



SILKWOOD
M E D I C A L
natural-looking beauty

NEWSLETTER - November 2009

IN THIS ISSUE

- NEWS FROM SAMOA
- IT'S ALL ABOUT CONFIDENCE
- CHRISTMAS

NEWS FROM SAMOA – 55 reconstructions in 48 hours

As many friends of Silkwood Medical know, our own Dr Ben Norris gives his time and skills to support Australian and New Zealand charity Interplast and their humanitarian projects in Samoa. Restoring the lives of Samoan children and adults is a mission close to the hearts of Dr Norris and his wife, registered nurse Norma.

In early September Dr. Norris was asked by the Department of Foreign Affairs and Trade (DFAT) to travel urgently to Samoa to treat a victim of the Samoan Tsunami - the patient required specialised plastic surgery to reconstruct a large defect of the leg. Fortunately, Dr Norris was holidaying in New Zealand with his family, and left them in NZ to travel to Samoa to assist.

The journey took him back through Sydney to pick up specialised medical equipment and, with the assistance of the NSW Ambulance service, arriving in the early hours of the morning. Dr Norris was in the operating theatre a couple of hours later, and was soon joined by a contingent of Australian doctors, nurses, environmental experts and disaster coordinators who were already in Samoa. The team's numbers were later increased by a similar team of experts from New Zealand.

The National Hospital in Apia, where Dr Norris has operated before, was overwhelmed by the number of injuries where a separate ward had been created to accommodate them. The patient requiring the complex reconstruction was transferred to Auckland for treatment due to a lack of specialty equipment which was not available in Samoa, so Dr Norris spent the next 48 hours operating on many other victims. Fortunately, the team was joined by a Plastic Surgeon from New Zealand after the first 24hrs which hastened the procedures. A total of 55 operations were conducted by the team in 2 days.



Tsunami destruction



- NEWS FROM SAMOA
- IT'S ALL ABOUT CONFIDENCE
- CHRISTMAS



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.

"Most of the injuries are lower limb trauma due to debris damage done as the tsunami waters rapidly receded after flattening the south east coast of Upolu (the main island in Samoa). Many of the wounds were grossly infected due to sand/coral/seaweed contamination. Much of my time was spent debriding non-viable tissue. Future visits (with Interplast) will no doubt be for secondary reconstruction of these defects."

"Government policy mandated that the NZ teams took over total control of the relief effort shortly after I returned to Sydney. As I was leaving 72hrs after arriving a second group of patients was beginning to emerge - those who had not drowned but inhaled seawater and were developing a form of pneumonia. This will further test the available resources in Samoa. I calculated that there was enough trauma requiring plastic surgical intervention alone to keep the operating theatre going continuously for 4 weeks."

Sadly, the beautiful resorts located along the southeast coast have been destroyed and rebuilding will not be a speedy project with other demands on local resources. Difficulties in insuring against such natural disasters will hinder foreign investment in this area. Samoa had really only recovered it's tourist destination status after the 1991 devastating cyclone. Dr Norris is convinced, however, that its natural beauty will prevail.





- NEWS FROM SAMOA
- IT'S ALL ABOUT CONFIDENCE
- CHRISTMAS



30s

Smoothing fine lines is the concern now. The Australian sun is not kind to skin so maintaining smooth, fresh, wrinkle-free skin takes a bit of work.

From Ginelle Kelly:

- A few tiny anti-wrinkle injections now can reduce the need to major work later – by reducing the ability of the underlying muscle to crease the skin, wrinkles development is reduced.
- Lip augmentation is very popular in the late 20s and 30s. The latest technology, super soft dermal fillers make a sexy pout very achievable.
- Regular clinical facials to maintain healthy cell turnover.
- Sunscreen every day



IT'S ALL ABOUT CONFIDENCE

In a recently released study from *American Society of Plastic Surgeons*, women of all age groups 20s - 60s reported that their concerns about their appearance were all about their self confidence.

After contributing to an article in our own *Australian Women's Weekly* magazine [October 09 issue], the team at Silkwood Medical has come up with some recommendations to maintain our appearance in every age group:

20s

It's all about clear skin. With acne affecting over 80% of the population at some time, effective skincare is key to teens and those in their 20s.

From Maureen Cole:

- Exfoliate weekly with a gentle chemical exfoliant – scrubs can easily be overused and damage fragile skins
- Use a cleansing wipe to remove grime, makeup and sunscreen before cleansing with a gently foaming cleanser.
- Avoid fast food and ensure your diet includes plenty of fruit and veg, and water – fewer sugary drinks.
- Sunscreen every day

Acne skins should avoid:

Cocoa, Lanolin, mineral oil, Shea butter (excellent moisturizers, but can clog problem skin). Excessive exfoliation and alcohol-based products can also increase oil production to protect skin. Try Benzoyl peroxide, Glycolic + Salicylic acid based products





- NEWS FROM SAMOA
- IT'S ALL ABOUT CONFIDENCE
- CHRISTMAS



40s

Firming and lifting is the name of the game and there are many solutions to reduce a softening jawline.

From Dr Nettle

- Ultherapy is the latest technology in skin tightening and lifting. An in-office treatment that can delay the need for surgical intervention, with little or no down-time, Ultherapy can be repeated as needed as the skin continues to age.
- Anti-wrinkle injections and dermal filler treatments will resolve fine lines and wrinkles.
- Choose skincare with Vitamin C and retinol and avoid an excess of acid products.
- Sunscreen every day.



This patient was treated at Silkwood Medical as part of the October 09 Women's Weekly story - Makeover's At Any Age

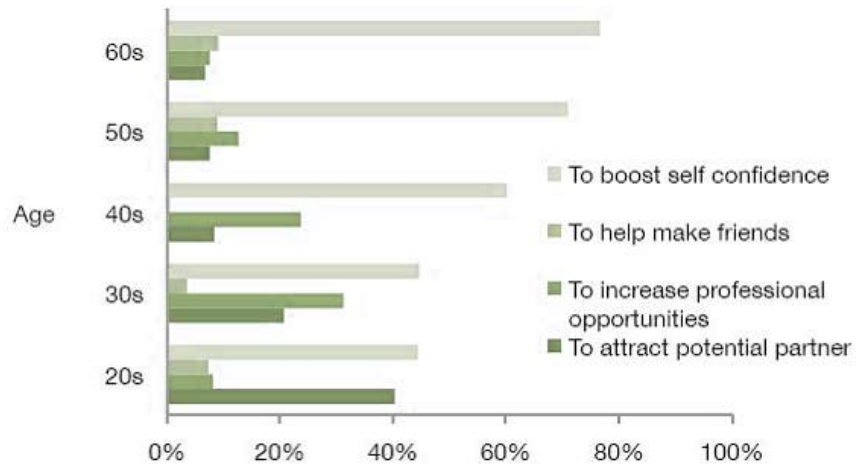
50 and beyond

As hormonal changes affect skin laxity and skin thickness, pigmentation may also become a concern.

From Marilyn Cassetta

- Choose laser resurfacing to reduce the appearance of sun damage, open pores and pigmentation. Anti-wrinkle injections and dermal filler treatments will resolve fine lines and wrinkles and the latest technology dermal fillers can restore volume to cheeks and mid face, overcoming thinning of the skin.
- Face lift surgery requires good preparation of skin and this means an effective skincare regime – medical grade skincare with maximum levels of active ingredients is a must.
- Consider your neck and décolletage when discussing any face lifting surgery – and your hands. These are also on show and can add years to your appearance.

Which of the following best describes the most important reason to maintain your physical appearance? (One answer per question)



Results from American Society of Plastic Surgeons study



- NEWS FROM SAMOA
- IT'S ALL ABOUT CONFIDENCE
- CHRISTMAS



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CHRISTMAS AT SILKWOOD MEDICAL

The practice will be closed on December 23rd and re-opening on January 11th 2010. The team wish you a very happy Christmas and look forward to seeing you soon.



Be sure to visit our new websites for regular updates and the latest news at Silkwood Medical:

www.silkwoodmedical.com.au
www.breastsurgery.net.au

We would love to hear from you with any feedback that you have. Please contact shaun@silkwoodmedical.com.au