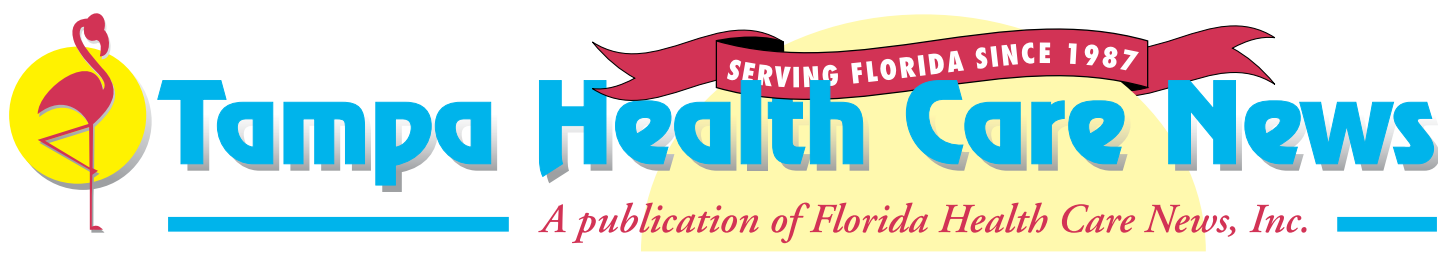


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Look Good, Feel Good

Treatments of Botox® Cosmetic and dermal fillers, administered by a facial cosmetic specialist, are an excellent way to look younger, rejuvenated, and refreshed.

FHCN PHOTO BY BRIAN GLENN



For Abby McLaughlin, an ounce of prevention is worth a pound of cure.

"It's really a misconception that mostly older people use Botox® Cosmetic," she relates. "I'm only thirty-five, and I've been doing it for a several years.

"What many people don't realize about Botox® Cosmetic is that it's an effective preventative measure against the signs of aging," Abby explains. "What I want to do is a little early intervention to keep the wrinkles from getting deeper over time like rewinding or pausing the aging process. So I've been getting Botox® Cosmetic treatments, and I absolutely love it."

William P. Mack, a board-certified ophthalmologist who is fellowship-trained in eyelid and facial cosmetic and reconstructive surgery, explains: "My commitment is to provide my patients with safe and effective cosmetic options and to give them a refreshed, rejuvenated appearance without calling attention to the fact that they've had any procedure.

"While we do see patients well into their seventies," Dr. Mack explains, "we are seeing more and more patients in their twenties using Botox® Cosmetic as a preventative treatment.

"One of the most commonly treated areas is around the forehead the glabellar area between the eyebrows which is a muscle system just like any other," Dr. Mack continues. "If you work it consistently frowning and lifting the eyebrows repeatedly—those muscles get stronger over time, and that contributes to deeper lines and wrinkles.

"Botox® Cosmetic treatments help decrease the excess movement of that area, keeping the face looking more youthful and refreshed as we age."

Abby notes that since beginning Botox® Cosmetic treatments, she often receives compliments on her skin, yet the best indicator of Botox® Cosmetic's effectiveness, she maintains, is that people are consistently surprised when they hear her age.

"I'm often told that I look a lot younger than I actually am, which makes me happy," relates Abby. "To me, it's just like working out and staying healthy. It's part of preserving your youth, and I think that's important to everyone."

Knowing the facts

"It's no surprise that people want to present their best face to the world," Dr. Mack explains, "and most people want to seek out

the safest and most effective cosmetic procedures to achieve their aesthetic goals."

Botox® Cosmetic is a nonsurgical, physician-administered treatment that can temporarily smooth moderate to severe frown lines between the brows, forehead, and crow's feet. Treatments can last up to four months, and Botox® Cosmetic is the only treatment of its type approved by the Food and Drug Administration (FDA).

Abby acknowledges that even she was not aware of the full benefits of Botox® Cosmetic treatments until she first began seeing Dr. Mack as a patient three years ago.

"I wasn't very informed about Botox® Cosmetic," Abby confides, "but once I started talking to Dr. Mack about it, he educated me, and I felt very, very comfortable about it."

"As a patient and as a medical technician, this is a subject that I'm now particularly knowledgeable on," she

(see **Look Good, Feel Good**, page 4)

Abby says since beginning Botox® Cosmetic treatments, she often receives compliments on her skin. She adds that the fact Dr. Mack is an oculoplastic specialist was "paramount" in her decision to have him administer her treatments.

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Look Good, Feel Good

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confirms. “The truth is, though, you can educate patients on the procedure, but it’s the actual experience of it when patients learn how simple it is and are able to see the benefits for themselves that really makes the difference.”

Specialized care

“What I like about Botox® Cosmetic is that you can do it a lot or you can do it minimally,” Abby confirms. “I use it very minimally, and I appreciate the fact the Dr. Mack is conservative in his approach to the treatment, and he ensures that patients have a youthful, refreshed look. You want someone to see you and say, *Did you just come back from vacation? You look really refreshed!* And that’s Dr. Mack’s aesthetic goal in everything he does.”

His specialized training, says Abby, and his dedication to giving his patients a healthy, natural look is exactly why she has always chosen Dr. Mack to perform her cosmetic treatments.

“There are medical professionals who do not have Dr. Mack’s skill or training who will do these procedures,” stresses Abby. “In my opinion, if you’re going to use Botox® Cosmetic or dermal fillers, it’s important to go to a facial cosmetic specialist who is an expert in the anatomy around the eyes, which is a very important area. The fact that Dr. Mack is an oculoplastic specialist is paramount in my decision to have him perform my Botox® Cosmetic treatments.”

A treatment for everyone

In addition to Botox, Dr. Mack offers other simple, minimally invasive treatments to help people look their absolute best, including dermal fillers.

“As our skin ages, the dermis gradually loses its major constituents collagen, elastin, and hyaluronic acid,” informs Dr. Mack, “and this loss challenges the full, firm look of youthful skin. Dermal fillers are excellent solutions for reducing or eliminating wrinkles, scar depressions, and replacing volume loss in the soft tissue of the lips.”

Patient Sally Roe knows first-hand how rejuvenating dermal fillers can be.

“I can tell you from personal experience,” she offers, “because I’ve had Juvéderm™ treatments for the laugh lines on my face it really makes a difference! I had a treatment right before I got married about a year ago, and it looks just great in pictures. Dermal fillers give you an immediate and wonderful result.”

Juvéderm is a smooth consistency gel made of hyaluronic acid a naturally occurring substance in the skin that helps add volume and hydration. There is no down time after the treatment, and Juvéderm instantly restores the skin’s volume and smoothes away facial wrinkles.

“Dermal fillers are being used more frequently,” Dr. Mack notes, “to help reverse the changes associated with aging.”

Dr. Mack offers several treatment options that can last from six to twelve months. Treatments like Botox® Cosmetic and dermal fillers help restore the face to a more youthful appearance quickly, and they can provide patients with a healthy, refreshed look in time for special events, vacations, or holidays.

“People definitely want to look their best,” observes Abby, “and when you look good, you feel good!” **FHCN-Raechelle L. Wilson**

Focus on Fillers

Dermal fillers are products which are injected into the layers beneath the skin surface to diminish or remove lines, wrinkles, and folds; to restore lost volume and facial contours; or to enhance facial features such as lips, cheeks, and chins. The result is a healthy, vital, natural look with smoother and younger looking skin.

Beneficial effects of dermal fillers:

- Erase or diminish fine lines, wrinkles, folds, or creases
- Replace the inevitable volume loss that occurs in the face with aging
- General contouring of the face such as cheek and chin augmentation or balancing asymmetries
- Lip rejuvenation to redefine the lip borders, the Cupid’s bow, perk up droopy mouth corners, and restore lip architecture
- Lip enhancement to add volume and plump the lips

Botox® Cosmetic Benefits

Proven track record as one of the most popular cosmetic procedures in the world



SOURCE: ISTOCKPHOTO.COM

Please visit www.mackmd.com to learn more about the excellent results Dr. Mack achieves in cosmetic oculoplastic and facial cosmetic surgery.

Dr. Mack performs the following procedures for those seeking a natural, refreshed appearance:

Upper Eyelid Blepharoplasty

Lower Eyelid Blepharoplasty

Cosmetic Endoscopic Brow Lift

Minimal Incision Facelift Surgery

Aesthetic Reconstructive Surgery

Skin Rejuvenation:

Botox® Cosmetic

Cosmetic facial fillers

Laser skin resurfacing

Obagi® skin care

Dr. Mack’s spa services include a full line of skin care products to help maintain or restore skin health and support the healing process following surgical rejuvenation procedures.

(813) 875-5437

www.mackmd.com



William P. Mack, MD, is a board-certified ophthalmologist who received American Society of Ophthalmic Plastic and Reconstructive surgery fellowship training in eyelid and facial plastic surgery at the Albany Medical College in New York. Dr. Mack received his bachelor’s degree from John Carroll University in Cleveland where he graduated cum laude, and completed his medical degree at the University of South Florida where he was elected to the Alpha Omega Alpha Medical Honor Society. Following medical school, Dr. Mack completed his internship and residency at the University of South Florida. He is a member of the American Academy of Ophthalmology, Florida Society of Ophthalmology, Tampa Bay Ophthalmological Society, and the American Academy of Cosmetic Surgery.

To learn more...

about this and other facial cosmetic procedures/surgeries, please contact Dr. Mack’s office to schedule your private consultation. Dr. Mack’s office is located in the South Tampa Medical Center, 508 S. Habana Ave., Ste. #170, in Tampa, phone **(813) 875-5437**.

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