

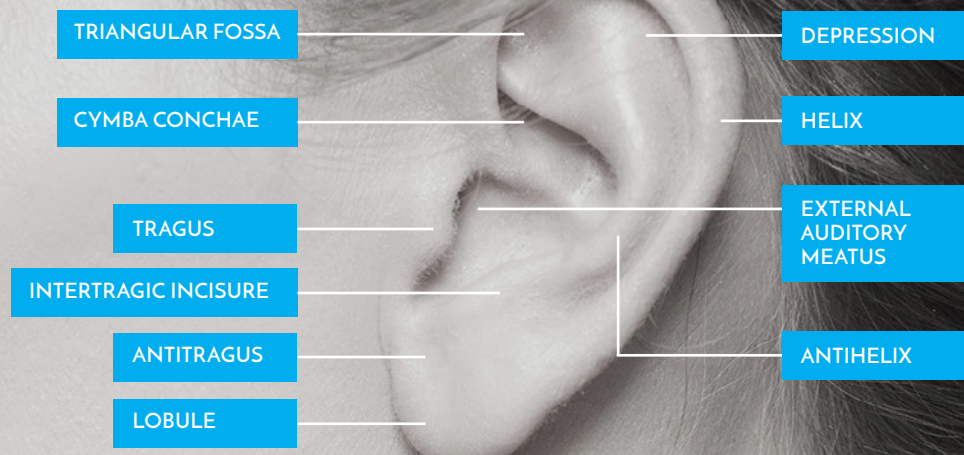
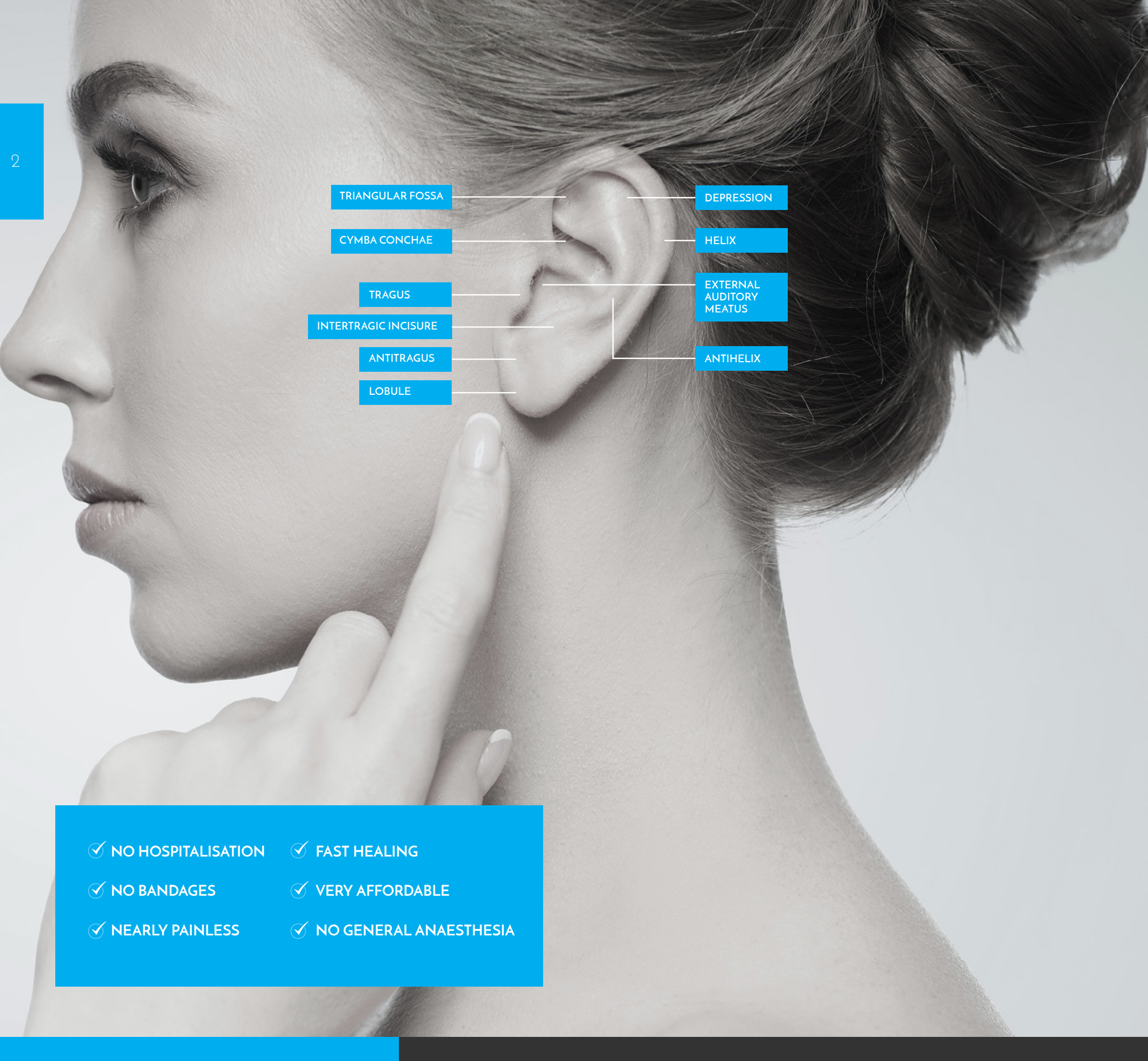


DR ZUREK



ADVANCED EAR CORRECTION

Expert ear corrections that will
change your life with no incisions



- ✓ NO HOSPITALISATION
- ✓ NO BANDAGES
- ✓ NEARLY PAINLESS
- ✓ FAST HEALING
- ✓ VERY AFFORDABLE
- ✓ NO GENERAL ANAESTHESIA

BACKGROUND

Prominent ears are one of the most common congenital anomalies that people desire to improve (approximately 5% incidence in Caucasians). Characteristics perceived as odd or unusual often have out-of proportion facial features, such as ears that are too large and stick out. Prominent ears:

- Usually not associated with other deformities.-Family history infrequent.
- No predominance in either sex.
- Two primary causes: Lack of antithetical fold and/or large conchal bowl

Surgical correction of prominent ears was first reported in 1845 and since then, over 200 techniques have been reported with varying levels of invasiveness and results. The traditional approach to ear correction was challenged in early 1990s. It was shown that ear correction could be successfully accomplished without cutting to open the front and back of the ear, cutting the cartilage or removing skin from the back of the ear. Despite this, the traditional and invasive approach to otoplasty is still primarily performed throughout Australia.

The first ear correction (otoplasty) without incision in Australia was performed by Dr. Longin Zurek in 2004. He is amongst a handful of cosmetic surgeons in the world (and the only one in Australia) with over a decade of experience with the no-incision ear correction technique. Dr. Zurek was the only cosmetic surgeon offering this highly specialised procedure up until 2014.

Having performed a number of surgical otoplasty procedures, Dr. Zurek realised that the traditional aggressive surgical intervention was not necessary to correct protruding ears, therefore, he replaced the surgical ear correction with this new minimally invasive procedure.

Comparison Conventional/Surgical Otoplasty Vs No-Incision Otoplasty

	Traditional/Surgical Otoplasty	No-Incision Otoplasty (NIO)
INVASIVE/CUTTING	Yes	No
ANAESTHETIC	General or IV Sedation (asleep)	Local (awake)
DOWNTIME	2+ weeks	1-2 Days
COST	\$\$\$	\$
HEAD BANDAGES	2-4 weeks constant	Only at night 2 weeks
SCARRING	Yes	No
PAIN	Significant	Mild discomfort
NATURAL RESULT		Yes
REVERSIBLE	No	Yes - if required in first weeks



NO-INCISION OTOPLASTY

With the NIO (No-Incision Otoplasty) or 'non-invasive ear correction procedure', non-absorbable sutures are introduced under the skin of the ear through tiny needle punctures. These sutures are threaded within the inner surface of the ear to form a mattress around the underdeveloped anti helical fold (cartilage). Upon tying these mattress sutures, it in turn corrects the fold and reshapes the anti helix into a more natural form, giving the ears a more attractive appearance. After both ears have been corrected with this highly specialised technique, both doctor and patient evaluate the ear symmetry and if required fine adjustments can be made until the optimal aesthetic result has been achieved. NIO is reversible in the early stages before the cartilage loses Spring memory and it is adjustable if necessary. Also NIO is non-destructive.

Immediately after procedure, the only evidence of intervention are the needle punctures on the inner aspect of the ears and some minor bruising. Within a week these have healed and there is no visible signs of the procedure having been done (no visible scarring at all). The resulting natural looking ears is immediate and permanent. Choosing Dr. Zurek's technique of NIO, almost guarantees patients the ability to reduce the usual operation risks like severe pain, long recovery times, bandages and unnatural appearance.

Children as young as 8 years old can have the procedure. After that it is possible to have the procedure performed at any age. With this particular technique, essentially all protruding or prominent (bat) ears can be corrected. An additional benefit of this advanced technique is that patients can go home immediately after the procedure with no bandages and very short recovery time.

Some doctors on the internet do advertise a non-surgical bat ear correction even though they do not operate according to the advanced no-incision technique. With some other non-incisional otoplasty procedures, be sure to enquire that the doctor takes a global approach to the ear (not just the top) as this can produce unnatural and unattractive results. Dr. Zurek addresses the entire ear (including the lobe up to the tip of the ear) and tailors the NIO procedure to each individual patient. If you have any doubt regarding another non-incisional ear correction procedure or technique that is being advertised, please feel free to contact us.

WHAT ARE THE BENEFITS OF NIO?

- No risks involved with general anaesthetic/IV sedation
- Nearly painless
- No skin/cartilage excision
- No risk of scarring or unnatural contouring
- No need for head bandages
- Natural looking result
- Immediate and permanent cosmetic result
- Next to no downtime
- Affordable cost
- Excellent cosmetic result
- Low risk of infection
- No hospital stay
- Patient involvement with determining the final position of the ear/s

FINAL STATEMENT

This is a highly advanced procedure in the correction of protruding (bat) ears. After being introduced to Australia over 10 years ago by Dr. Longin Zurek, it has undergone many refinements to get to where it is today. This non-invasive ear-pinning technique restores facial symmetry by permanently reducing prominence of the ears.

Dr. Longin Zurek are the leading non-invasive cosmetic ear correction specialists. With their years of experience and technical skills, this is the only centre to consider for non-surgical otoplasty.

FREE CONSULTATIONS

If you suffer from Bat Ear and would like more information on Dr Zurek's effective corrective procedure, call today and book a free consultation.





FREQUENTLY ASKED QUESTIONS (FAQS)

- **What is the cost?** The current fee covers initial consultation, GST, the procedure room, assistant fee, medications and any follow-up appointments. There is no rebate available.
- **What are the long-term results?** The results are immediate and permanent with natural long-term results. In general, after 3-6 months the cartilage develops a 'memory' of the newly introduced anti helical fold, ensuring a lasting cosmetic correction.
- **Is there scarring?** There is no scarring associated with this particular procedure as there is no cutting and only the inclusion of permanent sutures.
- **What will my ears look and feel like straight after the procedure?** Immediately after the procedure there will be some minor bruising, swelling and tenderness. These are generally not significant enough to impede on normal day to day activities and can easily be concealed if required. Additionally, patients are provided with adequate pain relief medication for the minor discomfort that is experienced.
- **Do I have to wear a headband or bandages?** No bandages are necessary. We recommend wearing a headband at night to protect the ears against twisting whilst asleep.
- **Does the suture/thread have to be removed?** The suture used is a non-dissolving and non-visible material that does not have to be removed.
- **Can I still have ear piercings after the procedure?** If done under clean and sterile conditions, and in appropriate sites on the ear - there should be no issue with ear piercings post-procedure.
- **Can I play sports after the operation?** Contact sports that involve or have the potential to involve direct trauma to the ears (e.g. rugby or boxing) is advised against in the first 3-6 months. All other sports and training can generally be resumed after about 1-2 weeks post-procedure.



DR ZUREK

**BOOK YOUR FREE
CONSULTATION NOW**

www.drzurek.com.au

Expert ear corrections that will change your life with no incisions needed