



**Welcome  
To  
Beeson Cosmetic Surgery**

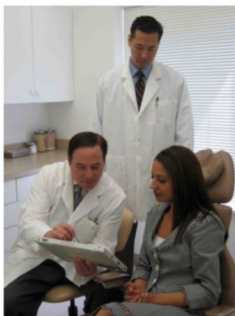
# Welcome to Beeson Cosmetic Surgery

Cosmetic surgery can be one of the most life changing and positive experiences over which you have control.

There are a wide variety of options we can use to obtain aesthetic improvement and to "slowdown" the aging process—some are surgical and others are nonsurgical.



## Four Key Questions



There are four questions that each patient needs to answer for themselves. Based upon those answers, we can devise an individual treatment program that meets their needs and desires:

1. *What do you want to change or improve?*
2. *How much improvement do you want to obtain?*
3. *How long do you want the results to last?*
4. *How much recovery time are you willing to take?*

Please note that one is not required to schedule surgery to have a consultation. We use the consultation as an evaluation and education session. While many patients do opt to schedule surgery, others use this as an opportunity to obtain additional information and to consider options and alternatives that are tailored specifically for them.

## Looking Good / Feeling Good

Society places emphasis on looking good and feeling good.



It stands to reason, that as we are living longer, we desire to retain a youthful, attractive appearance as long as possible. Many patients having cosmetic surgery state that they only "want to look as good as they feel". This is a reasonable request and one the cosmetic surgery may help to provide.



*"It was a great experience that exceeded my expectations and actually made me feel better about myself" -PK*

*"The experience was empowering and your expectation of the aging process was exactly what I was experiencing and something that all women would benefit from knowing" -PB*

*"Thank you for taking the time to share your knowledge in order to help me make a good decision"*



Today, many individuals are starting secondary careers at the age of 40.

Individuals find they are working longer. It is not unusual to find individuals who, in the mid 60s, are viable, energetic and valuable to their businesses. They wish to avoid the stigma commonly associated with Senior (elderly) individuals that they are "ready for retirement". For these people, cosmetic surgery may help to enhance the rested, energetic appearance to match their inner drive.

Cosmetic surgery is often thought of as an investment in ourselves (that lasts a lifetime).

## Recent Advances

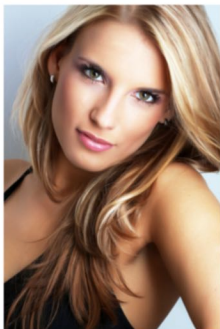
There have been many recent advances (non-invasive, minimally invasive, and refined endoscopic techniques), which enable us to help "preserve" and even enhance our appearance. We cannot "stop" the aging process, there are numerous creams, lotions, and non—invasive treatments, which can dramatically improve our skin texture and tone and slow down the aging process.



*"Just wanted to thank you for the extraordinary care" -BG*

*"I wanted MY eyes the way they used to be and that's exactly what you gave me" -KY*

## Personalized Care



Different patients desire different things and their goals and objectives can vary dramatically with one's age.

For example, we find that it is common for patients between the ages of 18 and 25 to desire to enhance their youthful appearance. They want to "improve natural qualities" and they prefer a natural, unoperated look.

On the other hand, in patients between the ages of 35 and 55, the aging process has advanced and the environmental factors of wind and sun have taken their toll. These patients often want to "recapture a more youthful appearance". They typically are candidates for more extensive "rejuvenation procedures".

We find that patients 55 and older frequently want to maximize an age-appropriate appearance. They are candidates for "restoration procedures" which may be more extensive.

## "Natural" Looking Result

The key point with all these groups is that they desire to have a natural, unoperated appearance.

To do this, it is important to maintain what we call "global balance, symmetry, and proportion", and that is what we do.

We achieve this goal by using techniques, which are anatomically based and maintain physiologic form and function.



## Answer to Your Important Question

Over the years we have found that patients frequently have the same questions and concerns regarding cosmetic surgery, so we have put together an informational booklet, "6 Key Factors In Cosmetic Surgery Decision Process", which answers those common questions and can be downloaded from the eBook section on our website, [www.beeson.com](http://www.beeson.com).

Obviously, who you select to perform your surgery is a major decision and critically important for your final result!

We have put together a short video on "Selecting a Surgeon" which reviews criteria that we feel is important to consider when selecting a surgeon, whether for cosmetic surgery or another type of surgical procedure. In addition, we have put together a biographical booklet, which provides information regarding my education, training, background, and experience. Who you select to perform your surgery does make a difference, and we want you to have all the information you need to make an informed decision regarding that important selection.

Both the video and physician bio are also available on our website for your review – [www.beeson.com](http://www.beeson.com)

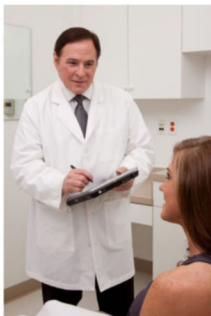
### 6 Key Factors In Cosmetic Surgery Decision Process



*"I have great doctors, but I have never felt as little anxiety as I had being in your office" -DC*

*"I had cosmetic surgery (10+ years ago) but never had the level of professionalism and care that we experienced with your staff" -BB*

*"I think of you often and want to thank you for my new look. I think it is one of the best things I ever did for myself." -SS*



That being said, I think it is important to point out that I do all my own surgery. I make every incision. I do all the suturing. There are no medical students, residents, or associate physicians doing one side while I do the other side. Patients select me because of my education, training, competency, skill, and experience - so I am the one who is doing all of their surgery.

## Taking the Next Step!

People ask, "What do I do if I want to have surgery?"

It is a three-step process:

**Step One** is to schedule a consultation. We discuss your problems and concerns and desires. We review your medical history and do a physical exam. Then together we discuss the pros and cons of the various treatment options and together develop a program that works best for you.

**Step Two** - We see you for a pre-surgical evaluation to get you prepared for your procedure.

**Step Three** - We perform your procedure at a time that works well for your schedule.

If you would like to schedule a consultation, just call our office at 317-846-0846 or email us at [fps@beeson.com](mailto:fps@beeson.com). We will be happy to schedule a time to meet with you that works well for your schedule.

If you are considering cosmetic surgery in the near future or simply exploring your options, it would be a pleasure to see you for a consultation.

Sincerely,

William H Beeson, M.D.

