

FOR IMMEDIATE RELEASE

DR. PAUL S. NASSIF PIONEERS THE NEW PRP WITH FILLERS TECHNIQUE

Renowned Facial Plastic Surgeon Revolutionizes the Industry with Needling & PRP Combination

BEVERLY HILLS, CALIF. – JULY 3, 2012 – Paul S. Nassif, M.D., FACS, a skilled facial plastic and reconstructive surgeon, known for rhinoplasty and aging face rejuvenation, has received international recognition by patients, peers, and members of the media for his innovative surgical techniques. Dr. Nassif continues to revolutionize the industry with his invention of the new PRP with Fillers Technique.

Platelet-rich plasma (PRP) has recently become a very popular tool for plastic surgeons as it uses components of one's own blood to help reduce lines and wrinkles. However, Dr. Nassif has used PRP for the past 12 years in almost all of his procedures, specifically in facelifts and rhinoplasties to help with the healing process. Ever staying ahead of the curve, Dr. Nassif has created a new way to utilize PRP for the benefit of his patients.

Dr. Nassif's PRP with Fillers Technique involves using a series of tiny needles to inject PRP into the top level of the dermis, allowing it to slowly sink into the face. The result of PRP with Fillers is an overall glow to the face, giving a fresh and youthful look.

"I have been an advocate and user of PRP for many years and am always looking for new ways to incorporate its positive effects for my patients. PRP with Fillers is a relatively new technique that I've been using to obtain a quick and direct effect," says Dr. Nassif.

The technique is perfect for minor wrinkle improvement allowing for less down time than the laser peel. For deeper wrinkles, Dr. Nassif deploys a fractional laser CO2 or Erbium (2940) peel with topical PRP. Both approaches have novel effects with skin toning and accelerated healing, reduction of fine lines and wrinkles, and reduced down time.

About Paul S. Nassif, M.D., FACS

Dr. Nassif is a board-certified Facial Plastic and Reconstructive Surgeon with a special emphasis on performing Ethnic and Revision Rhinoplasty in Beverly Hills, California. He is a Diplomate of the American Board of Facial Plastic and Reconstructive Surgery, Diplomate of the American Board of Otolaryngology - Head & Neck Surgery and Assistant Clinical Professor of Facial Plastic & Reconstructive Surgery at the University Southern California School of Medicine. Dr. Nassif has appeared on high-profile television series such as "Dr. 90210" and "The Real Housewives of Beverly Hills." Dr. Nassif is also very active on Twitter, giving constant updates about his life and craft. Follow him at www.twitter.com/DrPaulNassif.

For more information, visit: <http://www.spaldingplasticsurgery.com> or <http://www.rhinoplastyspecialist.com>

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