

Innovative QuickLift® Mini Facelift Procedure Now Available in Madison/Rockford

***Board-certified Plastic Surgeon Jacob Gerzenshtein, MD Only Physician in Region
Offering QuickLift Procedure***

(Madison, Wisconsin - February 20, 2012) – Women and men in Southern Wisconsin and Northern Illinois now have access to the QuickLift®, a revolutionary mini facelift procedure that tightens sagging skin along the jaw line and chin, offering immediate, natural-looking results without the lengthy recovery and costs associated with traditional facelift surgeries.

Board-certified plastic surgeon Jacob Gerzenshtein, MD, FACS, is the only surgeon in the Madison/Rockford area to offer the QuickLift procedure.

Unlike procedures with similar names that tighten only skin, the QuickLift Mini Facelift permanently suspends the underlying structures of the lower face (SMAS), jaw line and neck, offering men and women the benefit of a more youthful appearance for years to come. The QuickLift is performed under local anesthesia or with twilight sedation, and takes one to two hours to complete. Small incisions and shorter surgical time result in less swelling and bruising, and a shorter recovery period, with most individuals able to return to their normal routines within a few days.

“The QuickLift is a minimally invasive procedure that produces excellent results,” says Dr. Gerzenshtein. “This is a great option for those who want to stay ahead of the aging process, but do not want to go the route of a full facelift. Lax skin along and under the chin, jaw line and neck can add years to a person’s appearance and contribute to a tired, worn facial expression. The QuickLift addresses this area, producing an overall firming of the lower facial area and noticeable jaw line definition for a more elegant, youthful appearance.”

Before and after photos and video testimonials from patients who have chosen the QuickLift Mini Facelift procedure can be viewed at www.quickliftmd.com.

To schedule a consultation with Dr. Gerzenshtein, or for more information, call PlasticG at (608)515-8880 or visit his web address at www.plasticg.com

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About Jacob Gerzenshtein, MD, FACS

Dr. Gerzenshtein is a board-certified plastic surgeon serving patients throughout Southern Wisconsin and Northern Illinois, including the Madison, Janesville and Rockford areas. He offers a complete range of sophisticated procedures for the face, breast and body to help people realize their aesthetic goals. Dedicated to the pursuit of patient satisfaction, Dr. Gerzenshtein is particularly known for helping his patients achieve more proportionate, youthful facial profiles.

Dr. Gerzenshtein is board certified by both the American Board of Plastic Surgery and the American Board of Surgery. He holds the position of staff physician, Plastic and Reconstructive Surgery at Mercy Regional Healthcare Center, Janesville, WI. He was awarded the prestigious honor of Fellow of the American College of Surgeons (FACS) and is a member of several distinguished surgical associations including the American Society of Plastic Surgeons (ASPS), the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES), the Society of Laparoendoscopic Surgeons and the Facial Plastic and Reconstructive Surgery Academy.

Dr. Gerzenshtein is a candidate member of the American Society of Aesthetic Plastic Surgeons (ASPS), and conducted his postgraduate training at University of Mississippi Medical Center, Jackson, MI and Metropolitan Group Hospitals, University of Illinois, Chicago, IL. He received his M.D. at Loyola University Medical Center, 1997, and his Bachelor's Degree in Chemistry and Psychology at the State University of New York, Stonybrook, NY, 1993.

As one of the most highly skilled plastic surgeons in the Rockford Madison area, Dr. Gerzenshtein believes that the most rewarding aesthetic results are achieved through a close collaboration between the surgeon and the patient.

Dr. Gerzenshtein is honored to have been distinguished as a "Patients' Choice" Award winner. Patients' Choice recognizes doctors who make a difference in the lives of their patients. This honor is given to those physicians who have received near perfect scores as voted by their patients.

About the QuickLift®

The QuickLift®, developed by Dominic Brandy, MD and performed by doctors across the country who have been personally trained by him, is an improved version of the S-Lift. Unlike procedures with similar names that tighten only skin, the QuickLift permanently suspends the underlying structures of the lower face (SMAS). The QuickLift provides an overall lower- to mid- facelift and improves the appearance of the upper neck, offering significant age-diminishing effects with minimal downtime and lasting results. For more information, visit www.quickliftmd.com.

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