

Advanced *Renewal* Procedures

MACS-Lift offers maximum results with minimum risk.

Brought to you by Dermatology Associates of West Michigan

MACS-Lift

Better face-lift reduces recovery time, has smaller scar and is done in physician's office under local anesthetic.

Imagine being able to get up and stretch your legs midway through a 2-hour face-lift. Patients of Dermatology Associates of West Michigan can take a break halfway through an innovative procedure called a MACS-Lift. "Many of our patients have been looking for a face-lift that could offer dramatic results without making them suffer from the downtime, trauma and expense of a traditional face-lift," says Dr. Robert Lamberts. "The MACS-Lift addresses all of these issues and has the added benefit of eliminating the risks associated with general anesthesia."

It's an ingenious, minimally invasive outpatient procedure that uses oral sedation (Valium) to relax the patient and tumescent local anesthesia. The tumescent anesthesia serves dual purposes by gently lifting the skin from small underlying tissue and allowing for a nearly bloodless surgery. A small incision is made in the natural crease in front of the ear and is meticulously closed. It heals to a barely detectable scar. Patients are allowed to go home and relax following surgery.

Advantages of the MACS-Lift are a natural more youthful look; quick 3 – 7 day recovery period; cost savings (about 1/3 of the cost of a traditional face-lift); lower risk; smaller incisions with virtually no bleeding; less post operative bruising, swelling, pain and scarring; and youthful restoration of sagging skin in the lower 2/3 of the face and neck.

Dr. Lamberts says afterwards, some patients have told him this was the simplest, least painful medical procedure they ever had. And, they're pleased with the results, "Typically, my MACS-Lift patients look 10 – 20 years younger after healing."



Actual Patient/Before



Actual Patient
7 Days After MACS-Lift

"I was astonished that a 2-hour procedure done at my doctor's office could make me look so much younger. Dr. Lamberts and his staff are amazing and made me feel totally relaxed and confident during my MACS-Lift. It didn't hurt at all; afterwards I felt good enough to go to work the next day and had no bruising and minimal swelling. I'm so glad I went to Dr. Lamberts for the MACS-Lift, even though I'm nearly 60, I now look 20 years younger."

*Emily**

* Actual patient testimonial with name changed to protect her privacy. Patient experiences may vary.

"I believe I owe it to my patients to provide the best and latest minimally invasive cosmetic treatments. Due to the huge advances in this field, the advantages I can now offer are unprecedented. It is truly possible for men and women to reverse the signs of aging without major surgery or significant downtime." — Robert J. Lamberts, M.D. Board Certified / Dermatology, Board Certified / Internal Medicine

The MACS-Lift

eliminates most of the disadvantages of face-lifts.

	MACS-Lift	vs.	Face-Lift
Tightens cheeks, jaw & neck	Yes		Yes
Eliminates deep nasolabial folds & jowls	Yes		Yes
Done in doctor's office with local anesthesia	Yes		No
Minimal swelling, bruising & pain during recovery	Yes		No
Patient is awake & comfortable during procedure	Yes		No
Patient can resume normal activities in a few days	Yes		No

Dr. Lamberts has also had great success combining the MACS-Lift with other "mini" treatments for even more dramatic results. Some of the options he employs include:

- New non-ablative lasers that resurface the skin without damaging the outer layer of the dermis.
- Botox® Cosmetic, Dr. Lamberts has been selected by its manufacturer to train other physicians in its usage.
- Fillers, Dr. Lamberts has extensive experience using the latest and best fillers such as Sculptra®, Cosmoplast®, Radiesse® and Restylane®.

*"I chose to have Dr. Lamberts do a MACS-Lift after consulting with several plastic surgeons who wanted to do full face lifts. Dr. Lamberts was the only physician who suggested a less invasive procedure with a quick recovery time. The procedure itself was done in his office and was totally painless. Afterwards, recovery was fast with very little discomfort. I am so glad I chose the MACS-Lift with Dr. Lamberts. My turkey neck is gone and I look at least 10 years younger." — Trisha**

*" Having the MACS-Lift with Dr. Lamberts made it possible for me to tighten sagging skin in my neck and cheek area without having the cost and trauma of a full face-lift. This was important to me because I was able to improve my neck and jaw line without feeling like I had committed to major plastic surgery. I was actually out shopping for furniture a week after having the MACS-Lift and it looks totally natural." — Susan**

* Actual patient testimonial with name changed to protect her privacy. Patient experiences may vary.

To find out more about the MACS-Lift and other innovative new treatments, please call 949-5600 to schedule a consultation with Dr. Lamberts.

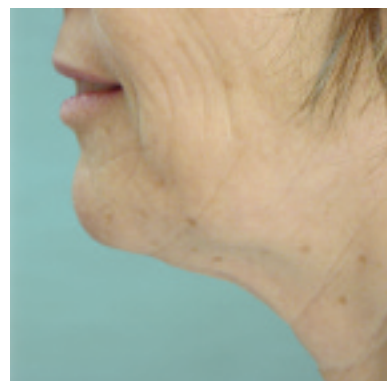

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ASSOCIATES
OF WEST MICHIGAN**



Actual Patient/Before



Actual Patient 7 Days After MACS-Lift



Actual Patient/Before



Actual Patient 7 Days After MACS-Lift