surgery

A LITTLE MIRACLE - restoring lives in the Pacific

Young Samoan boy Miraqueeti is very small for his age. His family has called him 'Miracle' – a miracle that he has managed to grow with the debilitating condition, and that the will of God has intervened in this little boy's life.

Dr Benjamin Norris spends regular two week periods away from his busy cosmetic and plastic surgery clinic in Sydney volunteering for Australian charity Interplast. He first saw Miraqueeti a year ago when he was only 4 years old, on a trip to Samoa. Interplast regularly send specialist Australian doctors and nurses to treat local patients and train local medical teams.

12 months ago Interplast surgeons Dr Norris and Dr Kirsty McGill performed the intricate repair of Miraqueeti's bilateral cleft lip. Miraqueeti is now 5 years old and shows near-normal appearance in his lip and the protruding bone of upper jaw has been pushed back into proper position by the complex lip repair.

More than superficial changes

Since his operation Miraqueeti's family feels he can now attend school. It is common for patients to be hidden away by their families because of their deformity, and many have never attended school. This applies particularly to patients located in more remote communities.

Dr Norris says that the work is both draining and satisfying. "My usual patients are women seeking breast augmentation or reconstruction after pregnancy or surgery. It's exacting and meticulous work to resort their appearance and their confidence.



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Dr Benjamin Norris

Dr. Benjamin Norris graduated from the Auckland School of Medicine in 1991. He did his postgraduate internship in general surgery at the Royal Prince Alfred Hospital in Sydney in 1995. After training as a general surgeon, he undertook a further five years of training as a plastic, reconstructive, and aesthetic surgeon.

Dr. Norris joined the team at Silkwood Medical in Bondi Junction when he returned to Sydney in late 2005 and practices cosmetic and reconstructive procedures, specialising in breast surgery.

The difference between this and the work in Samoa is that my Samoan patients have entered the restorative process much later than they would if they lived in Australia." Over the two weeks of his latest trip, Dr Norris saw 77 new patients at the National Hospital in Apia, Samoa. Numbers have grown since his first trip due to favourable 'publicity' provided by the local medical staff and the media outlets which covered their visits.

Australian charities work

Dr Norris' visit to Samoa in July was one of a number of volunteer activities driven by several charities including Interplast. An ear, nose and throat team from Tasmania and an orthopaedic team from Sydney had been there in the weeks prior, and a general surgeon was arriving just as the reconstructive team finished their work. Despite the demands of assisting, hosting and learning, the local medical and nursing staff showed no any evidence of fatigue.

About Interplast

Founded in 1983 as a joint project of the Royal Australasian College of Surgeons and Australian Rotary Clubs, Interplast Australia & New Zealand provides voluntary medical teams who carry out plastic and reconstructive surgery and deliver training in developing countries. Whilst Interplast is not an official project of Rotary International, Interplast is actively supported by Rotarians in Clubs and Districts throughout Australia and New Zealand. **To donate: www.interplast.com.au or (03) 9249 1231**

Had these people been born in Australia, their debilitating conditions would have been picked up and restored much earlier. The work of Interplast and Sydney surgeon Dr Benjamin Norris is allowing kids who have suffered devastating facial abnormalities the freedom to go to school.



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The secret is in the skillful practitioner's *placement*, the use of the proper *dosage*, and their *aesthetic* eye not to overdo or *freeze* the natural expressions of the face, but instead, create a fresher, more relaxed look when using anti wrinkle injections for pan-facial rejuvenation.

FRESH, NOT FROZEN!

In March 2009, The American Society for Aesthetic Plastic Surgery reported the most frequently performed non-surgical procedure performed in 2008 was anti wrinkle injections. Over 2,464,123 anti wrinkle procedures were performed in America alone. Here in Australia, that phenomenon is surely repeated.

The most common areas treated are the frown lines between the eyebrows and the crow's feet. Anti wrinkle injections are used both to reduce wrinkling and to achieve lifting of the outside edge of the eyebrow. Even though the frown area (glabella) is the only area cosmetically approved by the Therapeutic Goods of Australia, many *off-label* areas of the face are and have been safely treated over recent years not only to minimize wrinkling, but to create a more relaxed, almost lifted look to a tired looking face.

We all know that an overactive frown area can create a harsh, or angry look, but often, by *lifting* the outside edges of the eyebrows (the obicularis occulii), as well as the frown area, a very subtle lift to the upper face can be achieved. The lower face can also benefit from a *softened* look by addressing the jawline (the Nefirtiti Lift- affecting the platysma- or neck bands); the downward turn to the corners of the lips (the DAO's- the depressor muscles at the corners of the mouth); and even the dimply or popply chin (the mentalis) can be smoothed out to reflect a more relaxed, youthful look.

In addition, the bunny lines of the nose or a gummy smile (the nasalis), may also be injected. It is truly possible to minimise muscular contractions causing most of the wrinkles of the face, while still maintaining a fresh and youthful amount of animation.

<http://www.surgery.org/media/news-releases/liposuction-no-longer-the-most-popular-surgical-procedure-according-to-new-statistics>



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Maureen Cole

Silkwood Medical's expert on all things skin, Maureen Cole is impressed with the evidence supporting OSMOSIS and considers this new range a quality innovation with an important role to play in restoring skin health and a youthful appearance.

NEW RELEASE SKINCARE

OSMOSIS për medical skin care

A new approach boosts skincare effectiveness

The latest skincare line to launch in Australian cosmetic medical circles is based on working in partnership with the skin. Because it contains key ingredients in a form that the skin recognises, OSMOSIS can achieve the results patients seek without any accompanying aggravation. Imagine achieving skin improvement without inflammation, dryness or irritation.

Did you know that the typical skin care product has only a 2-3% absorption rate? OSMOSIS reports a remarkable 25%





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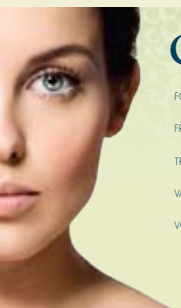


The flexible gift

Everyone has a friend or family member for whom finding the perfect gift is a challenge. A gift voucher from Silkwood Medical could be the perfect solution.

Choose a specific gift such as a medi-facial, lymphatic drainage or super-effective skincare product or simple let the recipient choose from the clinic's extensive therapies.

Gift vouchers are available by calling Silkwood Medical Reception on 02 9387 3900.



GIFT VOUCHER

FOR _____

FROM _____

TREATMENT _____

VALUE _____

VOUCHER # _____ VALID UNTIL _____

CHRISTMAS IS COMING...

The pre-Christmas pick-me-up

If, like many of us, you plan to have some anti-wrinkle injections or dermal fillers before the busy social season starts, please do consider a clinical facial as well to complete your rejuvenated look.

A must for achieving a fresh, glowing skin, these fast-working complexion-reviving treatments are effective, with little or no down time required, and cost from \$120. Best of all they are 100% tailored to your meet your skin's individual needs.

The fragrant gift

Glasshouse candles are crafted to deliver gorgeous authentic fragrances, inspired by exotic locations around the world. These handmade candles come in 23 sumptuous scents, each presented in a handsome glass pharmacy jar with its own sealed lid.

From Miami (pomelo grapefruit) and Kakadu (water lily) to Montego Bay (coconut and lime) and Marseilles (gardenia) there is a Glasshouse fragrance candle that will make the perfect gift from you.

- long burn time of 80-100 hours
- double wick system burns right to the base of the jar
- increases the circulation of the perfume
- proudly made in Australia

Candles can be purchased at the reception desk from \$34.95.

