

P R I M E R A  
PLASTIC  
SURGERY



Trust Your *Face*  
to a Facial Plastic Surgeon™



### Our Commitment to You

*At Primera Plastic Surgery we are extremely proud of our commitment to provide quality plastic surgery and post-op management care services to our patients.*

**Edward J. Gross, M.D.**

## Edward J. Gross, M.D.

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 and local conferences on plastic surgery.

## Doctor of Distinction

- **A Double Board Certified Facial Plastic Surgeon**  
One of only 750 surgeons worldwide certified by the **American Board of Facial Plastic and Reconstructive Surgery (ABFPRS)**
- Qualified by the **Florida Board of Medicine** as an expert in facial plastic surgery
- **Orlando Regional Healthcare Systems (ORHS)** affiliated
- **Seminole County Medical Society (SCMS)**  
Past President
- **Florida Society of Facial Plastic Surgery (FSFPS)** President Elect
- **FACE TO FACE & Faces of Honor** Charitable Partnership
- Recognized by **American Medical Association (AMA)** as a “*Physician Who Cares*”
- Candela V-Beam Laser national trainer
- **Platinum Level BOTOX®** Provider
- Volunteer faculty - **University of Central Florida College of Medicine**

## Surgical Procedures

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

As Orlando's premiere Rhinoplasty expert, Dr. Gross is known for and specializes in nose surgery to improve one's looks, self-confidence and health. The goal of Rhinoplasty is to improve the nose aesthetically in order to create harmony with other facial features. In revision rhinoplasty surgery, the key to preventing complications is the pre-diagnosis of potential anatomical and functional abnormalities.

### *\*Mini-lift* **Face & Neck Lift**

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

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

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

### **Brow Lift**

A Brow Lift is designed to smooth horizontal forehead lines and lift the position of the eyebrow line, offering natural results. The procedure is done endoscopically to minimize the incision size and to shorten the recovery time.

### **Cheek Augmentation**

Cheek Augmentation is a simple and subtle option for those looking to accentuate their upper face and give their face a more heart-shaped look. Cheek Augmentation is ideal for those seeking a stronger cheek bone definition and a more balanced appearance.

### **Chin Reshaping**

Chin Reshaping is intended to bring harmony to ones' facial features. The chin can be reshaped in a number of different ways, the most popular of which is with an implant or by recontouring the soft tissue surrounding the bone.

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### **Endoscopic Forehead Lift**

An Endoscopic Forehead Lift is a procedure particularly useful with patients who desire elevation of the brow, where the removal of excess skin is not required. Often performed in conjunction with upper eyelid lift to achieve optimal results.

### **Ear Pinning & Ear Lobe Surgery** \*Otoplasty

The goal of Otoplasty is to reshape and reposition the ears for a more balanced and symmetrical look. Ear lobe repair is also performed.

### **Fat Grafting** \*Face

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.

### **Lip, Mouth, & Cheek Augmentation**

Lip, Mouth, & Cheek Augmentation is best for those desiring a youthful and balanced overall facial appearance.

### **Face & Neck Liposuction**

Liposuction of the Face & Neck works to tighten the tissue and to reduce fat volume under the chin. The ideal candidate is someone who has excess fat in his or her face or neck but has relatively good skin tone for the most natural outcome.

## Non-Surgical Procedures

### **Chemical Peel**

A Chemical Peel is a technique used to improve the appearance of the skin. In this treatment, a chemical solution is applied to the facial skin to improve and smooth the texture of the skin by removing its damaged outer layers.

### **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 acne scars, giving the skin a smoother and healthier appearance.

### **Obagi Blue Peel**

The Obagi Blue Peel removes thin surface layers of aged and sun-damaged skin from the face and neck. The underlying skin layers are stimulated to form new collagen which improves skin clarity and texture. Your skin will have a healthier and more youthful appearance.

## Primera Laser Treatments

### **Fraxel® Laser**



Fraxel® is a skin laser treatment that results in facial skin rejuvenation. Fraxel® Laser reduces wrinkles around the eyes, improves appearance of acne or surgical scars, and improves tone and texture. Fraxel® improves sun-damaged skin with quick recovery times and rapid healing.

### **Laser Skin Resurfacing**

Laser Skin Resurfacing is a treatment for reducing deeper facial wrinkles and skin irregularities. Laser Skin Resurfacing removes skin very precisely with short, concentrated pulsating beams, layer by layer, resulting in fresher younger-looking skin. The CO2 Laser requires more healing time.

### **DOT CO2 Laser**

“The use of DOT Therapy is a fresh new way to transform skin and enhance its overall appearance,” says Dr. Gross. DOT Therapy reverses the appearance of aged or sun-damaged skin, softens wrinkles and fine lines, and tightens and smooths the face with minimal down time.

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

The Pulsed Dye Laser uses a concentrated beam of light that targets redness and blood vessels in the skin. The PDL is best used for the treatment of facial veins, dilated veins on the nose and cheeks, scar therapy, stretch marks, acne, Rosacea, and also stimulates collagen.

### **Laser Hair Removal** \*GentleYAG™

The GentleYAG™ is a revolutionary laser that effectively treats all skin types, including tanned skin, offering unmatched treatment capabilities in permanent hair reduction. Multiple sessions are required.

### **Tattoo Removal** \*Medlite® C6 Laser

The MedLite® C6 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 destruction of pigmented targets.



## \*FDA Approved **Primera Injectables**



### **Botox®**

Botox® Cosmetic treatment can visibly smooth and soften moderate to severe frown lines between your brows. 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 frown lines between the eyebrows. 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.

## **Dermal Fillers**

### **Juvéderm®**

Juvéderm® is used to fill the lips, nasolabial folds, and marionette lines around the mouth. Juvéderm® is the first smooth consistency gel formulation and the only hyaluronic acid dermal filler approved by the FDA to last up to one year from initial treatment.

### **Restylane®**

Restylane® improves the resilience and youthful contours of your skin and its ability to counter the effects of aging. Restylane® is perfect for the nasolabial folds but can also be used in the marionette lines and cheeks.

### **Sculptra®**

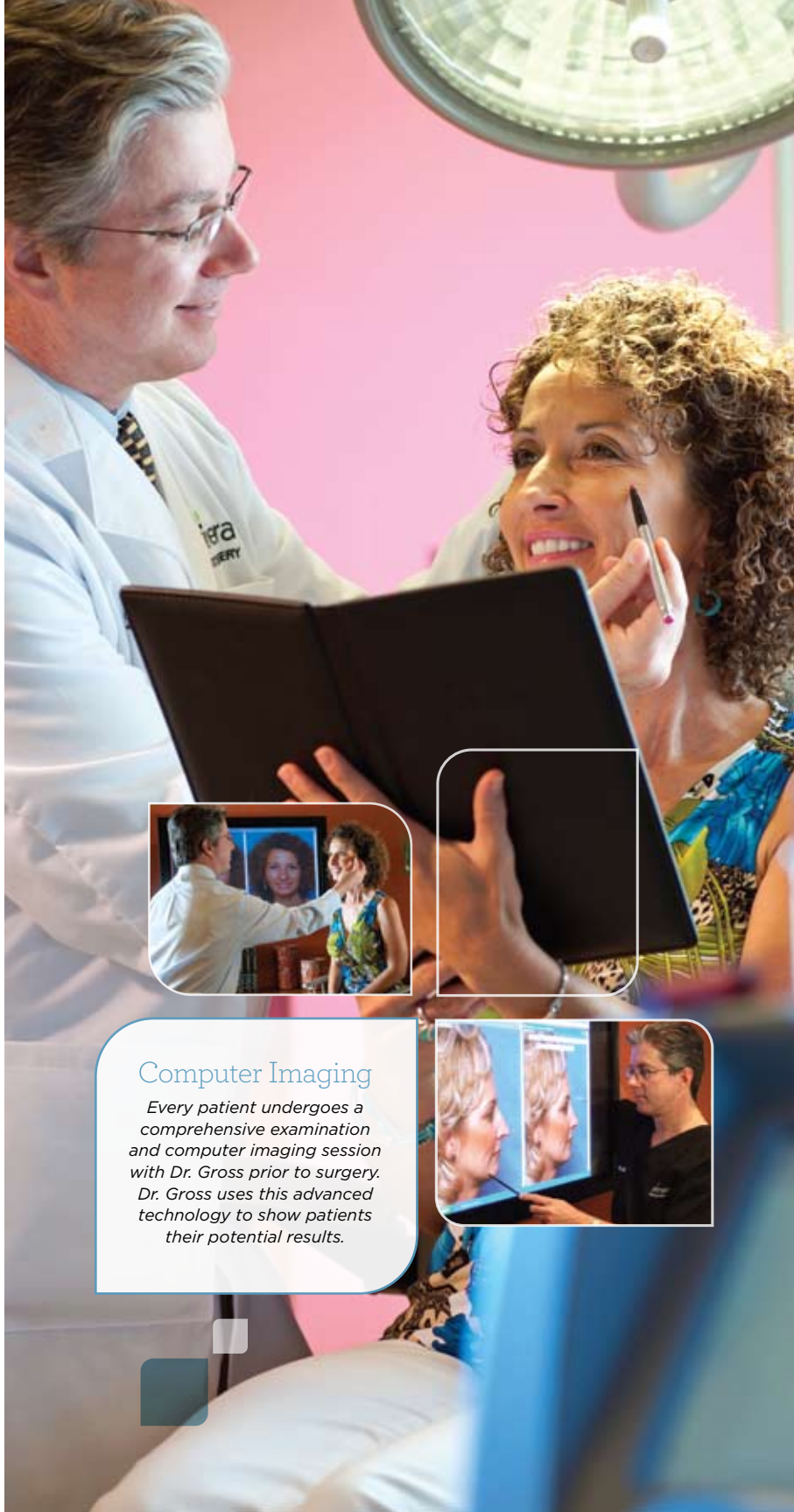
Sculptra® is a poly-L-lactic acid, which helps to stimulate your bodies' own production of collagen making the skin more youthful, smoother and firmer. It is best used in the cheeks to create a fuller face and higher cheekbones as well as lifting jowls. This is FDA approved for corrections lasting up to 2 years.

### **Radiesse®**

Radiesse® is used for soft 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 and to fill in the nasolabial folds.







### Computer Imaging

*Every patient undergoes 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.*



## Computer Imaging

The computer imaging system used by Dr. Gross is a very powerful tool for assessing patient's anatomy, identifying facial features, teaching with visual aids, and most importantly, to develop a concept of potential before and after results for each individual.

### Collette (Actual Patient)

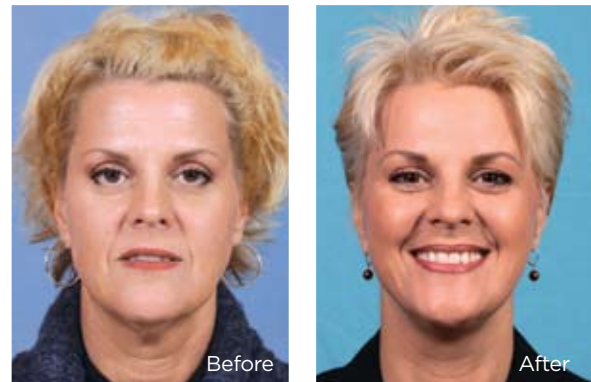


Before

Preview  
*(Computer Imaging)*

After

### Cindy (Actual Patient)



Before

After

“Dr. Gross was with me through every step of my procedure and recovery. I would not trust anyone else with my face”.

*-Cindy*

See Cindy's story and transformation at [WeDoFaces.com](http://WeDoFaces.com)

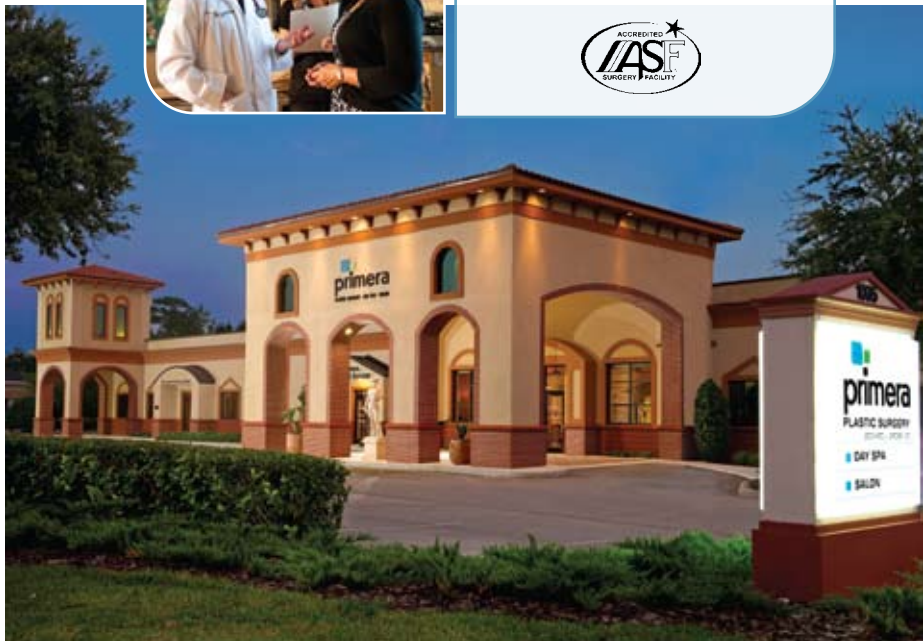
# Primera Surgical & Recovery Center

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

- **Maya Angelou**

**Primera Plastic Surgery** provides patients expert care in our 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 offers patients a private and confidential entrance leading directly into our surgical facility. Patients are greeted to a beautiful, warm, and inviting recovery environment filled with natural light, preservation views, and our dedicated staff.

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# Concierge Services

**Introducing Primera "White Glove" Concierge Services.** Offering a stress-free experience that accelerates the healing process and stimulates enhanced results.



Primera's unique partnership with The Westin in Lake Mary allows us to offer boutique and personalized concierge services assisting patients with all their transportation and daily care needs.

From pre-op to recovery, Primera "white glove" concierge services include in-house physician visits by Dr. Edward J. Gross.

### Primera Concierge Offerings Include:

- Air Travel Accommodations
- Upscale & Comfortable Hotel Room
- Door-to-Door Chauffeur Services
- Dry Cleaning
- In-room Dining
- Day Spa & Salon Treatment
- \*Scheduling and coordination
- In-room Delivery
- Prescription Medications -
- Groceries -

**24-Hour supervised care** available providing personal attention and care while recuperating.



*Only minutes from Primera!*



**THE WESTIN**  
LAKE MARY  
ORLANDO NORTH



## Events & Seminars



**Primera Events Series** - *Art of Rejuvenation* seminars featuring Edward J. Gross, M.D.

Experience our quarterly seminar series exploring the harmonic results of facial rejuvenation. Featuring exciting products and treatments, "Before & After" makeovers, special Primera offerings, give-aways, and culinary treats. Join Dr. Gross and the anti-aging revolution for an evening of education and demonstrations.

Call **407.333.3040** today for more details.

## Charities

**FACETOFACE**  
Giving Hope, One Face at a Time

**FACE TO FACE** is an internationally acclaimed charitable organization providing humanitarian assistance and relief to women of domestic abuse and children suffering from facial deformities. 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. We are also honored to announce our affiliation with the **Faces of Honor** program offering our surgical expertise pro bono to war veterans with facial injuries and scarring.

Visit [facetofacesurgery.org](http://facetofacesurgery.org) and [facesofhonor.org](http://facesofhonor.org) to learn more about the positive affects of these humanitarian efforts. **FACE TO FACE** and **Faces of Honor** are sponsored by the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS).

## Primera Day Spa & Salon

### Primera Day Spa

Prepare to ease your mind and lift your spirits. Let Primera pamper your every whim with our extensive list of lavish treatments to get your mind and body as *right as rain.*

**Primera Day Spa Offerings Include:**  
Facials • Massages • Peels • Waxing

### Primera Salon

Relax and be pampered in a luxurious boutique atmosphere as our talented stylists and beauticians create, design and compliment your look.

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

**Primera Salon Offerings Include:**  
Haircuts • Color • Extensions • Nail Services

Schedule Your  
Appointment today!

**407.333.3095**  
**WeDoFaces.com**





Primera Plastic Surgery is supervised by:

**Edward J. Gross, M.D.**

*Board Certified Facial Plastic Surgeon*

Trust Your Face to a  
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**Edward J. Gross, M.D.** is a specialist in Facial Plastic Surgery for Men & Women, as 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](http://WeDoFaces.com)

  
**primera**  
PLASTIC SURGERY • DAY SPA • SALON  
EDWARD J. GROSS, MD

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