

NORMAN LEAF, M.D., F.A.C.S.

PLASTIC AND RECONSTRUCTIVE SURGERY



DIPLOMATE OF THE AMERICAN BOARD OF PLASTIC SURGERY
DIPLOMATE OF THE AMERICAN BOARD OF SURGERY
MEMBER, AMERICAN SOCIETY OF PLASTIC SURGEONS
MEMBER, AMERICAN SOCIETY OF AESTHETIC PLASTIC SURGERY

MEDICAL DIRECTOR:

Leaf & Rusher

BEVERLY HILLS

Medical Skincare Clinic

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BIOGRAPHY



A native of Chicago, Illinois, Dr. Leaf graduated Alpha Omega Alpha Honors from the University of Chicago School of Medicine. After his surgical internship at the Stanford Medical Center focusing on reconstructive work for babies born with cleft lips and palates as well other congenital deformities, he returned to the University of Chicago where he served his general surgical residency, his fellowship in Microsurgery research, and his graduate training in Plastic and Reconstructive Surgery.

His published articles cover such topics as hand deformities and injuries in children, micro-vascular surgical research, and esthetic surgery of the face, nose and lips. He continues to present papers to various organizations in the field of plastic and reconstructive surgery.

Dr. Leaf is certified by both the American Board of Plastic Surgery and the American Board of Surgery. He is a member of the American Society of Plastic Surgeons and the American Society of Aesthetic Plastic Surgery and is licensed to practice in California, Colorado, and Illinois.

Currently Dr. Leaf is an Associate Clinical Professor of Plastic Surgery at UCLA Medical Center, where he actively participates in the training of residents. He is on the staff of Cedars-Sinai Medical Center and UCLA Medical Center. He is a fellow of the American College of Surgeons and currently serves on the Visiting Committee to the University of Chicago Division of Biological Sciences.

In 1996 Dr. Leaf created the first medi-spa in Beverly Hills to compliment to his surgery practice, as well as to answer the need for more accessible, non-invasive skin-rejuvenating treatments. At that time, this was a wholly new concept in esthetic medical care. Here, a variety of skin care treatments are safely and expertly performed by Dr. Leaf, Registered Nurses, Para-Medical Estheticians, and other highly trained, non-physician personnel. Leaf & Rusher Medical Skincare Clinic is immediately adjacent Dr. Leaf's private practice in Beverly Hills, California.

Dr. Leaf is an internationally renown physician. He has been recognized as one of the **"Best Plastic Surgeons in the World"** by **W Magazine** and has been written about in **Vogue** and **Allure** magazines as well as other many local, national and international print media. Dr. Leaf's work has been featured on select television shows such as **CNN**, **CNBC** and **The Today Show** and he has served as Chairman of the AMA Physician's Advisory Panel for Motion Picture, Television and Radio. Dr. Leaf is proud to serve as the Medical Director of **IRAQ STAR**, a national non-profit organization devoted to providing esthetic reconstruction services to wounded Iraq and Afghanistan war veterans.

436 NORTH BEDFORD DRIVE SUITE 104 BEVERLY HILLS CALIFORNIA 90210
TELEPHONE (310) 274-8001 FACSIMILE (310) 274-4323

SURGICAL CONSULTANT: SUZANNE ROWINS E-MAIL: SUZANNE@DRNORMANLEAF.COM

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COSMETIC PROCEDURES

Dr. Leaf provides cutting edge surgical procedures with the latest non-invasive laser, dermal and skincare technologies. His private surgical practice combined with his advanced clinical skincare clinic gives him the unique ability to deliver results beyond the surgery itself. All surgeries are performed by Dr. Leaf in the Medicare accredited 436 Beverly Hills, LLC. Non-Invasive treatments are performed either by himself during surgeries or under his supervision by his expert staff at the renowned Leaf & Rusher Medical Skincare Clinic; both facilities are directly adjacent to his private office.



SURGICAL PROCEDURES	NON-INVASIVE TREATMENTS
Face/Neck Facelift Forehead/Brow Lift Mid-Face Lift Mini-Face Lift Upper or Lower Eyelid Lift Nose / Nasal Refinement Chin Augmentation Neck Lift / Trampoline Ear Pinning	Injections Botox Dysport Restylane Perlane Juvederm Cosmoderm Cosmoplast Radiesse Sculptra
Breast Breast Augmentation Breast Lift Breast Augment & Lift Breast Reduction Male Breast Reduction	Laser IPL (Photo-rejuvenation) Photo Dynamic Therapy Accent Fraxel Active FX (Co2)
Body Liposuction Tummy Tuck	Peels Glycolic Acid Beta Acid LHA 5% Peel Cosmelan Vi Peel
Reconstructive General Reconstruction Nasal Reconstruction Breast Reconstruction Scar Revision Skin Cancer Reconstruction	Facials Pre-Op Cleansing Facial Post-Op Oxygen Treatments Leaf & Rusher Anti-Oxidant Facial Micro-dermabrasion Hydra-dermabrasion/Hydra Facial
Surgery Add-Ons Injections (Botox, Juvederm, Restylane) Lip Augmentation (Injectable Filler) Chin Liposuction Active Fx (Co2 Laser) Fraxel (Fractional Laser) TCA Peel	

We invite you to schedule a one-on-one consultation to discuss your areas of concern.

For all Surgical procedures and a private consultation with Dr. Leaf please call (310) 274-8001. Dr. Leaf offers cutting edge results while providing maximum comfort to achieve total enhancement. Please feel free to discuss with Dr. Leaf what type of non-invasive add-ons you may be considering to be performed during surgery.

For all Non-Invasive procedures or skin care analysis, please call his clinic directly (310) 276-5558 to schedule an appointment with our highly trained Registered Nurses and Esthetician.

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BEFORE YOUR SURGERY

MEDICAL TESTS

The best way to ensure your safety is to have all necessary medical background information available. The following medical tests need to be completed by your medical doctor 7-10 days prior to your scheduled surgery date.

Required tests to be provided before surgery include:

- CBC
- PTT
- HIV Antibody
- Hepatitis B HBSAG
- Hepatitis C Ab
- Complete Metabolic Panel
- Electrocardiogram (EKG) with interpretation for patients 40 years and older
- Mammogram (current) for breast surgery patients (report only)
- Pre-operative physical with medical release for elective surgery and general anesthesia for patients 50 years and older
- Other tests determined by your surgeon to be clinically necessary

MEDICATIONS & PRESCRIPTIONS

All pills and medications affect the body, but many can actually cause problems when you are undergoing surgery. We will provide you a helpful list of approved and non-approved medications and herbs which may be taken before surgery. It is important to keep in mind the list is thorough, but not comprehensive, as new drugs are released regularly. The best way to ensure your safety is to inform us of any medications, vitamin supplements and/or herbs you are currently taking.

In addition, there are some vitamins and herbal medications which help with the healing process getting you through surgery more smoothly. Some extracts derived from plant sources have beneficial properties which are anti-inflammatory, help control bruising, minimize swelling or promote blood coagulation. Additionally, certain vitamins assist in wound healing.

Should you have any questions or concerns please feel free to contact us.

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PREMIUM SKIN CARE SERVICES

Dr. Leaf believes in a comprehensive approach to surgery. By providing optimum pre and post operative care his patients receive all the benefits of accelerated healing, less bruising in addition to experiencing simple relaxing pleasures which the Leaf & Rusher Medical Skin Care Clinic provides. Some procedures receive the following skin care services complimentary when booking a surgery.

Visia Skin Analysis

The Visia Digital Skin Analysis is the first diagnostic tool to provide clinical measurement of surface and subsurface epidermal irregularities and pigment conditions. Visia photographic technology captures a clear, multi-dimensional image of select facial areas, while examining the severity of various age-related conditions allowing us to provide you key recommendation for a customized skin treatment program that specifically targets your needs. *(Will be taken just before your pre-op cleansing facial appointment)*



Pre-Op Cleansing Facial

Perfect before surgery to cleanse and prepare the skin. This mild and calming facial includes a pure cleansing treatment, light exfoliation and massage, cool cucumber eye pads, gentle treatment of steam to open the pores and an individually selected mask formulated for your skin type. *(Recommended at least 1-2 weeks prior to surgery)*
Value: \$120

Vitamin Infused Pure Oxygen Treatments

During your healing process you are welcome to make an appointment at any time to receive your complimentary pure oxygen treatments. It only takes 5 minutes to apply the mist to sutures, and will help accelerate your healing immeasurably. *(Recommended at least two to three times a week post surgery)*
Value: \$30/treatment (up to 6 treatments)

Post-Op Custom Facial

Perfect after surgery to cleanse and hydrate the skin. This mild facial includes a pure cleansing treatment, mild exfoliation, cool cucumber eye pads, gentle treatment of steam to open the pores and an individually selected mask formulated for your skin type. *(Recommended at least 4-6 weeks post surgery, check with Dr. Leaf before scheduling your appointment, your follow-up Visia Skin Analysis will also be performed at this time.)*
Value: \$120

** Available complimentary with certain full-fee surgical procedures, please ask Dr. Leaf's Surgical Consultant if your surgery includes these services. **Not available** with discounted surgical services. If your surgery does not qualify for this package you may purchase any service listed at 50% off the regular service fee, products are available for purchase at 20% discount. Discounts only available when booking a surgical procedure.*

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LUXURY SKIN CARE PRODUCTS

Leaf & Rusher® was established to create a line of skin care products for the most discerning clients in the world. These individuals demand results; they don't need a merely pleasant cream or lotion. Working with our clients, listening to their questions, observing their responses to our clinical trials, has helped us to develop what we firmly believe to be the most effective skin care line available.

During their collaboration, **Dr. Norman Leaf** and **Rand Rusher, R.N.** noted that many of their most worldly, high-profile patients and clients were not getting optimal skin care from the confusing variety of products on the market. Six years ago, they initiated their clinical research, culminating just recently in the new Leaf and Rusher® Skincare line of products.



- Proprietary Formulas: Natural, doctor tested-celebrity approved blends developed in our own state-of-the-art clinic.
- Non-Acid Advantage: Unique skin care products containing none of the alpha hydroxy acids that can thin the skin and leave it irreversibly damaged.
- 24-Hour Repair: Concentrates specifically designed to target sun damaged DNA, restoring the skin's health.
- Deep Treatment: DermalDelivery® system to improve product penetration by over 400%, allowing treatments to go deeper and results to last longer.

As a patient of Dr. Leaf you will be receiving, complimentary, a tailored package of product samples to suit your skin needs.

The Leaf & Rusher line is free of harmful acids, alcohol and aluminum that can thin, dry and pollute the skin. It works both on and below the surface of the skin to improve cellular function, while stimulating the production of collagen to diminish the signs of aging such as fine lines and wrinkles. It soothes inflamed tissue and smoothes rough skin, improving texture, tone and clarity. It nourishes, detoxifies and protects against environmental aggressors. And, of course, it is gentle enough for all skin types.

Welcome to the Leaf & Rusher® Family.

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FINANCIAL INFORMATION

Plastic surgery is a financial investment. We believe in fully informing our patients of their financial responsibility prior to scheduling any procedures. You will be given a detailed financial quote for any procedures you may be interested in at the time of your consultation visit which is guaranteed for 6 months. Quotes include all pre-operative care, the surgical procedure, and all post-operative office visits related to the procedure. Your quote may be inclusive of all fees or broken down, but fees to consider for any surgery include the Surgical Fee, Operating Room Fee and Anesthesia Fee, aftercare facility or private duty nursing as well as any implant fee that may apply.

Fees and Scheduling

Our consultation fee is \$250.00. A credit card will be required at the time you book your appointment. The consultation fee will be charged the day of your appointment. There is a 48 hour cancellation policy. The consultation fee will be credited towards any selected procedure; cancellation fees are not applicable toward procedure fees.

Scheduling a surgical case will require a nonrefundable deposit, 20% of the service fee. This will be credited towards your surgery. Payment for surgery is due at the pre operative examination or 2-3 weeks prior to the operation, whichever comes first.

Payment Process

Surgical fees are typically collected at the time of your Pre-Op appointment scheduled 2-3 weeks prior to your surgery. Our priority is making whatever arrangements we can to provide you maximum flexibility to ensure the last thing you must worry about is payment on the day of your surgery. We can accept several smaller deposits over a period of time up until your Pre-Op appointment, so long as payment for all fees is made in full 2 weeks prior to surgery. Additional operating room fees and anesthesia fees may apply after your surgery is complete. We quote these fees upfront based on the estimated duration for the procedure. We do our best to adhere to the estimated time, however, occasionally the surgeon might determine that additional refinements need to be performed in the best interests of the patient, or unexpected complications need to be treated. In this rare case the procedure may run overtime and additional fees for facility and anesthesia may apply and will be billed separately. The surgical fee will not be affected by additional time.

We accept Cash, Check, Visa, MasterCard and American Express. Gift Certificates are also available for purchase.

Insurance Billing

Most cosmetic procedures are elective and not covered by insurance companies. Some procedures, however, may be covered. Please inform us of your insurance plan when you contact us to schedule an appointment. If insurance is an option, it will be billed for consultation and all appointments thereafter considered medically necessary. You will be responsible for all fees determined to be a patient's responsibility by the provided insurance plan.

Financing Options

We offer a convenient payment alternative as another way to make cosmetic surgery accessible to those who otherwise would not have the option. We are contracted with **CareCredit® Patient Payment Plans** for financing purposes. You can apply in our office, online or over the phone (800-365-8295). Please advise us *in advance* of your interest in this financing option as finance fees may apply.

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TO SCHEDULE YOUR CONSULTATION APPOINTMENT, OR FOR FURTHER
INFORMATION, PLEASE CONTACT:

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