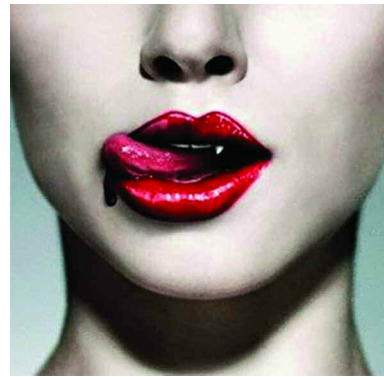


“True Blood”



Skin Rejuvenation (Platelet Rich Plasma (PRP), Natural Filler)

A new kind of cosmetic procedure is available, and it doesn't require injecting any acids, fat or toxins into the body. The main ingredient in this wrinkle-removing procedure is a patient's own **blood**.

“True Blood” skin rejuvenation is also known as “Dracula Skin Treatment” and “Vampire Facelift.” It uses your own blood to rejuvenate your skin. There are no chemicals, or artificial substances involved with this procedure, so there are no risks involved.

“True Blood” Skin Rejuvenation is a relatively new concept in the US. Platelet Rich Plasma (PRP) with **natural growth factors** and **stem cell markers** has been very popular in skin rejuvenation in Europe, however little is known about it in the US. Dr. Ceydeli adapted this procedure to his practice, and he and Dr. Duong are currently the only plastic surgeons in northwest Florida, and two of the very few in the entire state who performs this procedure.

60 cc of your own blood is collected (like you are giving blood for blood work), and then the platelet rich plasma (PRP) portion of this blood is separated using a special centrifuge machine. The PRP portion of your blood has all the **natural growth factors**, and **stem cell markers** your body produces.

Approximately 10 cc of PRP (rich in growth factors and stem cell markers) is obtained from 60 cc of your blood, and then this nutrient rich PRP is injected back to your skin using a very thin needle. The injected growth factors and stem cell markers act as stimulants to your own damaged skin cells, and skin starts repairing itself and produces more collagen.

This results in less wrinkles, more volume to your face, and overall a healthier, smoother skin.

This procedure is different from all the other soft tissue fillers (Juvaderm, Restylane, Radiesse, etc.). Unlike all the other fillers in the market, “True Blood” is a **natural filler**. The results are not obvious overnight like the other fillers, since

injected growth factors and stem cells have to stimulate and vitalize your own skin cells. Your own skin cells then start repairing itself, and produce collagen to add volume to your face. The results may not be obvious overnight; however the results are **natural and permanent**, again unlike other fillers. “True Blood” natural filler is also the only filler that can be injected under the eye area. Since it is all natural, it doesn't cause any bumpiness, and can correct the fine wrinkles usually seen under the eyes.

The Natural Way to Supernatural Results...

Both muscle and collagen go away with age. This “collapse” can make the cheeks flat and the eyes hollow.

As a result, the person looks worn, tired, or droopy.

The skin can look dull and gray instead of the lively rose color of a young child.

Vampire Science can turn things back in time.

Here's how it works...

When a cosmetic physician uses a filler to sculpt the face or mouth, he/she is trying to **replace the volume that is lost and “lift” the face away from the bone** (back into a more youthful shape).

So What's Different?

If you've had fillers already, then what was put in your face probably came as a syringe inside a box (Juvederm or Restylane).

With the True Blood procedure, one of the two fillers (a combination is used) does not come from a box, it comes from you!

Dr. Ceydeli or Dr. Duong **takes your blood** in the way you would normally give blood for a lab test (same method and about the same amount).

Then he (by one of several methods) **separates the platelets** from the other main components of the blood.

Next, he **activates the platelets to produce platelet-rich plasma (PRP)**. PRP is like a gel, similar to the other fillers, and can be injected to sculpt the face—and **it comes from your body**. **But, here's the best part: not only does PRP cause an increase in the volume, but also PRP acts like a rejuvenating agent with at least 7 growth factors normally used by your body in healing.**

When the growth factors activate the unipotent stem cells of the skin, then the unipotent stem cells generate **New Skin, New Blood Flow, New Collagen—New Tissue! Not only do you see more volume (as with other fillers), but you see truly younger skin!**

The most common word that people use around the third week after the procedure is “Glowing” because their friends see a younger more “glowing” complexion from the neovas-



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cularization (new blood flow from the new blood vessels that grow from the unipotent stem cells). The best way to visualize this is to imagine what you see when a young child has been playing outside in the sun— that rosy, glowing, complexion.

Hyaluronic acid fillers (like Juvederm) do not cause new blood vessels to form, the True Blood procedure does.

Dr. Ceydeli and Dr. Duong highly recommend combining the True Blood Rejuvenation procedure with other procedures such as Lazer Resurfacing for optimal results. The goal of laser resurfacing is simple: Replace damaged skin with new, fresh skin. Techniques for skin resurfacing have made enormous advances, allowing nearly everyone to achieve close to flawless complexions. The gold standard of laser resurfacing systems, the UltraPluse[®] C02 allows for light, moderate or deep laser resurfacing.

Upon completion of his General Surgery training, Dr. Ceydeli started his Plastic & Reconstructive Surgery residency in Medical College of Georgia. He contributed numerous articles to Plastic Surgery literature, presented his innovative techniques in national meetings, and received many awards during his Plastic Surgery training.

After finishing his Plastic Surgery training, Dr. Ceydeli also completed a prestigious Aesthetic Fellowship in Honolulu, Hawaii with Dr. Robert Flowers, one of the most innovative Aesthetic Plastic Surgeons of the century. Dr. Ceydeli is one of the few Plastic Surgeons in the country, who was accepted to this position. His fellowship in Hawaii mainly focused on Facial Aesthetic Surgery and Asian Plastic Surgery.

Dr. Ceydeli was included in “2007 Guide to America's Top Plastic Surgeons” by Consumers' Research Council of America, and in multiple editions of Who's Who[®] in America. He was

named one of the emerging leaders in Healthcare and Medicine. He is double board certified by American Board of Plastic Surgery and American Board of Surgery.

Dr. Duong has 20 years of experience in the field of plastic surgery, performing more than 500 cosmetic cases per year during the last three years. This experience fine tunes his skills and helps him to develop a wide range of variations for cosmetic procedures so that he is able to custom fit a surgical plan to each patient.

Dr. Duong has a BS in Chemical Engineering and an MBA in Healthcare Management. He was fully trained in General Surgery at Shands in Jacksonville, Florida and Plastic Surgery at Tulane Medical School of New Orleans. Dr. Duong is certified in Plastic Surgery by the American Board of Plastic Surgery and in Hand Surgery by the American Board of Surgery.