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AMERICAN SOCIETY OF
PLASTIC SURGEONS, INC.

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Plastic Surgeons ••

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The American Board of
Plastic Surgery ••

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American Society of
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• Dr. Moore
• Dr. Gumucio

Call to Schedule an
Appointment
706-613-6650

- Skin Rejuvenation
- Brow Lifting
- Eyelid Surgery
- Facelifts
- Breast Enhancement
- Abdominoplasty
- Liposuction



James L. Moore, MD



The Moore Center
for Plastic Surgery



Cesar A. Gumucio, MD, FACS

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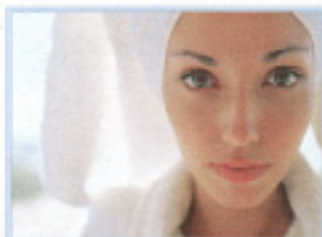
October/November 2007

The Stats Are In

The newest statistics on the growth of cosmetic procedures and treatments are just in from the American Society of Aesthetic Plastic Surgery. There has been a healthy 446% increase in the total number of cosmetic procedures since 1997. This reflects a 98% increase in surgical procedures and a 747% increase in nonsurgical procedures.

The popularity of reality shows and plastic surgery before and after programs has made cosmetic surgery procedures common topics in discussions among friends and family. More and more people are getting their information from these shows and the internet than ever before. This can be a double edged sword to the surgeon. While patients come to the office with more basic information, expectations at times must be compared to what can realistically be produced.

Dr. Moore and Dr. Gumucio are quite in line with the national statistics. They continue to offer the five most common surgical procedures in 2006: liposuction, breast augmentation, eyelid surgery, abdominoplasty and breast reduction.



These, along with the rest of the cosmetic procedures they offer, have secured their position in the mainstream of plastic surgery in Athens and the surrounding communities. Their commitment to care and compassion as well as surgical technique has given them a large following of satisfied patients.

With our skin care program and the addition of a dedicated skin care nurse,

they now also are able to offer the top five nonsurgical procedures in 2006: BOTOX Cosmetic injections, the new hyaluronic fillers, hair reduction treatments, microdermabrasion, skin peels and resurfacing.

Drs. Moore and Gumucio will continue to stay ahead of the curve on the new techniques and procedures that actually produce results. With each passing year they will improve upon their current state of the art procedures to make sure that their patients are treated to nothing but the best.

Call the office at 706-613-6650 for a consultation or visit our website at www.themoorecenter.com for more information on our procedures.

Choose a Plastic Surgeon Wisely

Electing to have plastic surgery is a very personal decision. Choosing a qualified plastic surgeon is just as important.

By being a member of the American Society of Plastic Surgeons, you can be sure of certain credentials to entrust your skin care as well as your cosmetic and reconstructive procedures. Dr. Moore and Dr. Gumucio are not only qualified members but have also chosen to take leadership positions in several national, regional and state organizations throughout the years.

Members of the American Society of Plastic Surgeons are certified by the American Board of Plastic Surgery, the only board of the 24 boards approved by the American Board of Medical Specialties that certifies physicians in plastic surgery of the face and entire body.

To be certified by the American Board of Plastic Surgery, one must:

- Graduate from and accredited medical school
- Complete a combination of at least five years of general surgery and plastic surgery residency training
- Pass rigorous written and oral examinations

In addition, the American Society of Plastic Surgeons requires plastic surgeons to regularly complete continuing medical education courses and adhere to a strict code of ethics.

Dr. Moore and Dr. Gumucio have completed the above qualifications and have taken great efforts throughout the years to make sure their skills are on the cutting edge of new technology in skin care as well as surgical techniques. Please visit our website at www.themoorecenter.com for a more complete bio on our physicians.



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PROTECT AND PREVENT

aging is a natural part of living and most people accept normal changes in the skin as time marches on. However, daily sun exposure and other environmental stresses can accelerate this process. Scientifically sound research indicates that there are measures that can be taken to protect the skin and prevent further damage.

A sunblock with a high concentration of transparent zinc oxide protects the skin from both damaging UVB rays and the more penetrating UVA rays. UVA rays are the ones that breakdown collagen, cause DNA mutations that may lead to skin cancer.

Topical antioxidants, such as Vitamin C, provide additional protection from sun damage and DNA changes. Vitamin C must be delivered in a certain form of the molecule and in enough concentration to be effectively absorbed by the skin.

We can provide appropriate sun block and the correct Vitamin C for your skin type. Call to schedule a consultation with our skin care staff for an evaluation

and a personalized plan to keep your skin youthful and glowing.

