



Summer 2017

# Newsletter

BITAR COSMETIC SURGERY INSTITUTE

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## INTRODUCING THE INSTALIFT™

*No Surgery! Minimal to No Downtime!*



We are excited to announce that we are now offering the Silhouette InstaLift™ – the latest facial rejuvenation procedure!

after the procedure.

Sagging skin is one of the major contributors to an aged and tired appearance. Silhouette InstaLift™ is a simple in-office treatment to re-contour your face by lifting the deeper layers of your skin for a more youthful appearance.

Over time, the sutures will naturally be absorbed by your body while stimulating production of collagen to aid healthy renewal of your skin to produce natural-looking, long lasting results.



Immediately After InstaLift™

The in-office treatment is comfortable and typically takes less than 45 minutes to complete. You will see immediate results and have minimal to no downtime

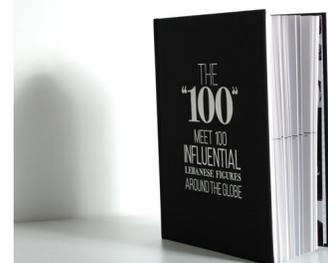
### Dr. Bitar Featured in Book:

## THE "100"-MEET 100 INFLUENTIAL LEBANESE FIGURES AROUND THE GLOBE

The "100" – Meet 100 Influential Lebanese Figures Around the Globe features a collection of inspiring one-on-one interviews with leaders and innovators from a broad array of industries, including arts and entertainment to science and technology.

to inspire the next generation of Lebanese leaders.

"When I saw the list of names being considered for the book, I was deeply honored that GPN Holding would ask me," said Dr. Bitar.



Dr. George Bitar, who is of Lebanese descent, is featured in the book alongside other public figures, such as designers Elie Saab and Reem Acra, pop star Shakira and consumer advocate Ralph Nader. The book is written



## EMPLOYEE SPOTLIGHT

Crystal Morrow  
*Licensed Medical Esthetician*

Crystal began training in the aesthetics field in 2006. Her passion about skincare and desire to help others look and feel their best led her to excel in the skincare industry. She has made it a priority to learn the newest techniques, attend top notch seminars, and achieve advanced training. Her years of experience in skincare allow her to recommend the most effective treatments to her patients so they can achieve optimal results. She is confident that each patient will see improvements and leave satisfied.

In her personal time, Crystal enjoys spending time outside, cooking, and trail riding. She is also passionate about her English bulldog, Lilly, who even knows how to skateboard!

At Bitar Cosmetic Surgery Institute, Crystal offers a variety of treatments ranging from hydrating facials and chemical peels to lasers, CoolSculpting, and much more.

To schedule a complimentary consultation with Crystal, call 703-206-0506.

## EVENTS AT THE BITAR INSTITUTE

### *The Annual Leukemia & Lymphoma Society Event*

Every Spring, our institute holds a fundraiser for the Leukemia and Lymphoma Society to raise awareness for blood cancers.

Proceeds from the event go directly to the Leukemia & Lymphoma Society, which is dedicated to funding blood cancer research, education, and patient services. We are proud to host this event!



The event included family fun, food, face painters, and a balloon artist.

### *Real Patient Stories Photo Shoot*



In June, we invited some of our patients to participate in a photo and video shoot for our next real patient stories campaign.

We can't wait to share their stories on our new website. Coming soon!

Contact us if you are interested in being featured in our next patient photo shoot.

Email: [rsvp@bitarinstitute.com](mailto:rsvp@bitarinstitute.com)

### *Find Us on SnapChat @BitarBeauty*

The Bitar Cosmetic Surgery Institute is now on SnapChat!

Follow us and get an insider peak at our practice!

Contact us if you are interested in being featured in our next SnapChat story.

Email: [rsvp@bitarinstitute.com](mailto:rsvp@bitarinstitute.com)



**bitarbeauty**



**Did you know?**  
You can get a Butt Augmentation with No Downtime!



## EMPLOYEE SPOTLIGHT

Lexie Hauser , RN, BSN  
*Registered Nurse*

Lexie has worked in healthcare for over six years, and graduated with a BS in Nursing from the University of Maine. She has experience in many different fields of medicine including cardiothoracic surgery and intensive care. She is also certified in Advanced Cardiac Life Support.

Lexie is passionate about advocating for patients through education and safety. At the Bitar Cosmetic Surgery Institute, she completes a valuable role in the surgical process by preparing patients for surgery, assisting the doctors in office surgeries, and seeing patients for post-op visits.

Additionally, she offers an array of non-surgical treatments. She finds working in cosmetic surgery to be the most rewarding in her career, and is excited to continue her growth within aesthetics.

To schedule a complimentary consult with Lexie, call 703-206-0506.

## THE NON-SURGICAL BUTT AUGMENTATION: SCULPTRA BUTTLIFT

*By: Dr. Larry Lickstein*

Celebrities and social media have brought great attention to buttock aesthetics, fueling the demand for a more generous and shapely derrière.

Plastic surgery traditionally has offered three surgical techniques to improve buttock shape and / or augment size: gluteal implants, buttock lifts, and fat grafting (colloquially referred to as a Brazilian Buttlift, BBL).

These procedures are not for everyone as they require significant downtime and, in the case of the BBL, patients who are lean won't have enough fat to be transferred to the buttock area and won't be good candidates for this procedure.

Fortunately, the Sculptra Buttlift is a now an option to enhance buttock aesthetics. Note that it is not an exact substitute for BBL as it does not volumize the buttock as dramatically, but by stimulating collagen growth, Sculptra produces a rounder, proportioned, and

contoured buttock.

There are many attractive features to this approach:

- It is ideal for patients who want a subtle lift, some contour, and modest volume increase
- Great for patients reluctant to consider surgery
- Requires only topical anesthesia
- Short procedure employing an injection technique devised to optimize patient comfort
- Limited recovery time
- Applicable for lean patients who are not traditional candidates for BBL
- Ideal for patients who want a long term result, but not a permanent change

Most patients require two to three treatments and the results can last up to two years.

If you are interested in the Sculptra Buttlift, call us today at 703-206-0506.

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The information included in this newsletter is not intended as medical advice. Contents may not be reproduced without the consent of Dr. George Bitar, Medical Director of Bitar Cosmetic Surgery Institute.



## INSTALIFT™ SPECIAL OFFER

Purchase an InstaLift™ Treatment,  
Get a FREE Site of Dysport!\*

*\*Patient must be medically evaluated and deemed an appropriate candidate for the procedure. Cannot be combined with any other discounts, savings, or promos. Cannot be exchanged for any other product or cash. Must be booked before **October 31, 2017**.*

COSMETIC SURGERY INSTITUTE



BITAR

CALL 703.206.0506 TO REDEEM THIS OFFER.