

ADVERTISING SUPPLEMENT

Expert plastic surgery can enhance self-esteem,



Subtle changes reshaping the nose and enhancing the chin can make a world of difference in a person's looks and their attitude in life.

When Dr. Christopher P. Godek performs plastic surgery on a patient, he's not just changing their outward appearance. He's also giving them self-esteem, self-confidence and in some cases, a new self.

His practice, the Personal Enhancement Center, is located at 1430 Hooper Avenue, Suite 204 in Toms River.

Godek uses an advanced computer imaging system to show clients the results that can be achieved with a wide range of plastic surgery procedures. The surgeries include facelifts, rhinoplasty, tummy tuck and breast augmentations.

Simply put, the Personal Enhancement Center can enhance your figure or your facial features subtly or dramatically. What's more, the Center encourages total physical and emotional wellness by combining plastic surgery with an integrated program of skin care, nutrition and personal training.

"We help people understand what can be accomplished and give them realistic expectations," says Godek. "A majority of people have one or two problem areas. We create a more natural appearance that helps them feel better about themselves. Our goal is to enhance each individual in a way that is

best for them. We want to meet and exceed people's expectations."

Godek is an experienced and skilled cosmetic surgeon. He is licensed to practice plastic surgery in New Jersey and Pennsylvania and is board-certified by the National Board of Medical Examiners and the American Board of Plastic Surgery. He is a certified Fellow of the American College of Surgeons.

Godek earned his undergraduate degree in bioengineering at Syracuse University, where he graduated number one in his class. He earned his Doctorate in Medicine from the Boston University School of Medicine in 1994.

Godek became interested in cosmetic surgery after he spent a month with a plastic surgeon while in medical school at Boston University.

"After that first day, I knew what I wanted to do. It was an opportunity to have a diverse practice in which I could help people from head to toe. I knew there would never be a dull moment. It's an exciting, very creative practice in which I can solve people's problems," he says.

Godek completed additional training as a research fellow at the world renowned Harvard

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self-confidence through a more positive body image

Medical School. In 2000 he completed a combined General Surgery-Plastic Surgery Residency at the University of Pennsylvania and the Children's Hospital of Philadelphia. While at the University of Pennsylvania, Dr. Godek trained with world leaders in plastic and cosmetic surgery.

Godek says that some people think that cosmetic surgery is not real.

"It is real surgery and we take it very seriously. There are risks, but the chance of having a problem is rare. If there is a problem, it's usually minor. Keeping the patient safe is the most important part of what we do," says Godek.

With regard to trends, Godek says that plastic surgery is gaining in popularity for men.

This is due, in part, to the recent emergence of such shows as Bravo's "Queer Eye for the Straight Guy" and MTV's "I Want a Famous Face."

The bottom line is that men are realizing that it's okay not only to take an interest in their

appearance, but to turn to surgery when those hours at the gym aren't giving them the results they want.

According to the American Society for Aesthetic Plastic Surgery, men accounted for 13 percent of the 8.3 million plastic surgeries performed in 2003.

Men cited personal satisfaction, relationship reasons and looking too old on the job as their motivations for surgery. Many added that surgery was the most viable option because working out and eating right couldn't eliminate problems such as a disproportionate nose, bags under the eyes and love handles.

There are numerous types of plastic surgery procedures that Godek can offer clients.

For example, when there are stubborn deposits of fat that collect in the abdominal area, a client can choose abdominal enhancement surgery. Godek gets rid of the fat by using liposuction or tummy tuck surgery.

Liposuction can help remove fat and sculpt one's body into a

more ideal contour. Using a special surgical tube called a cannula, Godek breaks up the fat cells and suctions them out. Liposuction requires only a few small incisions near the locations where the procedure is being performed and is generally performed on an outpatient basis. Liposuction is effective at reducing fat in a wide variety of locations, including the hips, stomach, neck chin, ankles.

Tummy tuck surgery is a more involved procedure in which fat and excess skin around the abdomen are surgically removed. The muscles of the abdominal wall are tightened and the remaining skin is brought down, resulting in a much flatter, firmer stomach.

The Center also offers buttock and leg enhancement. Buttocks and legs can be made more shapely using such procedures as liposuction, thigh lift and buttock implants.

Thigh lift surgery can be an

excellent option if one has fat or loose skin concentrated around your legs. In this procedure, Godek removes the fat and trims away excess skin, and then lifts and tightens the skin that remains to create a more ideal contour for the leg.

Buttock implants are made of a variety of materials. They are surgically implanted to fill out targeted areas of the buttocks, resulting in a more shapely contour. The procedure can be combined with liposuction to perfectly sculpt one's lower body. This procedure is popular with women who want a more curvaceous figure, as well as men who want to augment the appearance of their "glutes."

Breast augmentation is a surgical procedure in which the plastic surgeon inserts a saline-filled breast implant behind each breast, increasing the volume of each breast by one or more cup sizes.

Breast reconstruction is for individuals who have lost a

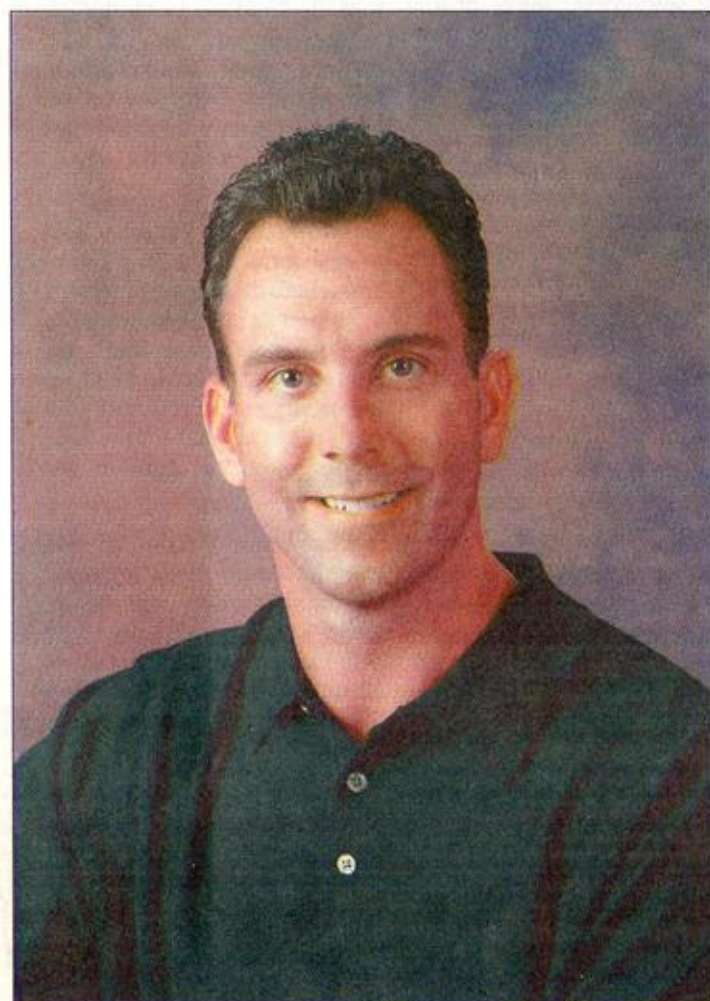
breast due to mastectomy or lumpectomy. Or, if a person will soon undergo one of these surgeries, Dr. Godek can help restore their natural curves using a variety of advanced breast reconstruction techniques.

Breast reconstruction is an involved process that takes a number of months to fully complete. The first operation is usually the longest and most complex and a number of follow-ups are necessary as the breast is reconstructed.

A breast can be reconstructed using a breast implant, like those used in breast augmentation surgery, or with tissue from your own body. At your consultation, Godek will explain the various methods of breast reconstruction and work with you to determine which would best suit your needs.

Facial plastic surgeries include nasal refinements, eyelid

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Dr. Christopher P. Godek

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