

# NU IMAGE

A photograph of two men standing side-by-side, smiling. The man on the left has grey hair and is wearing a blue button-down shirt under a dark suit jacket. The man on the right has dark hair and is wearing a white button-down shirt under a dark suit jacket. They are in a well-lit indoor space with a blurred background of plants and architectural elements.

Reveal Your  
Inner Beauty  
*A Discussion with  
Dr. R. Scott Yarish and  
Dr. Rafi S. Bidros*

HEALTH ♦ BEAUTY ♦ LIFESTYLE

# Reveal Your Inner Beauty

A Discussion with Dr. R. Scott Yarish and  
Dr. Rafi S. Bidros

By Anna Charles



**Dr. R. Scott Yarish**  
Secrets Behind Age-Defying Faces

**W**hether you turn on the television or pick up a magazine, it's easy to find someone talking about plastic surgery. It seems like almost every movie star and television personality has had something "done," but it's more than celebrities who are raising the beauty bar for all of us with cosmetic plastic surgery and aesthetic services. It's your co-worker, next door neighbor, child's teacher, golf partner, and your friends.

With cosmetic plastic surgery accessible to nearly everyone today, it's not surprising that we're taking advantage of it in record numbers. Instead of a new summer wardrobe or a vacation, people are choosing to improve their appearance and celebrate each day feeling great about the way they look. Now more than ever, men and women turn to facial rejuvenation to look more alert, rested, and energetic on the job in today's competitive work place. Moms of all ages reclaim their bodies after pregnancy or weight loss with a "mommy makeover," and men happily say good-bye to love handles and extra padding in the breast area.

Selecting the right surgeon is the most important decision you will make. Patients who research their options carefully choose Town and Country Plastic Surgery and Medical Spa. Founder R. Scott Yarish, MD, and associate, Rafi S. Bidros, MD, use proven, leading-edge procedures and techniques. Along with an experienced and friendly staff, Dr. Yarish and Dr. Bidros provide premiere care in a state-of-the-art facility that boasts a fully accredited ambulatory surgical center. Located adjacent to the office, the surgery center offers convenience, safety and privacy, and helps patients save on surgical facility costs.

*Nu Image* recently interviewed Dr. Yarish and Dr. Bidros about their approach to facial rejuvenation and body contouring. Both surgeons offer comprehensive cosmetic services for the face and body.

"Less is more" has become a popular mantra, but does it always apply to cosmetic surgery? With a growing number of services that address facial aging, we have more options than ever before, including surgical, minimally invasive and non-invasive procedures. The question becomes, which ones are right for you? Dr. Yarish highlights his consultative approach by discussing recent innovations like the mini face lift, endoscopic brow lifts, and more.

"Cosmetic surgery is a mystery to most people. Everyone has different genetics and a different anatomy. People age differently. If you take two patients of the same age, a procedure that may be perfect for one can be the wrong one for another," Dr. Yarish said. "My goal is to help patients identify which services would produce the results they want in the near term and in the long run, and to help them understand the trade offs. The treatment program selected for each individual will depend on how much time they have for recovery, how much they want to spend, and the extent of the results they want to achieve."

Dr. Yarish explains that there has been a shift in plastic surgery over the last decade to a more natural look. This can lead patients to believe that by doing less, they will achieve desired results. "The truth is, sometimes more is more, and a lot of times, less is less. The mini face lift is a good example. It can work very well for some, especially in younger patients or those who have had a face lift in the past, but it's not appropriate for everyone," Dr. Yarish stated.

"Versions of the mini facelift are marketed under catchy names designed to grab your attention, with the promise of minimal downtime and great results. What most of these mini lifts do is reduce the amount of lax skin. It's like the old-fashioned face lift but with a shorter incision, where the skin is pulled back tight and re-draped over untouched substructures," Dr. Yarish explained. "The initial results can be noticeable, but long term results are often disappointing if the procedure is not right for the patient. Imagine pulling a thin top cover on a bed from end-to-end. When you do that, any wrinkles, folds or problems with the bedding

## Jackie: Face Lift and Peel

Jackie knew it was time for a face lift when her mother, who had a lift in 1989, suggested that she start looking for a plastic surgeon. Her search included several plastic surgeons, including Dr. Yarish, who had been recommended to her.

"When we stepped into the office, we saw a big difference," Jackie said. "We spoke with a patient counselor for a long time. She answered many of our questions before we even met Dr. Yarish! When Dr. Yarish came into the room, we talked for quite a while. Then he examined my face, gently pulled my facial skin, and told me, 'Jackie, tonight when you lie down, get a mirror and look at your face. That is the look I would like to accomplish.'"

"He didn't want me to look surprised or too stretched. They had taken pictures of me that day. Dr. Yarish created a super-imposed picture of how he would like me to look after surgery. Wow! It was just what I wanted ... to look natural!"

Jackie felt good about Dr. Yarish and his consultation, and immediately scheduled surgery. She also knew that "he had a professional organization that was above and beyond our expectations."

"Everything was exactly as they said it would be," Jackie explained. Her skin was prepared at Dr. Yarish's medical spa before the lift, and she was given vitamins to help promote healing. "During the procedure and afterwards, I was totally comfortable the entire time. They kept close tabs on me, having me come in often and calling to make sure everything was as it should be. Any time I had concerns I could come in and see them. The entire process was better than I had ever expected!"

"I have owned a salon for 28 years, and truly feel that I need to look my best at all times. I didn't want to just get a facelift and not take care of myself. Once the healing was complete, I immediately started going to their medical spa for my skin care needs. They are knowledgeable, professional, and know what to recommend so my skin will be the best it can be. We were looking for the best and we found them! I am 110 percent satisfied with every aspect of Town and Country Plastic Surgery, their medical spa, Dr. Yarish and his entire organization. If you want the best, give them a call!"



underneath are left untouched. So, pulling the top cover tighter can draw attention to underlying problems."

In comparison, a full face lift includes repositioning fat and elevating underlying tissues to restore a youthful configuration. "Sticking to the bedding analogy, this means that all of the covers and pads on the bed are re-arranged and smoothed. The skin isn't just pulled outward at the corners, but upward as well. This produces the most natural-looking result and offers the greatest longevity."

While a full face lift includes rejuvenating the neck, Dr. Yarish points out that a neck lift can be performed in conjunction with a mini lift, or alone if you are happy with the rest of your facial appearance. Neck rejuvenation as a stand-alone procedure, which can include tightening the skin and muscles, and liposuction to remove excess fat, is especially popular with men.

Dr. Yarish notes that patients who are not ready for a full face lift may be ideal candidates for a mid-face lift. The mid-face is the area below the eye and above the chin. "In the past we had the full and the mini face lift. Now we can offer the mid-face lift, which involves an elevation of the soft tissue that has fallen from the cheek area. Loss of fat in the cheeks and drooping cheeks can create a hollow look around the eyes and prominent lines around the nose and mouth. The mid-face lift corrects upper cheek hollowness and improves nasal-labial folds and jowls. Excess fat under the lower eyelid is advanced into the tear trough area to create a more seamless transition from the orbital rim to the cheek."

Recognizing that loss of facial volume is a prominent sign of facial aging, Dr. Yarish not only rearranges tissues and elevates existing fat to replenish volume for a long-lasting, naturally

youthful appearance, he adds volume with fillers. Dr. Yarish added, "I frequently use injectable, natural fillers to restore volume, either alone or along with other facial procedures. Fat injections are an option, but I've found that sub-dermal fillers are more reliable. Sculptra®, in particular, provides very predictable and long-lasting results in most areas of the face."

Rejuvenation of the upper face involves the eyes and forehead. A sagging brow and eyelids can make you look angry or sad, when you really feel rested and happy. "What continues to evolve is the overall effectiveness of endoscopic brow lifts," Dr. Yarish stated. "Improved fixation allows brow elevation to a more aesthetically appealing and long-lasting manner than in the past."

Dr. Yarish points out that while endoscopic brow lifts have improved dramatically, they aren't for everyone. "If you have a higher hairline, a hairline brow lift is usually recommended and actually lowers the high forehead. With a bevel cut incision that follows the contours of the hairline and allows the hair to fill in through the scar, most patients can wear their hair pulled back after a hairline brow lift."

When it comes to eyelid surgery, Dr. Yarish strives to avoid an overdone, hollow-eyed look. "The key to a natural, refreshed-looking outcome is to avoid over excision of the skin and re-arrange fat instead of removing it, so the eyes don't appear sunken," Dr. Yarish commented.

Whether you are a good candidate for a minimally invasive service or a full facial rejuvenation, Dr. Yarish creates natural-looking results that reveal your inner beauty. By using the fascinating combination of art and science that is the essence of plastic surgery, he adds his own distinctly personal and gentle touch, helping you achieve the image you desire.



**Dr. Rafi Bidros**  
Change Your Body Image

Like Dr. Yarish, Dr. Bidros' approach to cosmetic surgery is consultative and personalized, with an emphasis on honest and open communication.

"There's a lot of hype in plastic surgery these days. It can lead patients to unrealistic expectations," Dr. Bidros explained. "My job is to stay up-to-date on different techniques and practices so I can educate patients and help them set viable goals. Dr. Yarish and I have a time-tested arsenal of well-proven procedures. We evaluate new techniques and review all of the data and research. If we determine they work and are medically sound, we implement them."

Dr. Bidros takes pride in listening carefully to his patients so he understands how they interpret their body and what their goals are. "Everyone sees things in different ways, including their body. Honesty is my policy. If I don't think the results they are looking for can be achieved, I won't agree to do a procedure just to appease someone," Dr. Bidros commented.

Dr. Bidros has extensive training in reconstructive plastic surgery including DIEP (Deep Inferior Epigastric Perforator) flap, an advanced form of breast reconstruction that creates a natural-looking breast using your own skin and fat without sacrificing any abdominal muscle. Given this background, he is equipped to perform breast augmentation, lifts, reduction and revision surgeries.

"No two breasts are alike. There's always some asymmetry," Dr. Bidros said. "I talk with patients about differences between the two breasts before surgery. They might not notice them prior to surgery, but afterward, while scrutinizing the results, they will notice. Most women have a 5 to 10 percent difference between breasts, which a breast lift may help correct."

Dr. Bidros added, "Breast enhancement surgery is not a factory procedure where you pick a product off-the-shelf. Evaluation is thorough. I take into consideration skin quality, shape, volume, the position of the breast on the chest wall, nipple position, and more, before making recommendations."

### Dr. Rafi Bidros Services-at-a Glance:

- Face Lift
- Nose
- Eyelids
- Lips
- Breast Augmentation/Reduction/Lift
- Tummy tuck
- Post-Bariatric Body Contouring
- Post-Pregnancy Body Rejuvenation
- Buttock Augmentation
- Liposuction
- Arm Lift
- Male Gynecomastia
- Breast Cancer Reconstruction
- Fillers
- Botox

A major decision when considering breast augmentation is the size of the implant. Dr. Bidros reviews options with each patient in detail. "Choosing the right diameter of implant for your frame is important, as well as considering different implant profiles. A narrow implant will project more than a wider implant. Patients try on implants with different bras that we provide, so they can pick an implant size that is appropriate for their frame."

The type of implant you choose—saline versus silicone gel-filled, and whether to place the implant under the muscle or over it, are also key decisions. Dr. Bidros noted, "Most women believe that silicone implants feel more natural than saline-filled implants. Like everything else, there are trade-offs and considerations. Silicone implants cost more than saline implants. On the other hand, if the breast tissue to implant ratio is low, rippling in saline implants may show. I explain differences to my patients and help them arrive at a decision they will be happy with."

While breast augmentation addresses size, a breast lift raises and firms. A breast lift can be performed alone or with breast augmentation. During a breast lift, excess skin is removed, the areola is elevated, and surrounding tissue is tightened to reshape and support the newly contoured breast. "There are different types of incision techniques, depending on how much the areola needs to be raised and how severely the breast sags," Dr. Bidros explained. "The lollipop technique or an incision around the areola can work well if a small lift is required. For patients with larger breasts and moderate to severe sagging, an anchor incision may be recommended."

After pregnancy or weight gain and loss, abdominal skin and muscles can remain stretched beyond the point of return. The solution is a tummy tuck, where loose skin is removed and abdominal muscles are tightened. A tummy tuck is often combined with a breast lift or breast augmentation. "Most of my tummy tuck patients are women in the 30s, 40s and 50s who have completed child birth and want to restore their figure. Results can be amazing, which is why mommy makeovers have become so popular," Dr. Bidros said. "I pay close attention to naval repositioning to create a natural slope and appearance. The tummy tuck incision is hidden beneath garments, but the naval is a different story. It's often visible. A bad job on the naval is a telltale sign of a tummy tuck."

Liposuction is one of the most sought after cosmetic surgical procedures performed. Dr. Bidros tailors the type of liposuction used—ultra-sonic or tumescent—to the patient. He notes that while liposuction under local anesthesia has been introduced in the market place, there are upsides and downsides. "The upside with local liposuction is that you don't have to undergo general anesthesia. The downside or trade off is that due to the smaller cannula, you can't remove as much volume of fat. You can't be as aggressive. I always tell my patients don't shop for a specific procedure, shop for the best surgeon who can help you determine what can be safely and effectively accomplished."

### Angelica: Breast Lift and Augmentation


After having two children, the youngest just three years old, Angelica's body, and notably her breasts had changed. "I had to wear special bras to help my breasts look as full and uplifted as I could, especially when I wore fitted tops," Angelica confided. "I just wanted to look and feel the way I used to about my body. It's all about how you feel. I wanted to do something about my breasts for several years. After the last baby, it became even more important."

"I made the decision to finally call and all of my anxiety and reservations vanished. I spoke with Diane at the front desk and she immediately made me feel comfortable with her friendly tone and demeanor. After a few questions, I booked my consultation appointment with Dr. Bidros and was able to see him within a few days. The consultation with Dr. Bidros was amazingly informative and exciting. I was finally giving myself the gift I waited so long for. Never having surgery before, I really had a lot of questions but Dr. Bidros and his staff explained everything thoroughly so I knew exactly what to expect."

After the consultation with Dr. Bidros, Angelica met with one of his patient counselors. "The patient counselor is like his assistant who gently walked me through the whole process. I had the most fun trying on implants with her. We laughed and carried on like we had known each other since high school. She really made it fun and was able to also answer all of my questions. She explained that I would be given vitamins to take starting well before my surgery, and thoroughly explained the treatment plan that was prescribed to me, which included procedures I would receive before and after the surgery at their medical spa."

And how about their medical spa? Angelica says it is simply amazing! Her treatment plan included services she never would have expected. In addition to a surgery goody bag, she received lymphatic drainage massages, medical scar tape and laser treatments to help minimize any scarring. "The medical spa staff was top notch and incredibly helpful making me feel really comfortable," Angelica stated.

"I am so much happier now, and more confident. I'm very excited and can't wait until summer to hit the pool! Wow, I never thought I would hear myself say that again. All of Dr. Bidros' and his staff's hard work paid off and my breasts are just the right size. I'm very impressed with Dr. Bidros and would highly recommend him to anyone. My only regret is that I should have done this sooner!"



"My only regret is that I should have done this sooner!"  
—Angelica

# Total Care.

by Town and Country  
Plastic Surgery and Medical Spa

## *A Leap Forward*

**M**ost plastic surgery involves scheduling a surgical procedure, and following generic pre- and post-op guidelines. Town and Country Plastic Surgery has taken cosmetic surgery to the next level. Recognizing that rejuvenation is an evolutionary process that does not begin and end with the surgery itself, Dr. Yarish and Dr. Bidros help patients maximize results with a comprehensive rejuvenation plan specifically designed for each procedure. Medical spa skin care services, specially selected skin care products, vitamin therapy, and lymphatic drainage massage are just a few of the services that help prepare your skin and body for surgery, and aid in the healing process following your surgery.



## Michelle & Sheena

**P**atient counselors guide you through the process with over 15 years experience. They are committed to building a relationship by making you feel comfortable and confident as well as facilitate your decision for change by providing you with support and knowledge. They are your initial and ongoing personal contact for answering your questions and coordinating your experience at Town and Country Plastic Surgery.



**R. Scott Yarish, MD**

### **About R. Scott Yarish, MD**

After earning his medical degree from University of Wisconsin, Dr. Yarish completed his general surgery residency at University of Oregon, and his plastic surgery residency at Cronin, Bauer and Biggs Houston Medical Center. He is board-certified by the American Board of Plastic Surgery and the American Board of Cosmetic Surgery, a fellow of the American Academy of Cosmetic Surgery, and a member of the American Society for Plastic Surgery, and other professional organizations.

Dr. Yarish has been practicing plastic surgery in the Houston area since 1988. He is the founder of the Crystal Foundation ([www.thecrystalfoundation.com](http://www.thecrystalfoundation.com)), an organization that provides state-of-the-art reconstructive surgery to children with disabling deformities and no means for medical care. A large part of the Crystal Foundation's efforts are focused on the clinic Dr. Yarish started in Guerrero, Mexico in 1989. Dr. Yarish, who is a pilot, also gives back to his community through Grace Flight of America, providing free flights for patients who need medical treatment from outlying areas to hospitals in Houston.



**Rafi S. Bidros, MD**

### **About Rafi S. Bidros, MD**

After earning his medical degree from Louisiana State University School of Medicine, Dr. Bidros completed his surgery internship and general surgery residency at Louisiana State University Health Sciences Center, New Orleans. He completed his residency in plastic and reconstructive surgery in Houston at The Methodist Hospital and Saint Joseph Hospital. Dr. Bidros has also traveled and observed plastic surgeons nationally and internationally. He joined Town and Country Plastic Surgery in 2008.

Dr. Bidros is certified by the American Board of Surgery, the Texas Medical Board, and the Louisiana State Board of Medical Examiners, and is an Associate Fellow of the American College of Surgeons. He is a member of numerous professional organizations. He is also involved in volunteer work and has donated his time traveling to under-developed countries to provide reconstructive surgery for underprivileged children.

Are you ready to reveal your inner beauty? Whether you want to enhance your face, your body, or both, you can put your trust in Town and Country Plastic Surgery and Medical Spa. Call today for a complimentary consultation. Major credit cards are accepted, and financing is available for qualified patients for both surgical and medical spa services. The helpful staff is happy to answer any questions you may have about procedures, payment, and more.

*Town & Country*  
*Plastic Surgery*

10565 Katy Freeway, Suite 100 • Houston, Texas 77024

**713.467.0146**

**WWW.YARISHMD.COM**

**WWW.BIDROS.COM**

# BREAST IMPLANTS

*under or over the muscle*

THE RIGHT CHOICE FOR YOU

Some may not realize, but there are actually **FOUR** different pockets where breast implants can be placed:

1. The Subglandular pocket, this is directly under the breast tissue.
2. The Sub-Fascial pocket, this is under the sheet of connective tissue under the breast, but over the pectoralis muscle.
3. The Dual-Plane technique, this is when the top of the implant sits under the muscle, but the bottom of the implant is within the breast tissue.
4. The Sub-Muscular pocket, this is when the implant is completely behind the muscle or its connective tissue.

Why so many techniques?  
Each has advantages and disadvantages.

We take into consideration the patient's body type, breast shape, amount of existing breast tissue, skin thickness, athletic needs, concern about implant motion, and longevity. For example, if a patient has thin skin over the breast, a submuscular or dual plane would be optimal; if a patient has mild drooping of the breast, a subglandular or subfascial is more advantageous. There are also numerous other factors to consider where the experience and innovation of the physician becomes so important. Don't worry, we will help you make the right choice.

*Town & Country*  
Plastic Surgery

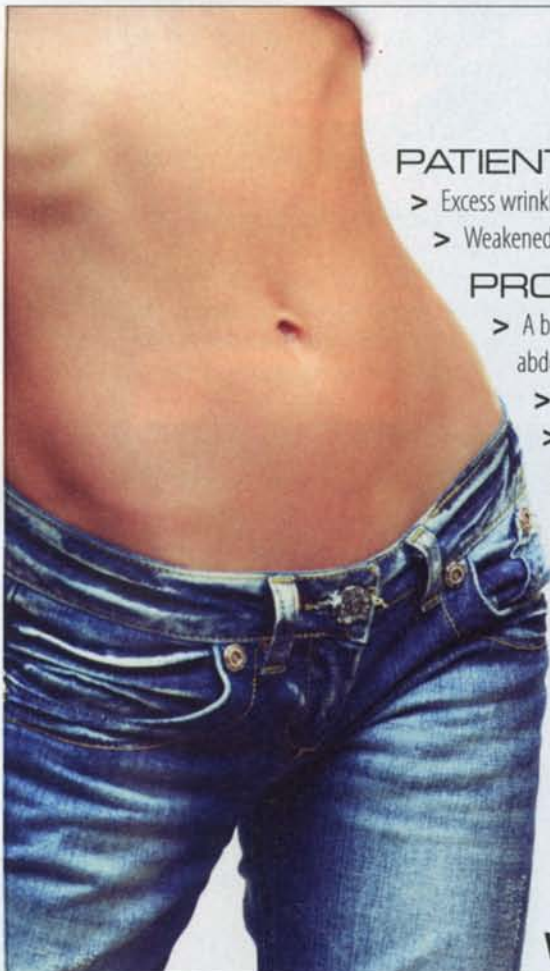


R. Scott Yarish, M.D.  
www.yarishmd.com



Rafi S. Bidros, M.D.  
www.bidros.com

10565 Katy Freeway, Suite 100  
Houston, Tx 77024  
713-467-0146



## TUMMY TUCK at-a-glance

### PATIENT ASSESSMENT

- > Excess wrinkled skin and fat on the abdomen.
- > Weakened abdominal muscles caused by pregnancy, aging or significant weight loss.

### PROCEDURE

- > A bikini incision across the lower abdomen is used. Excess skin and fat are removed and the abdominal muscles are tightened.
- > Liposuction is often used during an abdominoplasty.
- > Some patients are candidates for the endoscopic technique using minimal incisions.

### RECOVERY

- > Patient goes home wearing a firm elastic garment. A light support garment is recommended for two to three weeks. It may be removed for brief periods to shower.
- > There will be some postoperative discomfort for a few days but it is easily controlled by medication.

### INTENDED RESULT

- > A firmer abdominal wall, a narrower waistline and a flatter lower abdomen.
- > A more attractive physical shape in and out of clothing.



*Town & Country*  
Plastic Surgery

R. Scott Yarish, M.D.  
10565 Katy Freeway, Suite 100 • Houston, Texas 77024  
713.467.0146

WWW.YARISHMD.COM