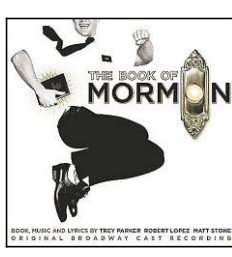


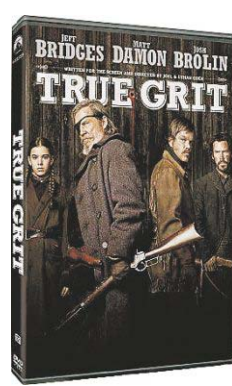
FEATURES EDITOR SUZY FLEMING LEONARD, sleonard@floridatoday.com or 242-3614

60 seconds
Of news you can use

Tell us your health ideas
Do you have ideas or feedback on the health and medical coverage in all medical reporter Susan Jenks at 321-242-3657 or e-mailsjenks@floridatoday.com.



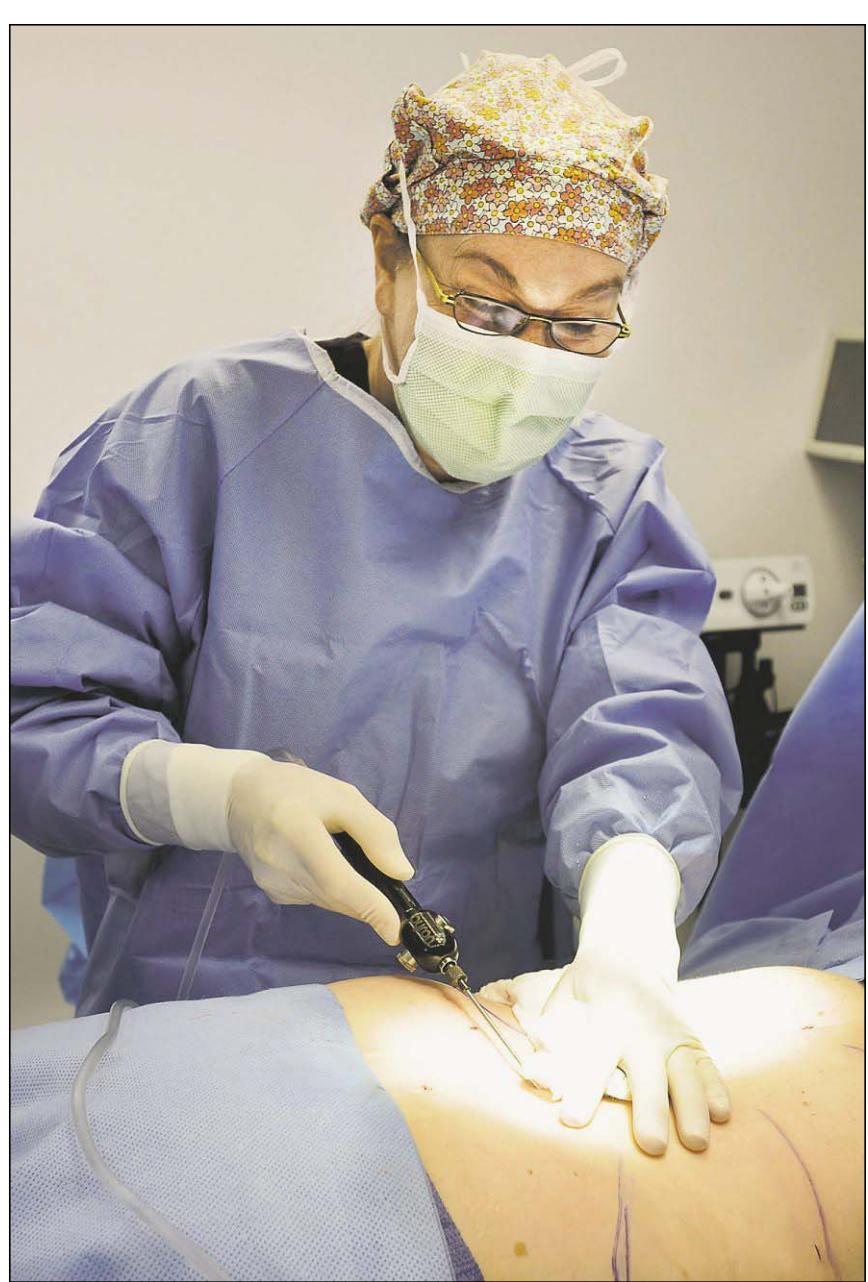
New on CD
 "The Book of Mormon," Original Broadway Cast
 "Revelator," Tedeschi Trucks Band
 "Ronnie Dunn," Ronnie Dunn
 "Suck It and See," Arctic Monkeys
 "Remixes 2: 81-11," Depeche Mode
 "Live at Donington 1990," Whitesnake
 "Il Volo (Spanish Version)," Il Volo
 "Anniversary Celebration," Randy Travis



New on DVD
 "True Grit"
 "The Big C"
 "Breaking Bad: The Complete Third Season"
 "The Man Who Would Be King"
 "The Outlaw Josey Wales"
 "Leverage: Third Season"
 "White Collar: Seasons 1 & 2"
 "Green Lantern: Emerald Knights"

Hospice teen training
Volunteer training will be offered from 10 a.m. to 3 p.m. Wednesday at Bright Star Center for Grieving Children & Families, 3661 S. Babcock St., Melbourne. The program is open to teens in ninth through 12th grades. Call 321-434-1782.

Textile show
The hours for "British Bolts: Artists Fabrics from the Mid-Century" are 10 a.m. to 4 p.m. Tuesday through Friday and noon to 4 p.m. Saturday at the Ruth Funk Center for Textile Arts, Florida Tech, 150 W. University Ave., Melbourne. A story in Thursday's paper was incorrect. The exhibition runs through Aug. 27. Admission is free. Call 321-674-8313 or visit textiles.fit.edu.



Michael R. Brown, FLORIDA TODAY

Popular procedure. Dr. Roxanne Guy does liposuction surgery on one of her patients at the Apollo Surgery Center in Melbourne. Liposuction is the second-most popular cosmetic surgical procedure in the United States.

Top 5 cosmetic surgeries

- 318,123**
Breast augmentation
- 289,016**
Lipoplasty (liposuction)
- 152,123**
Blepharoplasty (eyelid surgery)
- 144,929**
Abdominoplasty (tummy tuck)
- 138,152**
Breast reduction

Top 5 nonsurgical procedures

- 2.4 million**
Botulinum Toxin Type A (Botox and Dysport)
- 1.3 million**
Hyaluronic acid
- 936,270**
Laser hair removal
- 562,706**
Laser skin resurfacing
- 493,896**
Chemical peel

American Society for Aesthetic Plastic Surgery



Dr. Pamela Tronetti
Senior consult

When it comes to health, listen to your mother

On Mother's Day, I thought about some of my mom's health advisories, such as "Stay away from stray dogs. They might have rabies" and "Don't go barefoot. You might step on a rusty nail and get lockjaw."

She also read me Bible stories, and for a while I was seriously concerned about getting leprosy, not to mention boils.

So, do these ancient diseases — rabies, lockjaw, leprosy and boils — still exist?

Who gets them and how? What are the treatments?

Rabies is a virus that is spread through saliva and affects the victim's brain.

Across the world, 90 percent of all rabies in humans is from rabid dogs, but other carnivores like bats and raccoons also are susceptible.

"Furious" rabies results in aggression and vicious behavior and is followed by paralysis and death. "Dumb" rabies causes lassitude and then paralysis and death.

In humans, the disease starts with flulike symptoms. Then the patient becomes agitated and has excessive salivation and jaw muscle spasms. Any attempt to eat or drink can cause the spasm to be so painful the patient refuses any nutrition.

The treatment is rabies immunoglobulin, injections of rabies vaccine, muscle relaxants, IV nutrition and ventilator support as necessary.

If untreated, a person can die of asphyxia and paralysis in three to 10 days. In the United States, aggressive diagnosis and treatment make this a very rare disease, less than two cases per year.

Tetanus still is a worldwide killer, causing 50,000 deaths annually. In the U.S., there have been only 233 cases reported from 2001 to 2008. Florida is in the top five states, with 25 cases. People older than 65 are twice as likely to get tetanus as younger people, and 13 percent of cases are fatal.

Clostridium tetani bacterium is the culprit, and is found in soil, dust, animal feces and vegetation.

Wounds in areas with poor blood

See TRONETTI, 4D

'Pent-up' demand for plastic surgery

To appear youthful, millions seek Botox, fillers, lasers, peels

BY SUSAN JENKS
FLORIDA TODAY

At slightly taller than 5 feet and less than 120 pounds, Kelle Treadwell describes herself as a tiny woman with tiny wrists and "tiny little legs."

But, after giving birth to two 8-pound babies, now ages 5 and 9, she said, her once-tiny waist ballooned to 34 inches. And her stomach pushed outward, forming a ridge along her belly, the result of torn muscles during childbirth.

"I've tried over the past five years, but I can't get the muscle wall in my stomach to come back," the West Melbourne resident said. "I can't lose anything around the waist, despite diet and exercise."

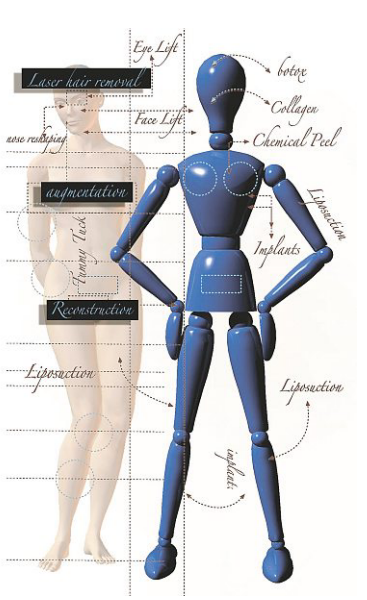
So the 38-year-old Treadwell turned to abdominoplasty — better known as a tummy tuck — with Melbourne's Dr. Roxanne Guy, a board-certified plastic surgeon and past president of the American Society of Plastic Surgeons. Abdominoplasty was the fourth most common cosmetic surgery chosen by women in 2010, according to a recently released survey by the American Society for Aesthetic Plastic Surgery.

The price of surgery

Cosmetic surgeries accounted for 17 percent of the total cosmetic procedures performed in 2010, but 62 percent of expenditures, according to the American Society for Aesthetic Plastic Surgery. Here are average surgeons' fees:

- Breast augmentation:** \$3,486 to \$3,797
- Lipoplasty** (liposuction): \$2,914 to \$3,122
- Face-lift:** \$6,629
- Rhinoplasty** (nose job): \$4,314
- Breast reduction:** \$5,384
- Blepharoplasty** (eyelid surgery): \$2,912
- Abdominoplasty** (tummy tuck): \$5,332

— American Society for Aesthetic Plastic Surgery



* Facility fees, anesthesia and other surgical costs are not included. Data is based on 2009 statistics.

In Treadwell's case, one of these "vanity" surgeries, so named because they are considered medically unnecessary, had little to do with vanity.

"I just don't feel good and strong and healthy," she said. "I'm not planning to wear a bikini afterward."

Even in the wake of a bad recession, Treadwell is one of millions of

consumers in the United States who each year decide to undergo plastic surgery, which rarely is covered by insurance. Americans spent almost \$10.7 billion on cosmetic procedures in 2010, a slight increase over 2009's \$10.5 billion price tag, according to the specialty group's estimates.

The most popular surgeries See PLASTIC, 6D

Space Coast Cancer Center opens Viera location

Health Park facility plans to expand

BY SUSAN JENKS
FLORIDA TODAY

Viera Health Park just got its own cancer center, a branch of the Titusville-based Space Coast Cancer Center. It opened Monday.

Adjacent to Health First's new Viera Hospital near Lake Andrew Drive and Wickham Road, the cancer center will provide chemotherapy, laboratory diagnosis and radiation therapy.

"We're open and seeing patients," said Dr. Richard Levine, medical di-



Levine

ribbon-cutting ceremony and an open house for the community from 5 to 7 p.m. Aug. 10.

Space Coast Cancer Center currently employs seven medical oncologists and a radiation oncologist.

Levine said another medical oncologist will join the staff in July and the practice will add a second radiation oncologist within 12 months.

Initially, the Viera facility will occupy 7,500 square feet on the first floor of the park's medical office building, expanding to 30,000 square feet by 2013, nearly one-third of the building. The expansion will make the Space Coast Cancer Center's new center larger than the flagship facility in Titusville, which occupies 22,000 square feet.

"Our goal is to be a regional cancer center," Levine said, citing the group's affiliation with one of the nation's top-ranked cancer centers, Moffitt Cancer Center and Research Institute in Tampa.

The affiliation gives patients in Brevard County access to cutting-edge cancer treatments through re-

search studies known as clinical trials. It also adds Moffitt's expertise to patients' cancer care through group consultations and analysis.

But doctors at Space Coast Cancer Center also perform their own research studies, submitting data to the National Cancer Institute or Moffitt, according to Levine.

He said these studies include collecting quality data for treatments involving breast, head and neck cancers, for example, as well as for two lung cancer studies, one involving vaccines, the other a targeted therapy to a specific protein inside the lungs. ■

Contact Jenks at 321-242-3657 or sjenks@floridatoday.com.

INSIDE



Get the most out of your gym

Looking to get in shape and thinking about joining a gym? Not so fast. Trainer Tom Holland's unconventional guidebook, "Beat the Gym," gives you the ins and outs, from what gym to join to what to do once you're there, 4D

People's Herbal Pharmacy 2D

Health Newsmakers 4D

More women than men choose cosmetic procedures

PLASTIC, from 1D
 included breast augmentation or enhancements for women and liposuction to remove unwanted fat as well as eyelid surgery for men and women. However, quick-hit, nonsurgical approaches continued to outstrip consumers' desire to go under the knife to look and feel better.

About 2.5 million people opted for Botox or the botulinum-toxin competitor Dysport to maintain a youthful appearance, while another million or more turned to nonsurgical fillers, such as Juvederm, Restylane and Hylaform to combat deep frown lines, crow's feet or ordinary wrinkles. Steady demand also held for laser hair removal, laser skin resurfacing, laser-based skin-tightening and chemical peels.

In comparison, all cosmetic surgery procedures, though up 9 percent over the previous year, totaled just 1.6 million, the plastic surgery society noted. Even sought-after breast augmentations accounted for just 318,123 procedures.

Still, local plastic surgeons and society members suggest there's pent-up demand from the recession years beginning to resurface.

"I can see a difference in the last few months. It's not like 2006 and 2007," Guy said. "There's been a definite uptick in demand and a more sustained uptick than before."

Dr. Frank Venzara, a certified plastic surgeon on Merritt Island, agreed.

While the economy hasn't completely rebounded, he said in an e-mail, it picked up the first quarter of this year, reflected in the increasing number of men and women getting plastic surgery in 2011.

"They say a good barometer of the economy is to look at how many people are having cosmetic surgical procedures," he said.

Top 5 cosmetic surgeries by gender

WHAT WOMEN WANT

- Breast augmentation
- Lipoplasty
- Breast reduction
- Abdominoplasty (tummy tuck)
- Blepharoplasty (eyelids)

WHAT MEN WANT

- Lipoplasty
 - Rhinoplasty (nose job)
 - Blepharoplasty
 - Gynecomastia (breast reduction)
 - Otoplasty (ear surgery)
- American Society for Aesthetic Plastic Surgery; 2010 data

What men, women want

What men and women choose to do cosmetically differs, in part, on anatomy, and in part, on societal expectations.

Far more women than men still choose these elective procedures, with 8.6 million women undergoing surgery or nonsurgical cosmetic procedures in 2010, compared with about 750,000 men.

The top five women's surgical procedures are: breast augmentation, liposuction, breast reduction, tummy tucks and cosmetic eyelid surgery. For men, the top five in 2010 were liposuction, rhinoplasty or nose jobs, eyelid surgeries, breast-reduction procedures and otoplasty, ear surgery.

Melbourne facial plastic surgeon Ross Clevens said, at one time, ear surgery for protruding ears was covered by health insurance and ideally done around the first grade, "before a child becomes a source of mockery."

As insurance coverage as changed, however, physicians are seeing more young adults coming in for ear corrections, he said.

"Patients years later really focus on these things," Clevens said. "And yet, in an hour or two, you can do one of these procedures and change someone's life."

As to the economic forces that drive patients' cosmetic decisions, he said, his prac-

tice still sees many patients seeking face-lifts, which can run as high as \$15,000 to \$20,000, to tighten muscles, sculpt the fat and resurface the skin.

But face-lift patients, he said, tend to be older and more economically secure than younger patients seeking breast and body surgery procedures.

When it comes to nonsurgical choices, Clevens said he sees increasing demand for the newer laser technologies, which involve minimal recovery and downtime afterward and "give excellent results." Lasers can treat lines, wrinkles or tighten the skin, although Clevens and others said, it's not as good as a face-lift.

"For mild tightening, it's great," Guy said, referring to the newer lasers. "But they're expensive and the technology improves rapidly, much to the chagrin of people who buy them" and must constantly upgrade.

Risks go with the rewards

As with all surgery, plastic surgery carries risks.

"I tell my patients you can have a heart attack and die, though it's rare," said Dr. James Matas, president-elect of the American Society for Aesthetic Plastic Surgery, in private practice in Orlando.

That's why it's so important, he said, that patients go to doctors who are "certified in core medical skills and not going out of their scope of practice."

Being certified means "we

sit for written exams and an oral exam before we undertake any procedure," including administering Botox to patients, Matas said.

"Botox today is done by gynecologists and even dentists," he said. "Consumers need to ask, 'does it make sense, is it safe?'"

Sometimes, those seeking cosmetic surgery also prove unsuitable.

"Many patients need medical clearance" to ensure a chronic medical condition is well-managed and under control, Clevens said.

Although he recently had to turn away a 34-year-old who wanted a nose job because of the patient's high blood pressure, he said, an-

other woman "pushing 80 is going off to chase gorillas in Rwanda" after several surgeries to enhance her appearance, illustrating how much these decisions vary.

'Walk around' day after surgery

Before her five-and a-half hour surgery, Treadwell expected the most immediate benefit would be the loss of "lots of inches" off her waist. She admitted to being scared, yet hopeful.

But Guy said the surgery went "fantastically well," and Treadwell was awake and talking immediately afterward.

She said she was able to

strengthen Treadwell's abdominal wall between the two dominant muscles that run down the front of the abdomen. The connective tissues between these muscles often get stretched during pregnancy, Guy said, "almost like a hernia, pouching out."

Guy said she also used liposuction to recontour Treadwell's body around the front and back of her waist, before opening the abdomen to do a tummy tuck.

As is customary, Guy said, she saw her patient the next day for a follow-up exam and "to walk around" to prevent blood clots from forming. ■

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