

FROM LEADING BOARD-CERTIFIED FACIAL PLASTIC SURGEON

DR. EDWARD J. GROSS

REJUVENATE YOUR LOOK

WITH A **FACELIFT**

PG 6

**ELEVATE
SAGGY SKIN**

PG 7

**TIGHTEN THE
STRUCTURE**

PG 10

**DEFINE THE
NECK + JAW**

PG 11

**RESTORE
SHAPE**



“Living in Florida requires a commitment to sun protection and a good skin-care regimen to prevent early aging and keep a refreshed look.”

GET TO KNOW DR. EDWARD J. GROSS

+ MY PHILOSOPHY

I want my patients to be educated in the care of their skin and engaged in a specific treatment plan for successful facial plastic and reconstructive surgery. Many times this involves customizing a plan and explaining the benefits because patients want their skin to look healthy and reflect a youthful appearance. By combining expert surgical care with laser therapy, neuromodulators and appropriate volume, we can achieve optimal results.

+ I'M BEST KNOWN FOR

My attention to detail and my artistry with before-and-after care. When I meet with you, I will create a customized plan and review it with our computer imager prior to surgery to show you an example of the type of results you can expect. With 20 years of experience, I am confident I can give you the results you're looking for.

SERVICES THAT I OFFER

Facial Rejuvenation
Facelift
Mini-Facelift
Mid-Facelift
“Liquid Facelift”
Endoscopic Surgery
Necklift
Neck Liposuction
Browlift
Injectables and Fillers
Laser Resurfacing

ON THE LIGHTER SIDE

The most important thing you have learned from your patients:

To be a good listener, be humble and be grateful for each day.

What is your ideal escape from the office?

Visiting Europe, especially Italy.

What is the one thing you are never without?

My cell phone. I give all my patients my cell phone number after surgery.

Your quote to live by:

“People don't remember what you said or did, only how you made them feel.”

A NOTE FROM DR. EDWARD J. GROSS

Welcome,

I would personally like to welcome you to Primera Plastic Surgery. I look forward to helping you achieve your aesthetic goals, leading to a happier, more confident you. At Primera Plastic Surgery, a patient can experience the most advanced and latest techniques of FDA-approved procedures and medical-grade skin-care products.

Our mission is to provide you with the highest level of quality care in a safe, private and comfortable environment. We employ the most qualified, credentialed and caring team members.

Whatever your dream, we strive to help you achieve it. We seek to understand your goals and desires, and then recommend and perform a safe, predictable and highly effective procedure to meet those needs. We strive to provide each person with the individualized attention they deserve throughout the entire process. From start to finish, we will be with you every step of the way!

Edward J. Gross, MD
Board-Certified Facial Plastic Surgeon

“I PERFORM FACELIFTS IN SUCH A WAY THAT MY PATIENTS STILL LOOK LIKE THEMSELVES, JUST REFRESHED AND REJUVENATED.”

- DR. GROSS



WHICH TYPE OF FACELIFT IS RIGHT FOR YOU?

Are you tired of looking in the mirror and seeing an aging face with saggy skin? Facial aging is inevitable, but when the changes that you see start to bother you—think sagging skin, looseness in your neck and a poorly defined jawline—you may want to consider a facelift, the only rejuvenation option that will provide you with long-lasting improvement. There are a variety of different types of facelifts that we can choose from together depending on what areas are bothersome to you. The end result will always be a more refreshed, more youthful version of yourself. Together, we will look at the areas that are affected by the signs of aging, and at your face as a whole, to decide which techniques are best for you.

Although a facelift can dramatically improve and rejuvenate your appearance, it doesn't stop the aging process. Keep in mind that your face will continue to age with time.

- A facelift restores a youthful shape to the face. It doesn't correct skin tone or texture or the eyes, nose or eyebrows, which can be addressed with additional procedures, such as injectables and lasers.
- Most facelifts focus solely on the middle and lower thirds of the face and not the forehead. Ask about a browlift or injectables if your forehead is a concern.
- Volume is not restored with a facelift. Elevating the cheeks can give a more voluminous look, but unless fat transfer or fillers are incorporated, no additional volume is added.

01

MINI-FACELIFT

Known as a limited-incision lift, this technique is ideal for younger patients with early signs of aging and sagging. It is less invasive and uses shorter incisions.

02

MID-FACELIFT

Designed to treat just the midface area, this type of lift elevates the cheeks to a more youthful position.

03

FULL FACELIFT

This lift targets other more serious signs of aging such as excess sagging and skin laxity, deep creases and jowling. It also provides the longest-lasting results.



THE PRE-FACELIFT TIMELINE PREP

1 TO 3 MONTHS BEFORE

Get your skin in good shape with regular use of a retinoid and treatments like chemical peels and microdermabrasion. Avoid the sun at all costs. If you are a smoker, stop smoking at least three weeks before and after surgery.

2 TO 4 WEEKS BEFORE

Get medical clearance from your primary physician. Your plastic surgeon will order blood work to assess your health and detect anything that may compromise your recovery.

1 TO 2 WEEKS BEFORE

Avoid taking anti-inflammatories, aspirin and certain herbs and vitamins, which can increase risk of bleeding. Preoperative photographs will be taken. You'll be asked to sign informed consent documents that spell out the procedure you're having, what to expect, instructions to follow and any possible risks.

THE DAY BEFORE

Eat well and try to avoid anything spicy, rich or greasy. Pack a bag, and be sure to include comfortable, loose-fitting clothing that you don't need to pull over your head, and a hat or scarf to wear on the way home.

IT'S TIME FOR A MINI-FACELIFT

If you have a mild amount of sagging skin that injectables and fillers can no longer correct

“A MINI-FACELIFT IS A GOOD OPTION FOR THOSE WHO NEED A LITTLE HELP, BUT AREN'T READY FOR MORE EXTENSIVE SURGERY.”

— DR. GROSS

Minimal concerns with droopy brows

A small amount of excess or sagging skin in the midface, jawline and neck



MINI-FACELIFT

THE BENEFITS OF HAVING A FACELIFT EARLY

In the past, a facelift was considered appropriate only for older women. Today, women in their late 40s and early 50s are opting for facelifts to help prevent excessive skin laxity associated with aging. Surgeons are making the argument that there are benefits to starting early, such as:

> BETTER HEALING

Most often, having surgery when you're younger means that you should have an easier recovery.

> REDUCED COST

If you haven't entered the full-fledged realm of aging, you may not need to tack on additional surgeries.

> PREVENTION

Patients used to wait until their faces started to fall before they would lift it. Doing surgery early may help preserve the structure before it sags.

> IMPROVED SUPPORT

You're altering the foundation so the muscles and tissues act as a support mechanism, which means you can change the course of aging that you were on.

> BETTER PATIENT SATISFACTION

Scientific data shows that younger patients are happier with their results, which are also longer-lasting than in older patients with significant laxity. However, proper skin maintenance is essential, and younger patients will need to make sure they are taking the necessary precautions like sun protection and skin care to prolong and enhance their results.

AREAS ADDRESSED

The midface, jaw area and neck

FOR MINIMAL SAGGING MINI-FACELIFT

A mini-facelift may provide the results you're looking for with minimal scarring. The mini-facelift is suited to those who have limited sagginess or excess skin in the midface, jawline and neck, and few concerns with a droopy brow.

These facelifts are less invasive and use short-scar and endoscopic techniques to reposition the underlying facial tissues for a more youthful contour. If you choose to have a mini-facelift in your 40s, the rate at which the lower part of your face ages may be lessened. It's becoming more common for women in their 40s and 50s to have smaller facelifts to correct early signs of aging and improve definition.

By using smaller incisions placed at the temples and in the hairline (which can be hidden more easily), the underlying muscles are tightened, which provides a youthful boost to the face.

PROCEDURE TIME

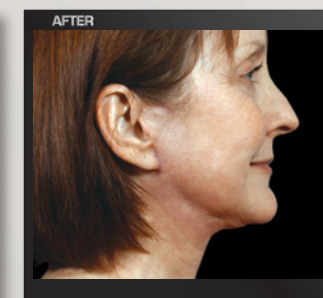
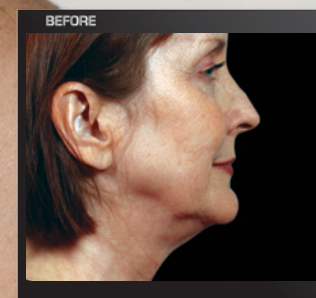
60-90 minutes

RECOVERY TIME

One to three weeks

RESULTS

The more elastic your skin is, the longer-lasting the results will be—up to eight to 12 years



MINI-FACELIFT

Dr. Gross performed a mini-facelift with a necklift and upper blepharoplasty to lift this patient's drooping face and neck. The incisions were hidden in her hairline using an endoscopic technique.





A minimal to moderate amount of excess sagging skin primarily in the midface

“COMBINING A MID-FACELIFT WITH FAT OR FILLERS TO RESTORE LOST VOLUME MAKES FOR A DRAMATIC CHANGE AND MAXIMIZES RESULTS.”

- DR. GROSS

IT'S TIME FOR A MID-FACELIFT

If you have mild sagging in the center of your face (cheeks)

TARGETS THE CHEEKS MID-FACELIFT

The midface/cheek area is key in the formula for a more youthful appearance. With age, the fatty tissue that normally drapes over the cheekbones can sag. The result is less prominent cheekbones and a droopy fold of skin and fat between the nose and the cheeks (referred to as the nasolabial folds). By elevating and tightening the underlying structure of the cheeks and removing any extra skin in the area, the midface has a more youthful look to it and better definition. Many doctors elect to use an endoscope (a special tool with cameras that allows your surgeon to view and reach distant anatomies through small incisions) when operating on the midface, to reach deeper or more contained areas.

I like to perform this type of lift, which targets concerns in the middle of the face and cheeks, with very small incisions that are about 1 to 2 centimeters in length to make for a minimally invasive operation.

PROCEDURE TIME

Approximately two hours

RECOVERY TIME

You will probably be swollen and bruised for four to 10 days

RESULTS

Results can last upward of 10 years

WHO SHOULD DO IT?

The ideal candidate has good skin, with deep folds around the mouth and a loss of fullness in the cheeks

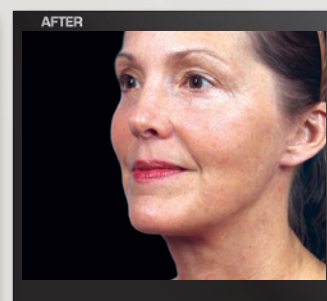
DO I NEED A BROWLIFT, TOO?

If a mid-facelift is performed along with an endoscopic browlift, the cheek area can be elevated while raising or lowering the brow, addressing the upper and lower eyelids and treating under-eye bags. Another perk is that the two procedures can be performed through the same incisions.



MINI-FACELIFT WITH FAT GRAFTING

This patient was bothered by her sagging neck, face and jawline, as well as bags under her eyes. Her cheeks and mouth are fuller and lifted as a result of fat grafting.





IT'S TIME FOR A FULL FACELIFT

If you have moderate to severe sagging and want dramatic results that will make you look 10 years younger.

A FACELIFT AND VOLUME

If you have a loss of volume in the cheeks, under the eyes and around the mouth, fat can be added.

ENHANCE YOUR RESULTS WITH A NECKLIFT

In many cases, a necklift is performed in conjunction with a facelift to achieve maximum rejuvenation and a natural-looking, balanced result. Since the face and neck are so closely connected and tend to age at the same rate, it's rare to see one showing the signs of aging while the other area is free of them.

A combination facelift and necklift procedure may be recommended for you if your skin is excessively saggy, or you have a loss of muscle tone. Similar to a facelift, a necklift eliminates fatty deposits, repositions underlying tissue and gets rid of excess skin for a more youthful look. Your surgery may be customized so that it tackles your aging concerns on both your face and neck.

“THE TRADITIONAL FACELIFT ADDRESSES THE AGING FACE AS A WHOLE FOR THE MOST DRAMATIC IMPROVEMENT YOU CAN GET.”

- DR. GROSS

Excess or sagging facial skin
Deep facial creases
Redistributed facial fat pockets



FULL FACELIFT

FOR MAXIMUM REJUVENATION
FULL FACELIFT

PROCEDURE TIME
Two to four hours

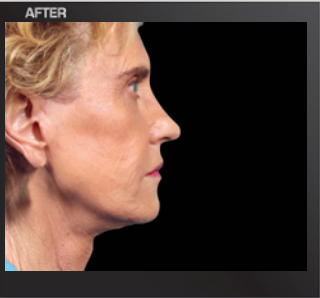
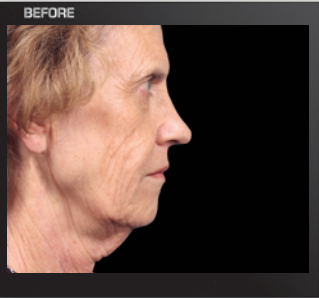
WHAT TO EXPECT
It will take about two weeks before you can return to work. It can take a few months for all the swelling and bruising to go down and up to six months for your scars to fade.

RESULTS
Results are permanent in that you'll always look seven to 10 years younger than if you hadn't had it done.

The traditional facelift (technically known as rhytidectomy) is the most comprehensive way to address multiple signs of aging from the forehead to the neck, and all areas in between. If you are in your 50s or 60s and opt for a traditional facelift, your face will age more slowly, and you'll look at least 10 years younger.

This type of lift allows for fat redistribution, muscle reposition and removal of excess skin in order to provide the most permanent results of all types of facelifts available today.

When I perform a full facelift, I hide the incisions in the contour of the ear, around the earlobe and/or in the hairline. A small incision under the chin might be necessary if fat needs to be removed and if the muscle in the neck requires additional smoothing. For the most natural look, I use the SMAS (superficial muscular aponeurotic system) technique, in which the deeper layers of tissue and the muscle below the skin are tightened and excess skin is removed, which smooths out deep wrinkles.



FULL FACELIFT
This patient underwent a full facelift and endoscopic forehead lift. The incisions are hidden in her hairline using an endoscopic technique. The second photo, taken at three months, shows a more visible jawline as a result of the procedure.



DR. GROSS'S
TIPS TO
MAXIMIZE
YOUR
RESULTS



1

WILL MY WRINKLES EXIST
AFTER SURGERY?

Some lines and wrinkles will persist, which is to be expected. Achieving a natural result is critical to patient satisfaction in our practice. We may also recommend a laser treatment, fat grafting or Botox to enhance your final result.

2

WILL A FACELIFT MAKE
ME LOOK DIFFERENT?

Yes, you will look younger and more refreshed.

3

WILL THERE BE STITCHES
OR DRAINS USED?

Yes. We use a patented drain system from Porex called the TLS Surgical Drainage System. This speeds healing by removing fluid under the skin and minimizing bruising. These are removed in the office on the second day after your procedure.

4

HOW MUCH PAIN
WILL I EXPERIENCE?

In my opinion, discomfort with these procedures is minimal.

5

HOW LONG IS THE
RECOVERY TIME AFTER
A MINI-FACELIFT?

Sutures come out in one week. You can go back to work in 10 to 14 days. More strenuous activity should be avoided for one to three weeks or more. Bruising should subside in one to two weeks. You must limit exposure to the sun for several months.
Note: Depending on the condition of your face and neck prior to surgery, 6 to 8 percent of cases may require a second procedure.

6

WHAT ARE THE RISKS
OF SURGERY?

Injury to the nerves that control facial muscles or feeling (which are usually temporary); infection and bleeding; poor healing and excessive scarring; and asymmetry or change in hairline (which are uncommon).

7

HOW LONG WILL
A MINI-LIFT TAKE?

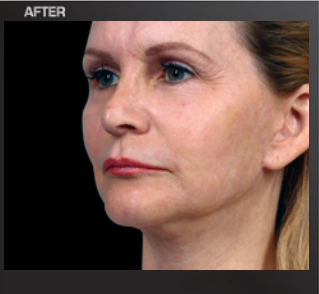
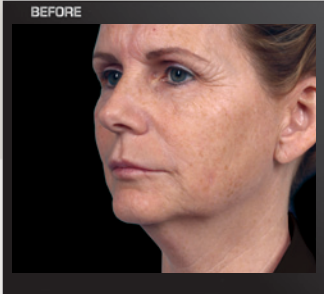
I generally complete the procedure in about three-and-a-half hours, although this varies depending on individual anatomy and complexity.

8

WILL I BE AWAKE DURING
A MINI-FACELIFT?

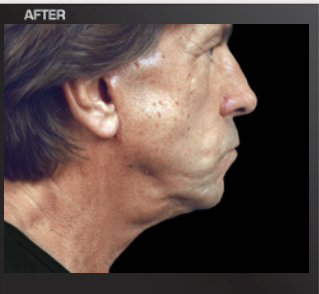
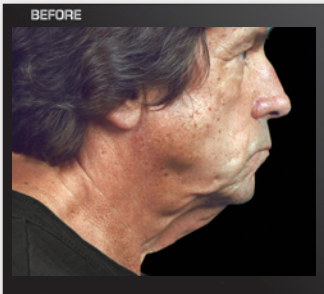
No, we provide a light general anesthetic with a quick recovery and full monitoring in our accredited on-site surgical center.

DR. GROSS'S GALLERY



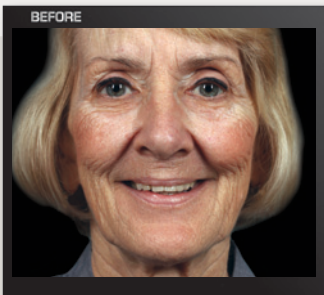
MINI-FACELIFT

This patient underwent a two-stage procedure starting with a necklift and mini-facelift, rhinoplasty and fat grafting. The second stage, a phenol chemical peel, was performed to minimize lines and wrinkles.



NECKLIFT

Bothered by a sagging jawline and neck, and desiring a younger look without signs of surgery, this patient sought Dr. Gross, who performed a necklift and neck liposuction.



PHENOL CHEMICAL PEEL

This patient was concerned with the overall sagging of her skin. Dr. Gross performed a phenol chemical peel under general anesthesia to create a more youthful aesthetic.

LEADING BOARD-CERTIFIED FACIAL PLASTIC SURGEON

EDWARD J. GROSS, MD

Patients from all over the world visit Dr. Gross for his expertise in facial cosmetic surgery and rhinoplasty. Specializing in facial cosmetic procedures for both men and women, Dr. Gross is renowned for his experience, elevated results and bedside manner. Offering turnkey cosmetic, beauty and wellness services in a state-of-the-art facility, Dr. Gross and the Primera team stand ready to complement your aesthetic and wellness goals.



FACETOFACE
Giving Hope, One Face at a Time



DOCTOR'S CREDENTIALS

MEDICAL DEGREE

University of Miami

AFFILIATIONS

American Board of Facial Plastic and Reconstructive Surgery

American Academy of Facial Plastic and Reconstructive Surgery

Past President of Florida Society of Facial Plastic and Reconstructive Surgery

Qualified expert in facial plastic surgery by the Florida Board of Medicine

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