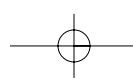
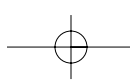


CORE & ASSOCIATES CELEBRATED THE OPENING OF OUR OFFICE WITH AN OPEN HOUSE THIS PAST SEPTEMBER 19TH. THE EVENT WAS GRACIOUSLY ATTENDED BY MANY OF OUR FRIENDS, FAMILY, BUSINESS ASSOCIATES, AND OTHERS WHO HAVE SUPPORTED DR. CORE THROUGH THE YEARS AND MADE OUR FIRST FEW MONTHS HERE SO SUCCESSFUL. THE OFFICE, PROFESSIONALLY DESIGNED BY BROWN & CORE INTERIOR DESIGN ASSOCIATES, LOOKED BEAUTIFUL AND DREW HIGHLY FAVORABLE REVIEWS FROM OUR GUESTS. KAY REED, THE PROPRIETOR OF CAFÉ IZ, AN EXCELLENT RESTAURANT IN VESTAVIA, PROVIDED EXQUISITE FOOD AND DRINK, WHILE DELIGHTFUL JAZZ, PERFORMED BY THE ALABAMA SCHOOL OF FINE ARTS TRIO, MADE FOR A FESTIVE AMBIANCE THROUGHOUT THE CLINIC. VISITORS WERE GIVEN GIFT BAGS WITH SAMPLES OF THE OBAGI® PRODUCTS NOW OFFERED BY THE CLINIC. ALLERGAN (BOTOX) ALSO GENEROUSLY PROVIDED ITEMS FOR THE GIFT BAGS. AN EXCEPTIONAL TIME WAS HAD BY ALL.





CORE & ASSOCIATES
Nurturing the Beauty Within™

Welcome to the inaugural issue of *bloom*, the bi-annual newsletter for Core & Associates Cosmetic and Reconstructive Surgery. Though a new entity, Core & Associates was founded by Dr. Grady B. Core, who has been practicing cosmetic surgery in the Birmingham area since 1995. Dr. Core was formerly associated with the McCollough Clinic. He was recruited to Birmingham from New Orleans, where he was chief of the section of plastic surgery at the Ochsner Clinic. Having enjoyed fruitful associations with the McCollough Clinic and Grotting and Core Plastic Surgery, Dr. Core has now opened his own practice, Core & Associates, which is located in Southside in the Ash Place Building. You will find our new location comfortable and serene, with beautiful state-of-the-art equipment and relaxing patient-care areas.

We hope you will come to look to *bloom* as a reliable and informative source of information about aesthetic medicine.

Skin Ceuticals®

V.1 | No.1

Botox

Endoscopic Breast
Augmentation

Open House

Soft-Tissue Fillers

Obagi®

MD forté

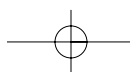


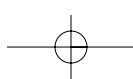
For patients who have begun to notice a hollow look below their eyes, TCL produces a harmonious, rejuvenating transition from the lower eyelid to the cheek.

TRANSBLEPHAROPLASTY SUBCUTANEOUS CHEEKLIFT (TCL)

This new procedure, also called the transblepharoplasty subcutaneous mid-facelift, is specifically for patients who have begun to notice a hollow look below their eyes and fat bulges, in addition to a descent of the soft tissue in their mid-face, which increases the prominence of the nasolabial fold. This procedure, developed by Dr. Core, is essentially a method of cheeklifting for the mid-face. He has used it successfully since 1996 and recently presented this procedure at New York University. The procedure involves moving the entire cheek area underneath the eye to the position that it used to occupy in youth. No cheek implants are utilized; fat from the lower eyelid is moved into the groove below the eye, thus eliminating it. This produces a much more harmonious transition from the lower lid skin out onto the cheek skin, and thus a significant rejuvenation effect occurs without distorting the patient's overall look. The recovery of two to three weeks is somewhat longer than that of a standard lower eyelid blepharoplasty: one to two weeks. This procedure is especially useful in patients who have already had eye surgery and were disappointed in the result. It can also be combined with facelift surgery.

A traditional facelift operation does little to elevate the cheek pads. Nowadays, a modern facelift should always address the issue of the mid-face. ✿





O B A G I Healthy, youthful-looking skin won't come from a cosmetics bottle, but it can come from a doctor's office. Our medical staff recently completed advanced training in the latest skin-health restoration techniques that effectively correct problems cosmetics can only cover up. ✿ We are also introducing the Obagi® Nu-Derm System™, a prescription home-treatment program that helps diminish fine lines and wrinkles, improves skin texture and elasticity, and corrects uneven pigmentation (age spots). ✿ Many cosmetic products offer improved skin care, but the Nu-Derm System offers improved skin health. This is attributable to Obagi's prescription-strength ingredients that work at the cellular level, beneath the skin's surface. Only a physician can provide these types of products. ✿ To find out more about what the Obagi Nu-Derm System can do, call us or stop by. ✿

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DR. CORE HAS BEEN A FREQUENT PRESENTER IN NATIONAL AND INTERNATIONAL MEETINGS AND IS CONSIDERED WORLD-WIDE TO BE AN INNOVATOR AND LEADER IN THE DISCIPLINE OF AESTHETIC SURGERY. IN THIS SECTION, WE WILL UPDATE YOU ON DR. CORE'S MOST RECENT ACTIVITIES, SEMINARS, AND CONTRIBUTIONS.

Dr. Core was recently honored as a distinguished alumnus of the University of Arkansas. The award was presented by the College of Arts and Sciences based on Dr. Core's innovative work in the field of endoscopic and aesthetic plastic surgery.

This past year, Dr. Core was an invited speaker at the University of Rome, Italy, where he presented his work on aesthetic abdominal surgery and ultrasonic liposuction.

In May of 2003, Dr. Core was also an invited speaker at NYU, in New York, for a presentation of his mid-facelift technique. There, he also served as a panel member on facial aesthetic surgery, along with other noted experts: Dr. Sherrell Aston, Dr. Larry Bass, and Dr. Joseph McCarthy.

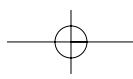
Dr. Core was elected by his peers in plastic surgery to membership in the prestigious American Association of Plastic Surgery. Membership is by invitation only, and Dr. Core is one of only four active plastic surgeons in the state of Alabama to be AAPS membership plastic surgeons



surgeons in the state admitted. The total is approximately 300 worldwide.



We now carry the Skin Ceuticals product line. Skin Ceuticals recently ranked in *In Style* magazine as one of the top-10 beauty products to use. The Skin Ceuticals Vitamin – C Serum™ has been shown to prevent premature aging of the skin, help improve skin tone and elasticity, stimulate collagen production, and diminish the appearance of lines and wrinkles. Phyto Corrective Gel™ is an advanced lightening formula with five active ingredients that work synergistically to lighten brown spots and improve the overall health and appearance of your skin. Skin Ceuticals has earned an impressive reputation for their sunscreens, which have been shown to do a marvelous job of protecting the skin from UVA rays proven to be responsible for premature signs of aging. We carry the Ultimate UV Defense™ and the Ultimate UV Defense Sport™. If you have any further questions about Skin Ceuticals, please call or stop by our office.



S O F T - T I S S U E F I L L E R S

THE COLLAGEN-BASED SOFT-TISSUE FILLERS ON THE MARKET NOW are **Cosmoplast, Cosmoderm, and Fascian**. The attractiveness of products based on human collagen is that they represent the filler that is closest to what is normally found in our skin. Fascian is a product for soft-tissue injection derived from human fascia. The particles of Fascian are tiny fragments of purified human collagen. Cosmoderm and Cosmoplast are composed of purified human dermal tissue that is actually grown in the laboratory under controlled conditions. ALL COLLAGEN PRODUCTS help **reduce fine lines in the face and fill out depressions**. With these products, you may notice slight bruising, swelling, and tenderness

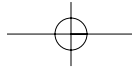


around injected sites. These areas generally resolve in a few days. Touch-ups are usually needed to maintain the desired results. However, four to five sequential injections of a collagen-based product, spaced approximately six weeks apart, gradually deposit a degree of permanent collagen, with long-lasting results. **RESTYLANE is identical to a natural compound** (hyaluronic acid) found in our own bodies. A gel, Restylane is injected into the skin with a fine needle and is used most effectively to smooth out lines, shape facial contours, or sculpt lips. With Restylane, you should continue to have follow-up treatments at six to eight-month intervals in order to maintain the results you desire. Controlled studies of Restylane have demonstrated its safety; and, in fact, it was just approved by the FDA. **RADIANCE is a new product composed of a permanent synthetic material** consisting of tiny spheres of calcium hydroxyapatite.

Radiance has been approved in the United States for vocal cord augmentation. Because Radiance is a permanent material, it is recommended that patients initially receive a less permanent injectable material. This allows the patient to know what to expect from a soft-tissue filler injection. Once the patient is satisfied with the cosmetic results obtained through the initial injection, then the more permanent Radiance can be used. Radiance is excellent for enhancing lips and eliminating fine lines and wrinkles in the face, with the benefits lasting many years. However, injectable products that are "permanent" should be used with extreme caution. All the above products are available at CORE AND ASSOCIATES.



M.D. forté® provides a personalized skin-care regimen built on a heritage of research. These products help you attain smoother and softer skin and diminish fine lines and wrinkles. M.D. forté skin-care products provide beautiful results without irritation. These superior products contain two to three times the levels of glycolic acid that similar products offer at comparable prices. With M.D. forté, in approximately two to six weeks, you begin to see and feel the results. M.D. forté was ranked in In Style magazine as one of the top-10 beauty products to use. If you have any questions about M.D. forté, please call or stop by.



ENDOSCOPIC / SCARLESS BREAST AUGMENTATION is the only method of breast augmentation that allows placement of the implants without leaving a scar on the breast. It can be performed either through the navel or under the arm. The underarm incision allows more direct access with a better endoscopic view of the operative area, and is therefore a more precise procedure. The surgery is performed using a tiny camera inserted into the body through an incision less than one-inch long. Space is created underneath and the implant is inserted through the



mentation is an outpatient procedure hour. It is performed under general with a return to full activity within a weeks for the implants to reach their the muscle or under the breast tissue, tiny incision. Endoscopic breast aug- and can be performed in less than an anesthesia and recovery is usually rapid, week. It typically takes three to four optimum positions. ❀ ❀ ❀ ❀ ❀ ❀

BOTOX

Though BOTOX (Botulinum Toxin) is a toxin derived from bacteria (Clostridium Botulinum), it carries no harmful effects. Recently approved by the FDA for use as an anti-wrinkle agent for the forehead, Botox has been used for many years as a treatment for muscle spasms, such as those that occur in cerebral palsy. Approximately one million Botox injections are performed each year in the United

States, and the wealth of clinical experience shows the treatment to be quite safe, provided the doctor has experience with the technique. Botox works by interfering with the ability of the nerve to send electrical impulses to the muscle. The doctor is able to control which muscles relax by controlling the location of the injection. The areas most often targeted for cosmetic purposes are the central forehead, the outer eye

or "crow's feet" region, and, in some cases, the area around the mouth. Patients should remember that the effect is not permanent and will last approximately three to four months with the first injection. With repeated injections, the effect can last up to six months.

*1,000,000
Botox injections
per year in the
U.S. alone*

