



YOUR CENTRE FOR PLASTIC SURGERY

COMBINING BEAUTY WITH NATURE

Our premium services in aesthetic surgery



OUR PHILOSOPHY: NATURAL BEAUTY

Beauty is unfortunately often associated with flawlessness. Instead, the primary objective should be to bring out a person's natural beauty. Combining beauty with nature is therefore the guiding principle of our Centre for Plastic Surgery. We cannot create beauty, but we can help unlock and accentuate the natural beauty of each individual. Thanks to progress in modern medicine, there are practically no limitations to the options now available in approaching your personal ideal of beauty. That is why it is all the more important not to

strive for flawlessness, but to preserve the natural proportions and individual character of the face. Serious plastic surgery, as we understand it, means working to achieve an optimal balance between what is medically advisable and aesthetically desirable.

We look at each individual as a whole person, which is why we prescribe to a well-founded, holistic treatment philosophy. We treat the needs and desires of our patients with the utmost medical competence, the highest respect and with absolute discretion.

THE QUEST FOR ETERNAL BEAUTY

The search and admiration of beauty is as old as mankind. In old Egypt, ancient Greece, the Middle Ages and our world today, beauty has always played an important role. The fact that true beauty comes from within does not rule out the option of giving Mother Nature a little additional help, when it is requested and on a case-by-case basis. On the contrary, being satisfied with our physical appearance has a great deal to do with our sense of well-being. The discrepancy between external impressions

and personal perceptions of life can severely reduce an individual's sense of self esteem and give rise to an understandable desire for surgical correction.

These days it is possible not only to treat congenital "defects" such as a crooked nose or prominent ears, but also arrest or minimise unwanted, age-related changes to your face, breasts or whole body.

With responsible use of technical advances, we are able to achieve an uplifting and harmonising that is often accompanied by a rejuvenating side effect.



RANGE OF TREATMENTS

Our Centre for Plastic Surgery provides a broad range of treatments. As well as the classic aesthetic procedures for breasts, face and body, we also offer a wide selection of reconstructive procedures, for example, to treat congenital abnormalities, post-cancer related deformities and post-traumatic scarring.

Aesthetic surgery

Breast augmentation

A textured silicon implant is positioned either above or below the breast muscle, giving the breast additional volume and firmness.

Breast reduction

Parts of the tissue and skin are removed, the breast is reshaped and re-firmed.

Breast lift

For pendulous breasts: loose skin is removed, the breast tissue is reshaped and the nipples are repositioned.

Wrinkle treatments

Laugh and frown lines are smoothed and relaxed with Botox injections. Deeper wrinkles can be filled up with hyaluronic acid. Peelings are suitable for fine lines and superficial scars.

Upper and lower eyelid lifting

For drooping eyelids and tear bags: excess skin and fatty tissue is removed. The eye shape remains unchanged.

Forehead lift

For drooping eyebrows and deep wrinkles around the corners of the eyes: the skin of the forehead is lifted.

Face/neck lift

For severe tissue weakening and loss of contour: sagging skin is lifted.

Nose correction

For a deviated or ill-proportioned nose: the profile and size of the nose are sculpted to the desired shape.

Liposuction

The fatty tissue is softened by an injected liquid and then suctioned with a cannula. Often carried out on the bottom, upper thigh, knee and stomach.

Abdominoplasty

Following pregnancy or weight loss: excess skin and fatty tissue are removed and the stomach muscles are firmed.

For further information visit
www.centerplast.ch

Reconstructive surgery

Breast cancer treatment

Diagnosis, tumour removal and breast reconstruction, follow-up examinations.

Correction of breast abnormalities

For asymmetric, differently shaped, abnormal or undeveloped breasts: the breast volume is increased proportionally and the breast shapes are made symmetrical.

Treatment of hand conditions

For injuries or degenerative conditions (Carpal Tunnel Syndrome, Dupuytren's contracture, arthrosis).

Removal of varicose veins

Depending on severity: treatment by sclerotherapy, medication or surgery.

Treatment of skin conditions and injuries

For burn and post-traumatic scarring, bite wounds, skin tumours and tattoos: the missing tissue is replaced and the wound is repaired in an aesthetically pleasing way.

Corrective surgery of congenitally protruding ears

The ear cartilage is reshaped and the ears set back closer to the head. Frequently carried out on children.

Other treatments

For bulging eyes, damaged ear lobes, enlarged labia, gynaecomastia, hyperhidrosis etc.

YOUR WELL-BEING COMES FIRST

Anaesthesia

Before the procedure, the specialist treating you and the anaesthetist will discuss with you prior to the procedure the type of anaesthetic suitable for your treatment. Certain operations can be carried out under local or regional anaesthetic. For complex and longer procedures we recommend a general anaesthetic. Today's methods of anaesthesia are particularly safe and very well tolerated, and therefore a general anaesthetic may often be preferred.

Risks

For individuals who are in a good general state of health and follow the post-

operative guidelines, complications are relatively rare, although they can never completely be ruled out. Every operation – even purely aesthetic procedures – carry certain risks such as intolerance to certain medications, bruising, delayed healing, inflammation, scar problems or loss of normal sensation. This is related to biological factors which even an experienced surgeon cannot predict or avoid. The specialist treating you will discuss any potential risks with you.

Detailed information on the individual procedures can be found on the Centre for Plastic Surgery's website: www.centerplast.ch



THE PERFECT PLACE FOR YOUR STAY

In our generously proportioned, stylishly furnished centre, you won't find a trace of the typical hospital or medical practice atmosphere. Instead, a warm and tasteful ambience awaits you. You will find light, airy rooms with an attractive interior design featuring great attention to detail and a wonderful view. We want to make your stay as pleasant as possible. After all, the better you feel, the greater your chances of making a speedy recovery.

Outpatient procedures

Outpatient procedures are performed in our own day clinic, where we have a fully equipped, state-of-the-art operating theatre. After a brief period of recovery in the day clinic, our patients are generally ready for discharge on the same day. Television, radio and telephone facilities are all available in the day clinic and, of course, you are welcome to receive visitors at any time.

Inpatient stays

More extensive procedures, which are generally performed under general anaesthetic and require one or more overnight stays, are conducted in the operating rooms of the Pyramid Clinic. After this type of surgery you will be transferred to the inpatient beds of

the clinic, where you will be cared for by the clinic's nursing staff with a great deal of personal attention. The rooms are generously proportioned and comfortably furnished. They are equipped with a telephone, fax and modem, as well as a multimedia terminal with flat-screen television, DVD/CD player and radio. The bathrooms are also designed with attention to detail, so you will feel like a hotel guest and less like a patient.

Pyramid Clinic – simply the top

The Pyramid Clinic is a private clinic specialising in selected surgical fields, with approximately 90 staff and numerous fully accredited specialists. Our motto is: "Simply the top" or "Leading Clinic at the Lake" – because we not only provide medical services of the highest order, personal care and attention to individual needs – we also offer a superior infrastructure, excellent hospitality facilities and a warm ambience, all designed to make your stay as pleasant and relaxing as possible.

Visit the clinic: www.pyramide.ch

MEET THE TEAM

The Centre for Plastic Surgery was founded in 1993 by Dr. Cédric A. George. In the past 13 years it has gained a national and international reputation in world-class aesthetic and reconstructive surgery. Today, the four-strong specialist team under the leadership of Dr. George is among the most highly renowned and experienced in its field. Each year, over 2,500 patients are treated at our facilities in Zurich, Chur und St. Moritz.

Specialists with an instinctive feel for their work

Our surgeons have all completed their specialist Swiss Medical Association (FMH) qualifications in plastic, reconstructive and aesthetic surgery and also have many years of professional experience behind them. They work

together as a close-knit team of professionals who do their utmost to address your individual concerns in an expert and thorough manner. Since all our specialists speak several different languages, you will feel very much at home in our clinic – secure in the knowledge that you will be perfectly understood.

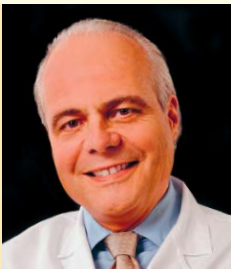
The physicians at our Centre for Plastic Surgery are the kind of specialists who do not focus solely on aesthetic treatments, as they are also proficient in the demanding fields of reconstructive and breast cancer surgery. This background in general plastic surgery enables them to deliver high-quality services and has a particularly positive impact on the surgical outcomes.

Dr. med. Cédric A. George

Specialist in plastic, reconstructive and aesthetic surgery,
Head of the Centre for Plastic Surgery

Our Specialists (from left to right)

Dr. med. Georg Noever
Dr. med. Cédric A. George
Dr. med. Eva Neuenschwander Fürer
Dr. med. Marco Bianchetti



CONTACT US

Centre for Plastic Surgery Pyramid Clinic at the Lake

Bellerivestrasse 34

CH-8034 Zurich

Phone +41 (0)44 388 14 14

Fax +41 (0)44 388 14 15

centerplast@pyramide.ch

www.centerplast.ch

Centre for Plastic Surgery Subsidiary Chur

Gäuggelistrasse 20

CH-7000 Chur

Phone +41 (0)81 252 45 82

Fax +41 (0)81 252 70 16

zpc.chur@pyramide.ch

Centre for Plastic Surgery Clinic Gut

Via Arona 34

CH-7500 St. Moritz

Phone +41 (0)81 836 34 34

info@klinik-gut.ch

www.klinik-gut.ch





PYRAMID CLINIC AT THE LAKE ▲ SIMPLY THE TOP

BELLERIVESTRASSE 34, CH-8034 ZÜRICH, PHONE +41 (0)44 388 14 14, FAX +41 (0)44 388 14 15
CENTERPLAST@PYRAMIDE.CH, WWW.CENTERPLAST.CH