



P R I M E R A  
PLASTIC  
SURGERY



Trust Your Face  
to a Facial Plastic Surgeon™

*Edward J. Gross, M.D.*

## Edward J. Gross, M.D.

Specialist in Facial Plastic Surgery

Dr. Gross graduated with honors from the **University of Miami**, where he received his Bachelor of Science degree with majors in both chemistry and biology. He received his Doctor of Medicine degree from the **University of Miami School of Medicine (FL)** and he continued his surgical training in Boston where he completed his residency in Head & Neck Surgery at **Tufts and Boston University**.

Dr. Gross was then granted a Fellowship in facial plastic surgery through the American Academy of Facial Plastic and Reconstructive Surgery. His specialized training was strictly devoted to plastic surgery of the face, eyes, nose, head and neck. Dr. Gross is Board Certified in Facial Plastic Surgery and has been featured in the Orlando Sentinel as a leading plastic surgeon. He is a member of numerous prestigious academies, is a published author and has lectured at national, international and state conferences on plastic surgery.

### Mission Statement

At Primera, we are focused on a deep commitment to excellence and an emphasis on providing patients with top-quality care, precision artistry and warmth from a well-trained, Board certified, experienced physician and staff who genuinely care about patients. Primera Plastic Surgery is dedicated to helping patients look their very best, ensuring natural results, their well-being, and providing customized cosmetic procedures to fit each individual's needs and expectations.

### Doctor of Distinction

- **Double Board Certified Facial Plastic Surgeon** One of only 750 surgeons worldwide certified by the American Board of Facial Plastic and Reconstructive Surgery (ABFPRS)
- **Past-President, Florida Society of Facial Plastic and Reconstructive Surgery (FSFPRS)**
- **Recognized as a "Physician Who Cares" by American Medical Association (AMA)**
- **Qualified expert in facial plastic surgery** by the Florida Board of Medicine
- **Physician, Orlando Health**
- **Member and Past President, Seminole County Medical Society (SCMS)**
- **Charitable Partnership**, Face to Face, Faces of Honor, Nemours Children's Hospital, Kids House, Camp Boggy Creek, and Harvest Time International
- **Orlando Magazine Voted Best Plastic Surgeon**, 2008, 2009, 2011 & 2012
- **Platinum Plus Level BOTOX® Provider**
- **Volunteer Faculty**, University of Central Florida College of Medicine
- **National Examiner**, American Board of Facial Plastic and Reconstructive Surgery



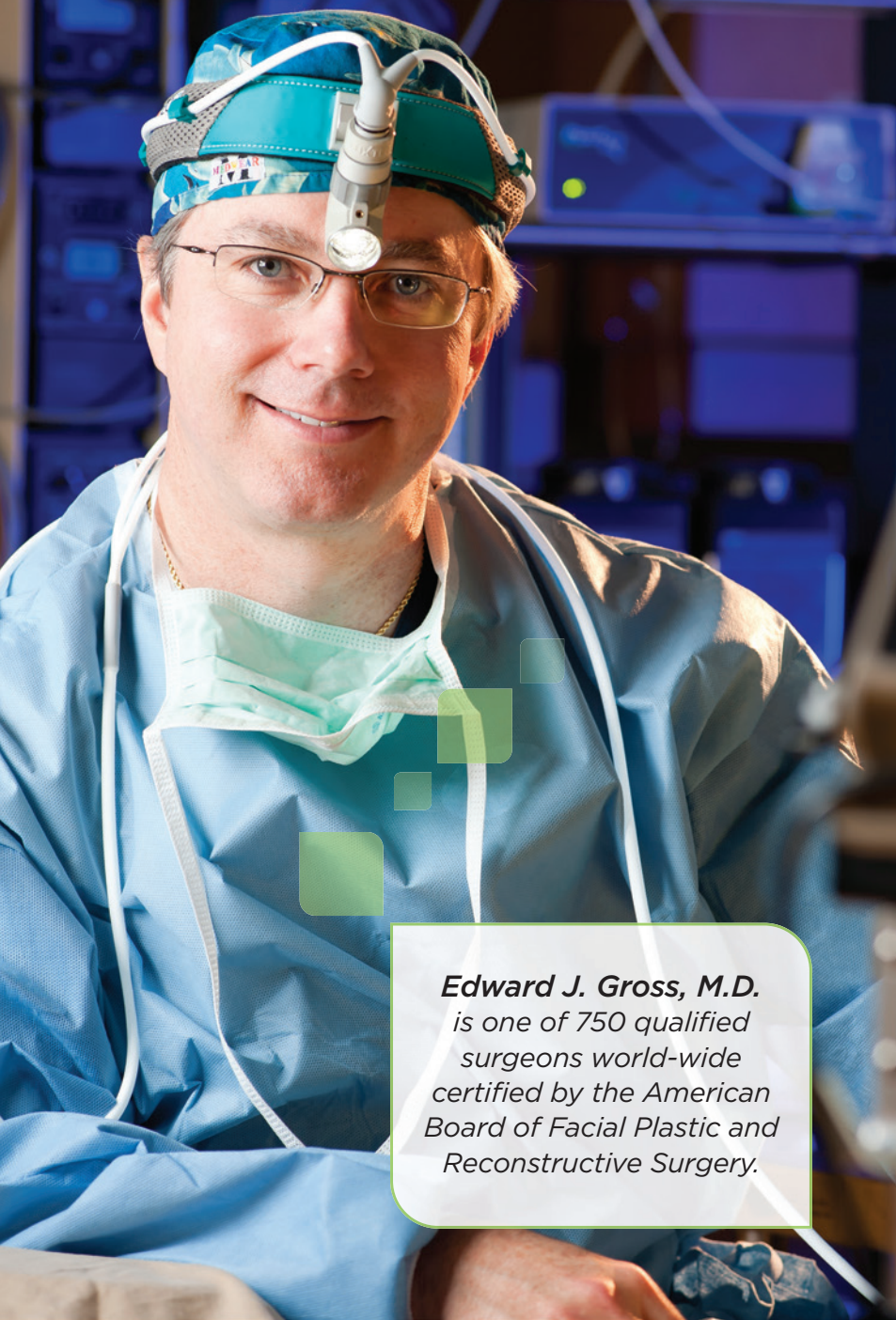
Dr. Edward Gross

#### Our Commitment to You

*"At Primera we are extremely proud of our commitment to provide quality plastic surgery care to our patients in a professional, friendly environment."*

Edward J. Gross, M.D.

# Trust Your Face to a Facial Plastic Surgeon™



**Edward J. Gross, M.D.**  
*is one of 750 qualified  
surgeons world-wide  
certified by the American  
Board of Facial Plastic and  
Reconstructive Surgery.*

## Surgical Procedures

### *\*Rhinoplasty & Revision Rhinoplasty* **Nose Surgery**

As Orlando's premier Rhinoplasty expert, Dr. Gross is known for and specializes in primary and revision nose surgery to improve one's looks, self-confidence and health. The goal of Rhinoplasty is to improve the nose aesthetically and create harmony and balance with other facial features. In revision Rhinoplasty, the key is to correct complications of anatomical and functional abnormalities. Computer imaging is a key component.

### *\*Minilift* **Face & Neck Lift**

The Minilift enhances key facial areas with less risk, less stress and a shorter recovery time than standard face lift surgery. The Minilift is an attractive option because it reduces minor sagging around the cheeks, jaw-line and neck for patients.

### *\*Blepharoplasty* **Eyelid Surgery**

Eyelid Surgery restores drooping upper eyelids and removes puffy lower eyelids (bags under the eyes). Eyelid Surgery can result in a more alert, youthful appearance without an extreme makeover.

### **Endoscopic Forehead Lift**

An Endoscopic Forehead Lift is an elegant procedure to lift the brow using minimal incisions, where the removal of excess skin is not required. Often performed in conjunction with upper eyelid lift to achieve optimal results.

### **Cheek Augmentation**

Cheek Augmentation is a simple and durable option for those looking to accentuate their upper face, define the cheekbones and correct weak or sunken cheeks. Cheek Augmentation is ideal for those seeking a stronger facial definition and a more youthful appearance.

### **Chin Augmentation**

Chin Augmentation helps to bring harmony and balance to the profile. The chin can be advanced in a number of different ways—the most popular of which is with an implant in combination with Rhinoplasty. Filler can also be placed surrounding the bone to define the profile or eliminate a weak chin.



### Face & Neck Liposuction

Liposuction of the Face & Neck works to tighten the skin tissues by reducing volume under the chin, jaw line and neck. The ideal candidate is someone who has excess fat in his or her face or neck but has relatively good skin tone and is not overweight.

*Recommended in combination with Ulthera®.*

### Buccal Fat Extraction

Buccal Fat Extraction reduces puffy or full cheeks by precise removal of the buccal (cheek) fat pad. Incisions hidden in the mouth heal quickly.

### Ear Pinning & Earlobe Surgery *\*Otoplasty (Ages 14 & up)*

The goal of Otoplasty is to reshape and reposition the ears closer to the head for a more balanced and symmetrical look. Earlobe repair is also performed for sagging or torn earlobes.

### Fat Grafting + Fat Transfer

Fat Grafting is a procedure designed to add volume to the face and provide definition to the cheeks, chin, lips and jaw line using one's own natural fat tissues. Results can last 2 years and beyond. Often done with Minilift and Face lift.

### Chemical Peel

A Chemical Peel is a technique used to improve the appearance of the skin by accelerating cellular turnover, decreasing fine lines, smoothing out skin tone, improving skin texture, and reducing and clearing acne. Three options: TCA 30% or 35% and Phenol.

### Dermabrasion

Dermabrasion is an intensive skin treatment used to "refinish" the skin's top layers through a method of controlled surgical sanding. The treatments soften the sharp edges of deeper acne scars, giving the skin a smoother appearance.

# Non-Surgical Procedures

"Your All-in-One Premier Practice"

Cynosure Palomar

Icon™

### Icon (IPL)

The Icon Intense Pulsed Light removes brown pigmentation marks and surface layers of sun-damaged skin of the face, neck and chest. The underlying skin layers are stimulated to form new collagen, which improves skin clarity and complexion. Your skin will have a healthier and more youthful appearance.

Ulthera™

### Ultherapy®

Ulthera is a non-surgical, revolutionary treatment that uses Ultrasound and the body's own natural healing process to lift, tone, and tighten loose skin on the brow, lower face, neck, and under the chin. Ultherapy is ideal for those looking for a natural yet noticeable lift without surgery. Ulthera is FDA approved and has no downtime!

### Microdermabrasion

A zero down time skin polishing treatment for the face, neck, chest and hands. Microdermabrasion gently removes the dead surface skin cells to reveal a brighter complexion and stimulate collagen production. Perfect in combination with IPL therapy to rejuvenate the skin.

VIPEEL

### VI PEEL®

A new generation of patient-friendly peels for all skin types and skin tones, offering improvement in texture, tone and clarity. Helps reduce pore size, stimulate collagen production, soften lines and wrinkles, reduces hyperpigmentation including melasma. The VI PEEL is offered in 3 strengths along with a peel designed just for acne.

SkinMedica®  
An Allergan Company

### Skin Medica® Vitalize Peel

Reduce the appearance of fine lines while achieving healthier, radiant, and younger looking skin with Allergan's Vitalize Peel for all skin types. Earn Brilliant Distinction points with each peel.

## SkinPen Microneedling

Microneedling is trending, and for good reason.

Everyone is falling in love with the results! It's safe, minimally invasive with little to no downtime, and helps improve the appearance of fine lines, wrinkles, large pores, and scars. The outcome is beautiful, radiant, youthful looking skin.



## Primera Laser Treatments

### Fraxel® Laser

Fraxel® is a revolutionary laser treatment that results in facial skin rejuvenation. Fraxel® Laser reduces wrinkles around the eyes, improves acne scars, and overall skin tone and texture. Fraxel® treats sun-damaged skin with quick recovery times and rapid healing. Series of 3-4 suggested. Treats face, neck, chest and hands.



### DEKA DOT CO2 Laser\*

"The use of DEKA DOT CO2 therapy is an effective way to transform skin and enhance it's overall appearance," says Dr. Gross. DOT Co2 therapy is an ablative treatment that reverses the appearance of aged or sun-damaged skin, softens deep wrinkles, tightens and smooths the face with minimal down time. Excellent for lip lines, crow's feet and deep wrinkles.



### Pulse Dye Laser \*Candela V-Beam

The Pulse Dye Laser is the gold standard for treating Rosacea, scars and red areas. The laser is a concentrated beam of yellow light that targets redness and blood vessels in the skin. The PDL is best used for the treatment of facial veins, redness on the nose and cheeks, scar therapy, acne, Rosacea, birthmarks, and can also stimulate collagen. Some mild bruising and redness may occur and has 2-3 days down time.



### YAG Medlite Laser® Brown Spot + Tattoo Removal

The YAG Laser is one of the most advanced lasers available for the removal of tattoos, brown areas of pigment such as age spots, and specific birthmarks. It delivers short, rapid, high intensity pulses of light with maximum capability for the removal of pigmented targets.

## Primera Injectables (FDA Approved)



### Botox®

Botox® Cosmetic treatment softens moderate to severe frown lines between the eyebrows, forehead, and crows feet, as well as many other areas of the face. As one of the leading providers in the nation, Dr. Gross has been recognized by Allergan® as a Platinum Level Botox® provider, Allergan's® highest level of distinction.



### Dysport®

Dysport® is used to improve the look of moderate to severe lines of the face. Once Dysport® is injected into the muscles that control facial expression, the muscle activity is minimized which leads to a more refreshed and youthful look. Lasts 3-4 months.

## Dermal Fillers



### Voluma® XC

Voluma® XC is a deep injection in the face to correct age-related volume loss in adults over the age of 21. Lasts 1-2 years, with optimal treatment.



### Juvéderm®

Juvéderm® products are used to fill the lips, lip lines, nasolabial folds, and marionette lines around the mouth. Juvéderm® products are the first smooth consistency gel formulation made of hyaluronic acid, approved by the FDA. Product line includes Juvéderm Ultra, Juvéderm Ultra Plus, Volbella, and Vollure.



### Restylane®

Restylane® products improve the resilience and youthful contours of your skin and its ability to counter the effects of aging. Restylane® hyaluronic acid is perfect for the nasolabial folds and tear troughs under the eyes. It is also used in the marionette lines around the mouth, lip volume, lip lines and cheeks. Product line includes Restylane® and Lyft.



### Sculptra®

Sculptra® is a poly-L-lactic acid, which helps to stimulate your bodies' own production of collagen making the skin more youthful, fuller and firmer. It is best used in the cheeks and temples to create a fuller face and higher cheekbones as well as lifting jowls. This is FDA approved for corrections lasting up to two years.



### Radiesse®

Radiesse® is used for deep tissue augmentation and to treat skin folds and wrinkles. Radiesse® provides a natural improvement that can last 1-2 years! Radiesse® is perfect to give your cheeks a boost, define the jawline and to fill in deeper nasolabial folds.



## Computer Imaging

The computer imaging system used by Dr. Gross is a wonderful software program for assessing facial anatomy, identifying key facial landmarks, teaching with visual aids, but most importantly, to develop a concept of your potential Before and After results.

### Rhinoplasty *(Actual Patients)*

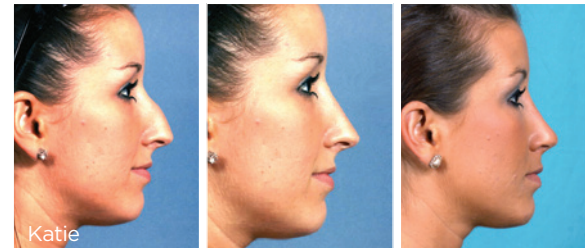


Collette

Before

Computer  
Imaging

After



Katie

Before

Computer  
Imaging

After

### Minilift & Neck Lift *(Actual Patient)*



Cindy

Before

Computer  
Imaging

After

"Dr. Gross walked me through every step of my procedure and recovery with the computer. I was, and still am amazed at his talents! He is the surgeon I trust with my face." -Cindy

\*See our extensive Before and After photo gallery at [WeDoFaces.com](http://WeDoFaces.com)

### Computer Imaging

Our patients undergo a comprehensive examination and computer imaging session with Dr. Gross prior to surgery. Dr. Gross uses this advanced technology to show patients their potential results and to customize a treatment plan.



# Primera Surgical & Recovery Center



*"If you find it in your heart to care for somebody else, you will have succeeded." - Maya Angelou*

Primera Plastic Surgery provides patients with expert care in a state-of-the-art, **on-site** AAAASF accredited surgical and recovery facility. Featuring the latest in cutting-edge surgical amenities, the **American Association of Accreditation of Ambulatory Surgery Facilities (AAAASF)** holds the Primera Surgery Center to the highest standards of safety and care for our patients. Located under one roof, Primera provides patients a private and confidential entrance leading directly into our surgical facility. Patients are greeted by our dedicated staff and welcomed into a beautiful, warm, and inviting recovery environment filled with natural light and preservation views.



*The American Association of Accreditation of Ambulatory Surgery Facilities (AAAASF) holds the Primera Surgery Center to the highest standards in safety and care for our patients.*



## Five Star Testimonials

realself | Google



*"Having Dr. Gross perform my surgery seemed like the right fit not only because of his experience and expertise, but the whole office experience prided themselves on patient satisfaction."*

★★★★★ - Amanda

*"Dr. Gross and his staff were wonderful! The staff is caring and very good at taking care of the patients' needs, concerns and questions."*

★★★★★ - Corey



*"His clinic is very clean and professional and made me feel comfortable from the onset."*

★★★★★ - Ernie

*"I was especially impressed by Dr. Gross' willingness to listen and discuss options. He offered both knowledge and experience, and went above and beyond to make sure I was satisfied."*

★★★★★ - Mary



*"I am not only a patient, but I refer my own patients exclusively to Dr. Gross. His work is exceptional. I know my patients are getting the best care when they see him."*

★★★★★ - Pam

# Giving Back

As a facial plastic surgeon serving Central Florida, Dr. Edward Gross feels strongly about offering his services to the men and women who need them most. Each year, he donates his time and skills to both local and national charitable organizations, offering **pro bono** services to deserving individuals from all walks of life.

## A Message from Dr. Gross

"Primera is first and foremost a plastic surgery practice, of course. But we're also a part of this community—and we want to use our skills and services to improve the lives of the people in it.

That's why we make time to serve the military veterans who have risked their lives to serve us. In the line of duty, many of our brave men and women have sustained disfiguring facial injuries; I am proud to help restore a normal appearance through reconstructive and laser surgery. It is an honor and a privilege to give them back the dignity and confidence they deserve.

It's also that same spirit of compassion that's behind our efforts with victims of domestic violence. Like our veterans, these are people who have visible reminders of facial injuries — injuries that trigger painful, traumatic memories every time they see them. We have the important work of repairing those external vestiges, so that they can more fully heal—not just physically, but spiritually, mentally, and emotionally, too."



We are honored to participate with the **FACES OF HONOR** program offering Dr. Gross' surgical expertise pro bono to war veterans with facial injuries and scarring.

**FACE TO FACE** is an internationally acclaimed charitable organization **FACETO FACE** Giving Hope, One Face at a Time\* providing humanitarian assistance and relief to women of domestic abuse. Primera Plastic Surgery and Edward J. Gross, M.D. provide pro bono care to victims of domestic violence, as a way of giving back to the community.

Primera proudly supports:

**Nemours Children's Hospital**



# PRIMERA SALON + MED SPA



## Primera Salon

Relax and be pampered in our luxurious boutique salon as our talented stylists create, design and complement your look.

Featuring Primera's professional and trend-trained staff with a passion for creativity and beauty.

### Primera Salon Services Include:

Haircuts • Color • Extensions • Men's Hair Services

## Primera Med Spa

Our selection of non-surgical and pampering treatments gives you plenty of options. Let Primera indulge your every whim with our extensive list of lavish treatments as well as complete medical and cosmetic aesthetic care, to look and feel your best.

### Primera Med Spa Services Include:

Medical-Grade Facials • Massages • Peels  
Waxing • Injectables • Lasers

Schedule Your  
Appointment Today!

407.333.3095

[PrimeraSalonandSpa.com](http://PrimeraSalonandSpa.com)





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To learn more about Edward J. Gross, M.D.,  
visit [WeDoFaces.com](http://WeDoFaces.com)

  
**primera**

PLASTIC SURGERY • MED SPA • SALON  
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