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New Cosmetic Injectable, Juvéderm, Makes Virginia Debut

Injectables Poised for Massive Growth Nationwide

FREDERICKSBURG, VA., Dec. 6, 2006 – Doctors with Plastic Surgery Services of Fredericksburg are the first in their area to offer Juvéderm, the new FDA-approved injectable facial filler for wrinkles, scars and folds, to patients before the product's official launch in January. Juvéderm's maker, Allergan, chose the doctors and selected others across Virginia and the nation to debut the facial filler.

“Our doctors participated in a trial of Juvéderm in early November involving six patients, with successful initial results,” says Lesi Beamon Mackey, practice administrator for the group. “Since then, we have treated many more patients, using Juvéderm to fill out their wrinkles, lines, folds and skin depressions. For example, Juvéderm can improve the appearance of nasolabial folds that run from the nose to the corners of the mouth, ‘marionette lines’ that form from the corners of the mouth down to the chin, and acne scars. It can also fill out thin lips.”

Juvéderm is among a new generation of cosmetic injectables that the *Wall Street Journal* recently reported is poised for significant growth in the years ahead. The American Society of Plastic Surgeons (ASPS) has estimated that the number of “minimally-invasive” cosmetic procedures, including injectables, increased 53% nationwide between 2000 and 2005.

About Plastic Surgery Services of Fredericksburg

Since 1983, Plastic Surgery Services of Fredericksburg has been the premier provider of cosmetic plastic surgery in the Fredericksburg, Virginia, area, south of Washington, D.C. Drs. L. Thomas Albert, Howard Heppel and Harold Bautista are board certified and dedicated to achieving superior, natural-looking results through their team approach to patient care. They employ state-of-the-art equipment and proven techniques in their accredited medical facility. For more information, please call (540) 371-7730 or visit www.plasticsurgeryservices.com.