



NUMBER OF ARM LIFT PROCEDURES UP 4300% SINCE 2009

Sheila: I hear that more and more people are asking about arm lifts, and CBS has reported that arm lifts are up 4,300 percent since Michelle Obama has been showing off her biceps in her beautiful evening gowns. In fact, the American Society of Plastic Surgeons said that the number of arm lift surgeries, which are known as brachioplasties, increased from being performed from 300 women in 2000 to actually 15,000 women in 2012. And those are some significant jumps in this procedure. But really interestingly, I understand that you have a very non-invasive approach to this procedure. So, Dr. Hendricks, can you share with us how you do the brachioplasty?

Dr. Hendricks: We were advised in our society that we would expect to see a rise in arm lift surgery.

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So we knew about it because Michelle Obama had popularized it, or that was really the buzz. The numbers aren't surprising. The big problem

NO SCAR ARM LIFT

“Cosmetic Networks Live” web show host, Sheila Maitlen interviews Newport Beach Plastic Surgeon, Dr. Douglas Hendricks.

with the traditional brachioplasty is that there is loose skin and extra fat. The extra fat is easy to remove with liposuction, but then you have extra skin that's left over, which is a problem. Typically, the skin is snipped away and then there is a scar that is on the inner aspect of the arm. And that's something that can be unsightly. It can be noticeable. It can spell cosmetic surgery, and many people don't want to necessarily have that big scar. I think that keeps people away.

If we had a tool—and I do—to tighten the skin or shrink the skin without cutting it away, and that is the smartlipo™ laser. We're using that to heat the under-surface of the skin to shrink the skin so that you're not left with the loose skin. And I've performed many brachioplasties within the last year

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LASER CAN
SHRINK LOOSE
SKIN WITHOUT
INCISIONS**

or two, and none of those have involved making any incisions. In fact, I had a patient that I saw two days ago who, as an adult, has never worn a short-sleeve shirt. She's now two months post-op, and she showed me a picture of her and her husband in Hawaii on a vacation. She was wearing, for the first time in her life, a short-sleeve shirt because she wasn't self-conscious about showing her arms.



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