

Pittsburgh North

FEBRUARY 2020

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MISS THIS STUNNING
RESIDENCE BY INFINITY
CUSTOM HOMES

CHECK OUT THIS
LOCAL AUTHOR'S
NEW NOVEL

AN EXPERT IN THE
FIELD: MEET DR. ANNA
WOOTEN OF BELEZA
PLASTIC SURGERY

LOVE IS IN THE AIR:
VALENTINE'S DAY
GIFTS THAT ARE
SURE TO IMPRESS



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**ADVANCED
TECHNIQUES**

**AT BELEZA PLASTIC SURGERY, DR.
ANNA WOOTEN PROVIDES PATIENTS
WITH BEAUTIFUL RESULTS**

ARTICLE MATTHEW HACKE

DR. ANNA WOOTEN AND HER TEAM AT BELEZA PLASTIC SURGERY HAVE BEEN OFFERING PATIENTS THEIR EXPERTISE IN A MYRIAD OF PROCEDURES AND TECHNIQUES FOR OVER ELEVEN YEARS. Dr. Wooten's daughter, Anastasia Wooten, can attest to this fact. "I have been working with my mother [Dr. Wooten] since I was a teenager," she says. Currently the marketing coordinator, as well as a permanent makeup and laser technician at the practice, Anastasia has seen all the successful transformations of patients who walk through the door.

Located less than a mile off I-79's Wexford exit, Beleza Plastic Surgery's main office is conveniently located to accompany clients traveling from all over the tri-state region. In addition, the practice also has a downtown office used a couple times a month for non-surgical procedures.

"Our main office in Wexford/Sewickley has six exam rooms, but three of those rooms are for surgical consulting for Dr. Wooten," Anastasia says. "We also have the medical spa side of the practice, so one of the rooms is a CoolSculpting room and a laser hair removal room, so people who want to get their CoolSculpting done can get their hair removed at the same time."

While she performs a myriad of plastic surgery procedures, Dr. Wooten specializes in breast augmentations and revisions. Dr. Wooten focuses on a procedure called fat grafting, which takes a portion of fat from one part of a women's body, and places it in the breast. "Dr. Wooten can actually fill in fat around previous implants to give them a more natural look and feel," says Anastasia. "This procedure was not very big in this area ten years ago, and now, a lot of patients are really interested in doing this to their breasts."

Another reason why women like this procedure is because you get to take fat from one portion of your body where you may not want fat and put it into the breasts. "Whether it's the lower abdomen, the flank, love handles, the thighs, whatever the case may

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HEALTHY LIFESTYLE (CONTINUED)

Dr. Wooten consulting with a patient.



Beleza is a CoolSculpting Certified provider

be, you can lose a little bit of fat there, which makes people happy," Anastasia says. "Fat grafting is also really interesting because it is natural tissue." Therefore, for people who are looking for less long term maintenance and a more natural look and feel when compared to breast implants, fat grafting is a great option.

Women aren't the only clients that Beleza Plastic Surgery & Medi-Spa caters to. "A common misconception is that it is only women coming in," continues Anastasia. "I ran a report in our system for all of our patients, and 10-15% yearly are men. One of the main surgical procedures that men come in for is gynecomastia, or male breast reduction. Dr. Wooten also performs this procedure, which is hugely impactful on male self-esteem," says Anastasia.





The Lobby

Popular non-surgical procedures for men and women include injectables – Botox, Dysport, and Jeuveau, – and laser hair removal, and CoolSculpting. "CoolSculpting is an FDA approved technological machine that suctions up fat tissue into an applicator, and then it stays like that for 35 minutes, up to an hour and 15 minutes, and freezes the fat," Anastasia says. "After that time is up, we take the applicator off and administer a two minute massage, which breaks up those frozen fat cells triggering apoptosis. So, within a few weeks after the treatment, those fat cells just die off on their own and what you end up with is 30% fat reduction in the area treated for each treatment."

"Beleza," which means *beauty* in Portuguese, is fitting for the name of this plastic surgery center and medical spa. No matter the procedure, Dr. Wooten makes patients feel comfortable and relaxed going into it with her extensive knowledge and leaving feeling more confident and beautiful after. As Anastasia put it, "At Beleza, we really strive to be a full-service operation and have our clients leaving with a smile on their face."

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