

# 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 surgeon 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 Family Magazine Voted Top Physicians, 2020 & 2022
- · Platinum Plus Level BOTOX\* Provider
- National Examiner, 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 breathing 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 of the cheeks, jawline and neck for younger 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.

#### **Chin Augmentation**

Chin Implant 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 lower cheeks by precise removal of the buccal (cheek) fat pad. Incisions hidden in the mouth heal quickly.

Ear Pinning & Ear Lobe 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. Ear lobe repair is also performed for 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 tissues. Results can last 2 years and beyond. Often done with Minilift and face lift.

#### Chemical Peel (Deep)

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

# Non-Surgical Procedures "Your All-in-One Premier Practice"

#### Icon (IPL)

CUNO (URE Palomar The Icon Intense Pulsed Light removes mild lcon\* redness 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.



#### 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 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®

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.



#### Skin Medica® Peels

Improve your appearance while achieving healthier, radiant, and younger looking skin with 2 different strengths for all skin types.

### DIAMOND GI OW°

#### DiamondGlow®

DiamondGlow's® patented recessed diamond tip wand delivers a next-level resurfacing treatment that deeply cleans and rejuvenates the skin. This 3 in 1 technology exfoliates, extracts, and infuses the skin with pro-infusion serums, to enhance clarity and luminosity.



#### SkinPen® Microneedling

Microneedling is trending, and for good reason. Everyone is falling in love with the results! It's minimally invasive with little to no downtime, and helps improve the appearance of fine lines, wrinkles, scars, and stimulates collagen production. The outcome is beautiful, youthful looking skin.

#### Platelet Rich Plasma (PRP)

Platelet-Rich Plasma (PRP), from our own blood, has platelets that contain: Growth factors, which are vital in mending wounds and supporting the formation of healthy collagen and elastin tissue; and Stem cells, which have the ability to transform into virtually any cell in the body and can promote rapid healing and recovery when applied to damaged, aging skin. Dr. Gross uses PRP to boost facial rejuvenation, volume, a healthy glow, help heal scars, as well as bolster and promote quicker healing from facial plastic surgery.

#### Dermaplaning

This minimally invasive aesthetic treatment uses a special instrument to shave away the uppermost dead layers of your skin, while clearing away that unwanted soft facial hair as well. Dermaplaning can help reduce the appearance of mild skin imperfections by revealing newer, healthier, radiant skin.

### Primera Laser Treatments

#### Fraxel® Laser

fraxel .... Fraxel® is a versatile laser treatment that results in full skin rejuvenation. Fraxel® Laser reduces fine lines, improves acne scars/scarring, 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 sundamaged skin, softens deep wrinkles, tightens and smooths the face with minimal down time. Excellent for lip lines, crow's feet, deep wrinkles and even moles of the face, neck and chest.

#### 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 short down time.

#### YAG 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® Cosmetic treatment softens moderate to severe frown lines between the evebrows. forehead, and crow's 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.



Dvsport®

Dysport® is used to improve the look of moderate to severe lines of the face. Once Dysport<sup>®</sup> 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.



Kvbella®

Kybella® is the only FDA-approved nonsurgical injectable technique used to target the fat beneath the chin. The process uses a series of deoxycholic acid injections to target the fat cells in this area to improve the profile. No incisions are required, and the downtime is minimal.



Juvéderm®

Juvéderm® products are used to fill the lips, lip lines, nasolabial folds, marionette lines around the mouth, temples and cheeks. 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, Voluma, Volbella, and Vollure.



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 lips, nasolabial folds, and tear troughs under the eyes. It is also used in the marionette lines around the mouth, lip lines, temples and cheeks. Product line includes Restylane®, Kysse, Lyft, Contour, Refyne and Defyne.



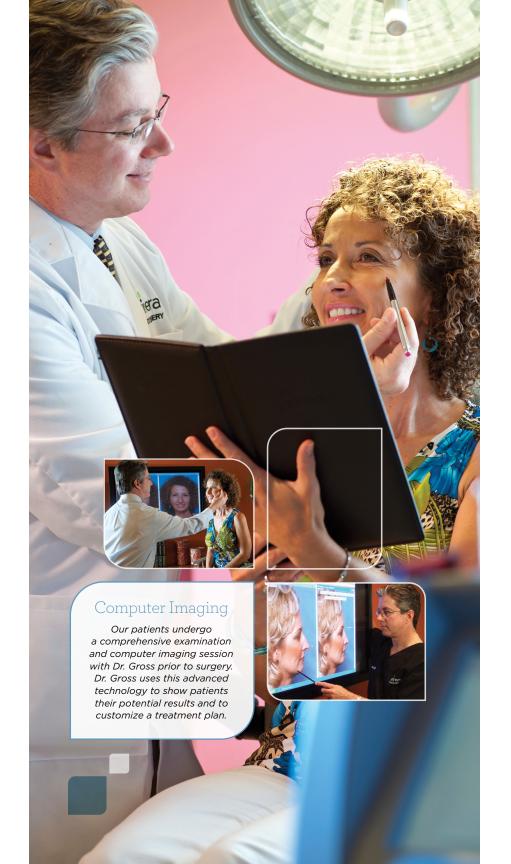
Sculptra®

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 a calcium hydroxyapatite gel 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.



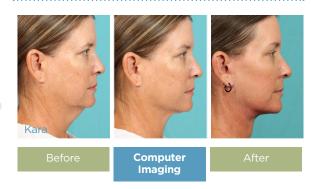
## Computer Imaging

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 an idea of your potential After results.

### Rhinoplasty (Actual Patients)



# Minilift & Neck Lift (Actual Patient)



"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."

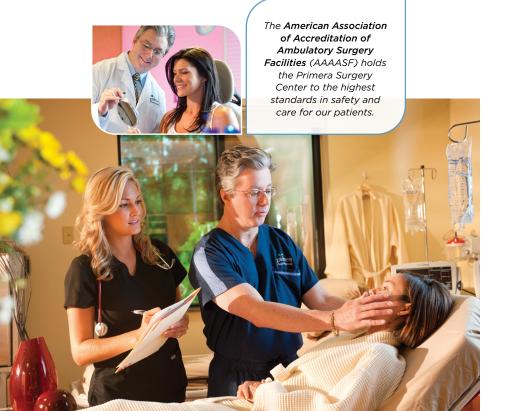
\*See our extensive Before and After photo gallery at WeDoFaces.com

# 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.



# 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."







"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."

★★★★ - Marv





"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 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:











# MED SPA

### Primera Med Spa

Our selection of non-surgical, medical grade treatments give 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

We offer an abundance of treatments to fit your needs, from medical to pampering, we help our patients feel rejuvenated and look radiant.

Medical-Grade Facials • Skin Pen® Microneedling Fibroblast Lift Therapy • DiamondGlow® Infusion Facial Chemical Peels • VI Peels® & SkinMedica® Peels • Dermaplaning Massage - Swedish, Deep Tissue, Cupping, Lymphatic

#### Primera Pre/Post-Operative Services

Our surgery patients receive complimentary pre/postoperative skin care therapy, to help prepare skin before surgery and then assist in the recovery process after.

Pre-Op Facial • Post-Op Cleansing • Eye Mask Ultrasound Package (3x) • Lymphatic Massage













2020 · 2022



Edward J. Gross, M.D. Board Certified Facial Plastic Surgeon

Trust Your Face to a Facial Plastic Surgeon™.

**Edward J. Gross, M.D.** is recommended by the American Board of Facial Plastic Surgeons. He is one of only 750 qualified surgeons world-wide certified by the American Board of Facial Plastic and Reconstructive Surgery and is recognized as Orlando's expert in facial plastic surgery.

To learn more about Edward J. Gross, M.D., visit WeDoFaces.com



PLASTIC SURGERY MED SPA EDWARD J. GROSS, MD

### Lake Mary

1035 Primera Blvd, Lake Mary, FL 32746 (407) 333-3040

WeDoFaces.com

