

Chicago Cosmetic Surgeon Embraces Radiance by BIOFORM

Dr. Michael Byun, Board Certified Plastic Surgeon, has used BONE SOURCE by BIOFORM for 10-years. During these 10-years the doctor used BONE SOURCE's main ingredient, hydroxy apatite, for pediatric bone remodeling as cement to fill in for bone defects because it actually becomes part of the bone.

Fast forward to mid-2002 and Dr. Byun was the first doctor in the Chicago marketplace to use the latest development of the ingredient hydroxy apatite in its newest application, RADIANCE BY BIOFORM. Byun was introduced to RADIANCE in a syringe. The manufacturer took a collagen-like substance and added it to the hydroxy apatite powder to make it gel-like. This new gel-like RADIANCE now moves through a syringe easily and can be injected in various areas of the face to "build-up" or "fill-in."

Byun said, "I readily accepted RADIANCE for facial rejuvenation simply because I've used its main ingredient in pediatric surgery for a very long time. I am also familiar with its clinical application to bulk the bladder neck preventing leakage and to thicken vocal cords, while receiving FDA approval on these issues. But what truly secured my interest and desire to use RADIANCE in facial procedures is that clinical studies show the new tissue in-growth around each particle of RADIANCE is viable and structural even after 7 years. Bottom-line, it can be a permanent replacement of collagen."

Since August 2002, Byun has used he uses RADIANCE placement with numerous clients. The Byun difference? He's vastly experienced with the ingredient from pediatric surgery. Also, being the first to use RADIANCE in Chicago he knows, limitations and wider applications. First, with the nasal-labial folds around the nose, then the marionette lines from the nose to the jaw-line, and RADIANCE to build up the cheekbone area. Because he was the first, Byun is the most experienced in Chicagoland.

**"Won't replace Botox
but offers permanent placement
- unlike collagen"**



"This is very exciting news because we may now consider using RADIANCE prior to mid-facelift and facelift surgery. We can fill the deep lines, the hollow circle around the lower eye, and build up and fill the jowl shadow, providing a bouncy, youthful look without surgery," Byun said.



Injections are conducted in a series and recommended a few weeks apart, costing patients \$1,500 per syringe.

Dr. Byun offers producers and journalists before and after photos of all his patients with their consent, and many of these patients are willing to be interviewed on this timely topic. Several patients are also willing to appear on-air during their scheduled procedure.

Dr. Michael Byun, Diplomate of American Board of Plastic Surgery, is one of the country's leading Plastic Surgeons and is the Director of Chicago Cosmetic Surgery. He is well respected in the Cosmetic & Plastic Surgery Community and is often asked to share his newest techniques and present his clinical studies to his colleagues from around the world.

Dr. Byun is also the creator of Dermal-Spin - Natural Collagen Replacement, and was featured on NBC and FOX News programs to demonstrate his Dermal-Spin procedure and the actual tool he invented for the treatment.