

To: Alyce Zawacki(alyce@attorneyforcreatives.com)
Subject: U.S. Trademark Application Serial No. 97120493 - BRAZILIAN BEAUTIFICATION
Sent: August 23, 2022 11:12:21 AM EDT
Sent As: tmng.notices@uspto.gov

Attachments

Exhibit A

[screencapture-www-lexico-com-en-definition-Brazilian-16612668834731](#)
[screencapture-www-lexico-com-en-definition-beautification-16612668984521](#)

Exhibit B

[screencapture-www-drshuster-net-blog-beautification-procedures-to-achieve-your-desired-facial-appearance-16612668174451](#)
[screencapture-www-cliniceverest-com-non-surgical-facial-beautification-procedures-16612669234191](#)
[screencapture-www-unimedcenter-com-beautification-16612669520141](#)
[screencapture-serdevclinic-com-portfolio-face-procedures-overall-face-beautification-without-scars-16612669709541](#)
[screencapture-centreforsurgery-com-brazilian-plastic-surgery-16612670079011](#)
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[screencapture-www-northraleighplasticsurgery-com-plastic-surgery-trends-2020-16612671974311](#)

United States Patent and Trademark Office (USPTO) Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 97120493

Mark: BRAZILIAN BEAUTIFICATION

Correspondence Address:

ALYCE ZAWACKI
ALYCE ZAWACKI LAW, PLLC
PO BOX 41421
AUSTIN TX 78704 UNITED STATES

Applicant: DE CASTRO ROCHA WITHERSPOON, ANA CAROLINA

Reference/Docket No. N/A

Correspondence Email Address: alyce@attorneyforcreatives.com

NONFINAL OFFICE ACTION

The USPTO must receive applicant's response to this letter within six months of the issue date below or the application will be abandoned. Respond using the Trademark Electronic Application System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office action.

Issue date: August 23, 2022

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

The trademark examining attorney has searched the USPTO database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). 15 U.S.C. §1052(d); TMEP §704.02.

Registration Refused - Section 2(e)(1) Merely Descriptive

Registration is refused because the applied-for mark merely describes the subject matter of the applicant's services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

The applied-for mark is "**BRAZILIAN BEAUTIFICATION**" in standard characters for "**Education services, namely, providing live and on-line courses in the field of surgical and non-surgical cosmetic procedures; Education services, namely, providing non-downloadable webinars in the field of surgical and non-surgical cosmetic procedures; Education services, namely, providing panel discussions in the field of surgical and non-surgical cosmetic procedures; Educational services, namely, providing educational speakers in the field of surgical and non-surgical cosmetic procedures; Educational services, namely, providing continuing professional education courses in the field of surgical and non-surgical cosmetic procedures; Educational services, namely, developing, arranging, and conducting educational conferences and programs and providing courses of instruction in the field of surgical and non-surgical cosmetic procedures; Educational services, namely, conducting informal on-line programs in the fields of surgical and non-surgical cosmetic procedures, and printable materials distributed therewith; Providing a web site that features informal instruction on surgical and non-surgical cosmetic procedures**" in International Class 41.

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose, or use of an applicant's services. TMEP §1209.01(b); *see, e.g., In re TriVita, Inc.*, 783 F.3d 872, 874, 114 USPQ2d 1574, 1575 (Fed. Cir. 2015).

The determination of whether a mark is merely descriptive is made in relation to an applicant's services, not in the abstract. *DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247,

1254, 103 USPQ2d 1753, 1757 (Fed. Cir. 2012); TMEP §1209.01(b). “Whether consumers could guess what the product [or service] is from consideration of the mark alone is not the test.” *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

In the present case, the applicant's mark is merely descriptive of its services. The terms "BRAZILIAN" and "BEAUTIFICATION" are defined as relating to Brazil and the action or process of improving the appearance of a person, respectively ("Exhibit A"). In the context of the applicant's services, this describes the subject matter thereof, namely, the applicant is providing training and education relating to processes and techniques from Brazil that are designed to improve the appearance of a person. The descriptive nature of the mark is demonstrated by the attached evidence from providers of cosmetic surgery services, which use the terms "BRAZILIAN" and "BEAUTIFICATION" to identify cosmetic procedures, such as lifts, that were designed and popularized in Brazil to improve the appearance of one's body ("Exhibit B"). As the applicant does not limit the nature of the cosmetic procedures for which it provides educational training, it is presumed to encompass those emanating from Brazil.

Generally, if the individual components of a mark retain their descriptive meaning in relation to the services, the combination results in a composite mark that is itself descriptive and not registrable. *In re Fat Boys Water Sports LLC*, 118 USPQ2d 1511, 1516 (TTAB 2016); TMEP §1209.03(d); *see, e.g., DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1255, 103 USPQ2d 1753, 1758 (Fed. Cir. 2012) (holding SNAP SIMPLY SAFER merely descriptive for various medical devices, such as hypodermic, aspiration, and injection needles and syringes).

Only where the combination of descriptive terms creates a unitary mark with a unique, incongruous, or otherwise nondescriptive meaning in relation to the services is the combined mark registrable. *See In re Omniome, Inc.*, 2020 USPQ2d 3222, at *4 (TTAB 2019).

In this case, both the individual components and the composite result are descriptive of applicant's services and do not create a unique, incongruous, or nondescriptive meaning in relation to the services. Specifically, whether viewed individually or as a composite result, the terms "BRAZILIAN" and "BEAUTIFICATION" indicate that the applicant's cosmetic surgery training services pertain to techniques and procedures emanating from Brazil that are intended to improve one's appearance.

Therefore, the applied-for mark is merely descriptive of the applicant's services and registration is refused under Section 2(e)(1).

Advisory: Supplemental Register

Although an amendment to the Supplemental Register would be an appropriate response to this refusal(s) in an application based on Trademark Act Section 1(a) or 44, such a response is not appropriate in the present case. The instant application was filed under Section 1(b) and is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use meeting the requirements of 37 C.F.R. §2.76 has been timely filed. 37 C.F.R. §2.47(d); TMEP §§816.02, 1102.03.

If applicant files an acceptable allegation of use and also amends to the Supplemental Register, the application effective filing date will be the date applicant met the minimum filing requirements under 37 C.F.R. §2.76(c) for an amendment to allege use. TMEP §§816.02, 1102.03; *see* 37 C.F.R. §2.75(b). In addition, the undersigned trademark examining attorney will conduct a new search of the USPTO records for conflicting marks based on the later application filing date. TMEP §§206.01, 1102.03.

Although registration on the Supplemental Register does not afford all the benefits of registration on

the Principal Register, it does provide the following advantages to the registrant:

- (1) Use of the registration symbol ® with the registered mark in connection with the designated goods and/or services, which provides public notice of the registration and potentially deters third parties from using confusingly similar marks.
- (2) Inclusion of the registered mark in the USPTO's database of registered and pending marks, which will (a) make it easier for third parties to find it in trademark search reports, (b) provide public notice of the registration, and thus (c) potentially deter third parties from using confusingly similar marks.
- (3) Use of the registration by a USPTO trademark examining attorney as a bar to registering confusingly similar marks in applications filed by third parties.
- (4) Use of the registration as a basis to bring suit for trademark infringement in federal court, which, although more costly than state court, means judges with more trademark experience, often faster adjudications, and the opportunity to seek an injunction, actual damages, and attorneys' fees and costs.
- (5) Use of the registration as a filing basis for a trademark application for registration in certain foreign countries, in accordance with international treaties.

*See 15 U.S.C. §§1052(d), 1091, 1094; J. Thomas McCarthy, *McCarthy on Trademarks & Unfair Competition* §§19:33, 19:37 (rev. 4th ed. Supp. 2017).*

The applicant is advised that if it files an amendment to allege use and amends the application to the Supplemental Register, it may delete the disclaimer for "BEAUTIFICATION" as the term is not generic for the services at issue.

Although applicant's mark has been refused registration, applicant may respond to the refusal by submitting evidence and arguments in support of registration.

Response Guidelines

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal in this Office action. *See TMEP §§705.02, 709.06.*

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.*

If the applicant has any questions or requires assistance in responding to this Office action, please telephone the assigned examining attorney.

How to respond. [Click to file a response to this nonfinal Office action.](#)

/Thomas Young/
(571) 272-5152
thomas.young@uspto.gov

RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to abandon.** The response must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS maintenance or unforeseen circumstances could affect an applicant's ability to timely respond.
- **Responses signed by an unauthorized party** are not accepted and can **cause the application to abandon**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with legal authority to bind a juristic applicant. If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find contact information for the supervisor** of the office or unit listed in the signature block.

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Brazilian



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Definition of Brazilian in English:

Brazilian

Translate Brazilian into Spanish

**NOUN**

- 1 A native or inhabitant of Brazil.

'It quickly becomes apparent that the chef - a native Brazilian - is no meatball.'

[+ More example sentences](#)

- 2 (also **Brazilian wax**)

A style of leaving a woman's pubic hair in which almost all the hair is removed, with only a very small central strip remaining.

'It's up to the client how much hair, if any, we leave when we do the Brazilian, she says.'

[+ More example sentences](#)

Pronunciation**Brazilian**

/bra'zilɪən/ /bra'zilɪən/

ADJECTIVE

Relating to Brazil.

'As a hippy, he wrote songs that revolutionised Brazilian rock, but some subversive comic-strips landed him in jail and he became one of the disappeared.'

[+ More example sentences](#)

Pronunciation**Brazilian**

/bra'zilɪən/ /bra'zilɪən/



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WORD OF THE DAY

kickshaw/kɪkʃə/
NOUNDoes English Have More Words
Than Any Other Language?

'Ante-' or 'Anti-'?

Which is the correct spelling?

 anti-capitalist ante-capitalist[NEXT](#)

0/10

2. poignancy
3. Herculean
4. imminence

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US DICTIONARY

beautification



Home > US English > beautification

Definition of beautification in English:

beautification

See synonyms for [beautification](#) on Thesaurus.com

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NOUN

The action or process of improving the appearance of a person or place.

[+ More example sentences](#)

Pronunciation ⓘ

beautification

/ byoōdäfē kăSHən/ / bjoo-däfē kee-jən/ ⓘ



WORD OF THE DAY

kickshaw

/ kikshə /

NOUN



Does English Have More Words Than Any Other Language?

Words for Places

What does wold mean?

- a piece of high, uncultivated land or moor
 arid, sandy country

[NEXT](#)

0/10



2. off the back of
3. affecting
4. rahdari

Feedback

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OUR PLASTIC SURGERY BLOG



BEAUTIFICATION PROCEDURES TO ACHIEVE YOUR DESIRED FACIAL APPEARANCE

While many facial plastic surgery procedures are intended to reverse the signs of aging, this isn't the only goal that can be accomplished with these treatments. Facial plastic surgery can also be performed to improve the appearance of a specific feature. When this is your goal, we call these treatments beautification procedures.

It's important to understand that beautification procedures aren't performed to make you look like a different person. You'll still look and feel like yourself afterwards. However, you'll experience the benefits that occur when you subtly reshape a facial feature. Often, minor adjustments can significantly improve your overall facial balance and harmony.

IMPROVING THE APPEARANCE OF YOUR NOSE

Rhinoplasty is by far the most popular beautification procedure Dr. Shuster offers. By making subtle changes to the shape and structure of your nose, rhinoplasty can ensure your nose is in proper proportion with your other facial features.

Your rhinoplasty procedure can address a variety of aesthetic concerns, including:

- Irregularly shaped nose
- Nose that is too large, small or wide
- Crooked, bent or unattractive bridge
- Tip that is too small
- Large, wide or droopy tip
- Nostrils that are too constricted or narrow
- Nostrils that are too wide or upturned
- Asymmetrical nostrils



FULLER LIPS

Full, luscious lips have become a symbol of attractiveness and beauty in recent years. It should come as no surprise that they are highly desired by many of our patients. Dr. Shuster can perform lip enhancement to help you achieve a variety of aesthetic goals, including:

- Add volume to thin lips
- Create better definition along the borders of your lips

Improve the appearance of vertical lip lines that develop as you age

Depending on your unique needs and goals, Dr. Shuster may recommend one of the following treatment options:

Dermal fillers - Dermal fillers such as Juvederm can add volume and definition to your lips. Results last six months or longer.

Fat transfer - You can undergo a fat transfer procedure which uses your own fat and tissue to add volume and definition to your lips.

Lip roll - This surgical procedure creates an incision on the inside of the lip, allowing it to be "rolled out" to achieve a more voluptuous appearance. This procedure delivers permanent results.

BETTER DEFINITION IN THE CHIN

Chin implants are an effective way to address a weak chin appearance. Dr. Shuster can perform this procedure to achieve a variety of aesthetic goals, including:

Create a lengthened facial profile

Improve the overall balance of your facial profile

Create a stronger chin appearance

Achieve a more aesthetically pleasing facial shape

CONTACT OUR HOLLYWOOD PLASTIC SURGEON

You can learn more about these beautification procedures and receive individualized treatment recommendations by scheduling a complimentary consultation with Dr. Shuster. We serve patients in Hollywood, Fort Lauderdale, Miami and the surrounding areas of Florida.

BEFORE & AFTER

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GALLERY

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How can we help you? *		

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Actual patient of Dr. Bernard Shuster. Patients may not have received the procedures discussed on the pages where their photos are featured.

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Non-Surgical Facial Beautification Procedures



You can examine your questions about Non-Surgical Facial Beautification Procedures and our clinic's recommendations to you through this content, and you can personally interview our doctors for your questions.

Among the most demanded and preferred aesthetic procedures of recent years, non-SURGERY ones have come. These include facelift, cheek augmentation, chin filling, lip augmentation. With the development of technology, many aesthetic medical methods are applied without surgery. Everyone's face can sag over time, as they get older, against gravity. Some methods are applied in our clinic for the demands of aesthetics in areas such as eyebrows, nose, eyes, lips and chin. As Clinic Ever-Est, we offer you brand new options and provide many options in a short time without applying any surgical method and without any anesthesia.

You can call us for non-surgical facial rejuvenation, stretching and beautification procedures. Over time, our faces fall down and the expressions on our faces resemble a sad look. Our clinic has compiled the most preferred non-surgical facelift methods for you in line with the demands received in this area and waited for your calls to apply them whenever you want.

You can benefit from our highly effective methods to rejuvenate your skin to reach us and to benefit from non-surgical face lift procedures in the field of medical aesthetics. For non-surgical facelift procedures that will be permanent for many years, we recommend that you call the phone numbers on our website.

NON-SURGERY AESTHETIC PROCEDURES

Within the scope of non-surgical aesthetic procedures, we talked about the above-mentioned face lift and facial beautification procedures. In our clinic, all rejuvenation procedures performed without the use of surgical methods are performed by specialist doctors. All the devices we use are equipped with the latest technology, and all the equipment we use has been specially sterilized.

These aesthetic procedures are usually recommended for those who are not ready for a serious operation. It is a treatment method applied to alleviate the symptoms in the person despite aging and to make the skin livelier and younger. Clinic Ever-Est has always been the first choice for those who will have a tighter appearance. Many guests from abroad and from Turkey visit our clinic for facial rejuvenation and non-surgical facial beautification operations.

You can write to our WhatsApp line on our page you are reviewing to request before and after images of non-surgical facial beautification procedures, to ask questions in your mind and to get more information.



Other Blogs You May Be Interested In



28
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Non-Surgical Face Lift Aesthetics

Non-Surgical Face Lift Aesthetics - Clinic Ever-Est, which is an Aesthetic Center, is at your service with the procedures performed without any scars or



29
Jul

Some Slimming Solutions

In people who have not reached their desired weight despite diet and exercise, it is possible to lose 15-25 kilograms in an approximately 6-month-1-year period



11
Oct

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You can access information on Non-Surgical Applications that Do Not Require Surgical



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Beautification

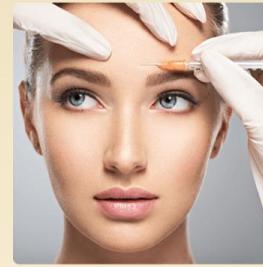
Botox, CoolSculpting & PRP Therapy Services at UniMed Center

These days, it is surprisingly easy to improve your appearance, with little to no downtime after a quick and painless nonsurgical procedure. Best of all, no one will know you did anything at all – you'll just have a more attractive, youthful, and trim appearance.

At UniMed Center, [Dr. Jenny Liu](#) offers the following beautification procedures for patients who wish to look as good as they feel:

- [Aquafacials](#)
- [Botox and Dermal Fillers](#)
- [CoolSculpting® Body Fat Reduction](#)
- [Radiofrequency \(RF\) Microneedling](#)
- [Regenerative Plasma-Rich Platelet \(PRP\) Therapy](#)
- [Thread Lift](#)

Interested in looking your best? Make an appointment for a consultation at UniMed Center to see what type of procedure may be right for you. Call us at [\(732\) 828-9988](#) or use our convenient online [appointment request form](#).



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Overall Face Beautification Without Scars

by / in Face, Serdev Suture® Lifts / Anesthesia: local / Trauma: minimal / Scars: none / Postop recovery: 1-2 days / Resuming work: almost immediately

Many of us dream of changing something in our face - some do not like their nose or lips, others want to completely transform the way they look. There is nothing wrong with striving for beauty and perfection, if a change would make us happier and complete, and would raise our confidence. We can achieve an overall face beautification without scars, in accordance with patients' needs.

Sometimes, however, patients have requests which are unnecessary and/or will not help in getting the required result. We always conduct a discussion and realistic assessment, regarding what is needed for beautification and rejuvenation in the specific case. Patients must have proper motivation and be certain in their wish to undergo these changes.

What defines the beauty of the face?

We achieve beautification of the face by arranging facial details in accordance with aesthetic proportions, angles, and volumes while in the same time maintaining individuality. Imagine your room tidy and then imagine it disorderly. It is surely more beautiful when it has structure and an individual character.

The complex face is properly divided into three equal parts: forehead, nose, and lower part (where the upper lip forms a ratio 1:2 to the lower lip and chin). The noble profile forms a straight line. The size and shape of the nose are also very important - it must be straight, with an angle of 90 degrees at the tip and 110 degrees to the upper lip.

The volume of the lips must conform to the volume of the eyes and eyebrows. Both eyes and eyebrows must have a higher angle laterally. Eyebrow's tail should be 1:1.5cm above the upper orbital rim and usually end a bit to the side from the lateral canthus of the eye. Beautiful cheekbones are slightly higher than the mid-face line and form hollow "hungry cheeks". The cheeks and chin shape an expressed "triangle of beauty". We emphasize it when we smile for a photograph.

Ears are properly situated with an angle of 30 degrees or less to the face oval.

Read more: [Facelifts](#); [Rhinoplasty](#); [Biofibre – Artificial Hair Implant System](#)

Serdev Suture Lifts for Face Beautification

[Contact Us](#)

The Scarless Serdev Suture Lifts help us in the overall face beautification, by restoring perfect proportions, volumes and angles. These methods are particularly important in young people because of their atrraumatic nature, lack of scars and durability of the aesthetic result. This makes them superior to other methods. Patients return to social life within 1-2 days. The suture methods of Dr. Nikolay Serdev can lift tissues, as well as create volume in places where it lacks. Furthermore, we can use them to correct the tissues position in cases of deformities.

The results are stable because we stably fixate (suture) mobile tissues to immobile periosteum or fascia. Of course, the ageing process cannot be stopped. However, after surgery it will continue from the new, rejuvenated and beautified position.

Vaser Lipo

VASER is a non-invasive liposuction of double chin and cheeks. It often is often in our program for beautification the face and can be added at different stages.

Patient Testimonial - Total SMAS Lift via Serdev Sutures Method



Results



eFace / What are Serdev Suture® Lifts? »

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We use the periareolar approach for subpectoral (under the muscle) breast augmentation. It... Read more!



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The scarless breast lift via Serdev Suture method achieves up to 14 cm lift without implants. Read more!



Aesthetic Correction of Lobia Minora. Labioplasty.

Reduction of lobia minora (labioplasty) aims to obtain aesthetic appearance of the genitalia. Read more!

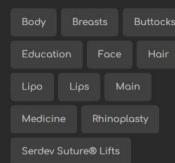
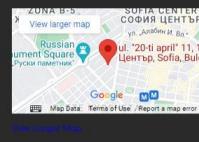


Chin Lift Without Implants. Enhancement and Form Correction via Serdev Suture®. Chin lift without implant is possible via Serdev Suture® method. Only

Pre-op Tests

Blood and urine tests are required before any procedure can be performed. It is best to have them done in the morning prior to surgery, on an empty stomach (hungry and thirsty).

Detailed information on allergies have to be provided. If necessary, a consultation will be scheduled.

Category**Location****Useful Links**

[Dr. Nikolay P. Serdev Personal Page](#)
[International Journal of Cosmetic Surgery](#)
[Medical Devices International](#)
[Vip Tourist Ltd.](#)



Brazilian Plastic Surgery

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Why Brazil loves a tweak?

Brazil, home to the pioneer of the famous Brazilian Butt Lift, Ivo Pitanguy who died after a heart attack on the 6th of August, 2016 just one day after holding the Olympics torch in Rio was among one of the national icons. So it should not come as a surprise that the opening ceremony included the country's most beautiful people leaving people all over the world wanting the look of their butts and boobs. Forbes has awarded Brazil a silver medal with total cosmetic procedures of 2,324,245 after the USA who gets the gold medal.

So how has plastic surgery become a billion-dollar industry in Brazil? There have been many speculations of the reasons behind the boom of Brazilian plastic surgery:

- **A boom in the economy:** Studies have found that the demand for plastic surgery in a country correlates with their economy. This statement has definitely proved to be right for Brazil as the country has become one of the fastest growing economies along with the increase in demand for plastic surgery.
- **Special offers:** The dean of plastic surgery, Ivo Pitanguy believed that plastic surgery is more than just beauty tweaks and focuses on spiritual and mental wellbeing. He is known to have introduced the system of heavily discounted procedures to accommodate the low-income demographic.

Centre for Surgery 4.8 ★★★★
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Julie Dyson 5.0 ★★★★★
Reviewed 1 year ago

Experience at the Centre for Surgery has exceeded my expectations by miles! From the moment I made contact and enquired about the procedures offered, all the way through to my post-operative aftercare, I have been blown away by the levels of customer service and empathy shown to me on my journey. At 62 years of age, some might question whether I was a bit old for "mumtastic" mammoplasty and both a breast reduction and an abdominoplasty. However, I was treated so kindly and with such respect that these thoughts were soon left behind. Linda the Patient Coordinator allocated to me was great – she sent me loads of information to read and arranged a consultation with Mr Ervin Erdi, the surgeon. Once we met Mr Erdi, he immediately made me feel at ease. We discussed the timing of the procedures in a staged format, to allow my body to recover in between surgeries. He also encouraged me to lose a few kilos before my surgery saying it would be of benefit health-wise and give better results. He walked me through both of the procedures and I had no fears or doubts. We agreed that I would have the breast reduction first, followed by the tummytuck 4 to 6 months after that. I was offered a follow-up consultation, but didn't need one. I was so happy with the first Linda then had me choose a date for the first op based on

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- **Blame the sun.** A country with lots of beaches and sunny spells all year round does contribute to a certain beauty standard making people want to look good.

Brazilian plastic surgery now preferred in all parts of the world plays a role in replacing Photoshop with subtle tweaks in this modern world. As people continue to obsess over the perfect 'selfies' and 'bellies' for social media channels like Snapchat and now even on the newly introduced Instagram Story, plastic surgery will continue to lose its exclusivity. Despite this 2016 has been a year of 'Body Positivity' inspiring people to embrace themselves for the way they are, so who knows what is in store for the future of plastic surgery.

"Life teaches me every day. I believe that the sad thing about dying is to stop feeling this desire to always learn a bit more. I try to balance my life between surgeries, lectures and conferences, without putting aside the enjoyment of living."

Ivo Pitanguy

Note: Centre for Surgery currently offers a **fat transfer to the buttocks**, which injects fat above the muscle. Contact Centre for Surgery today for more details or to book an appointment.

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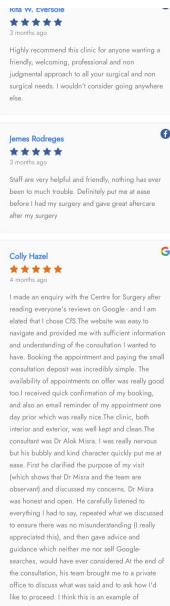


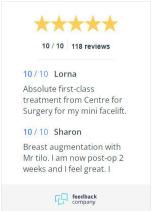
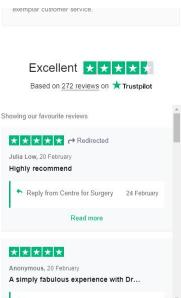
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my personal commitment to lose the weight. The encouragement helped tremendously and in January 2012, I had my first surgery. On the day, the whole team were there, including the anaesthetist who gavoured me, the senior theatre nurse - Mr Erl, the anaesthetist and all the theatre nurses couldn't have looked after me any better. What was truly wonderful for me - I was able to go home the same day once Mr Erl and the nurses were happy for me to leave, no stay in hospital where you can't sleep etc. The next day I was back at work and arranged me the next day to ensure I was well and organised an appointment to see a non-operative nurse to check my wounds and redress. How lucky am I - Sophie Ship is just the best! Knowing that support team was always available together with regular check-ups in Sophie's very capable hands I was very reassured. At the end of April 2012 I had a review with both Mr Erl and Sophie. We were all delighted with the results and my recovery. It was agreed that the second operation could take place in May/June 2012, then sent me loads more information about the procedure, answering all my questions fully and giving me the date. To ensure I was fit for surgery, Mr Erl arranged for me two weeks before my surgery. All was agreed and the abdominoplasty performed on 25th May. Once again, everything went like clockwork and every member of the team were outstanding! I'm now 4 weeks post op 2 and already delighted with the results. I am still swelling but I feel so good to have had both my surgeries performed by him. The swelling is already going down and I can't wait to see how I look in a couple of months! I have given Centre for Surgery and Mr Erl permission to show my photograph to anyone considering the procedure[s] and am more than happy to provide more detail if they have any concerns they have. Please just ask Centre for Surgery/ Mr Erl to arrange.

José Saam
★★★★★
3 months ago
Absolutely fantastic! Highly recommended!

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Come and drop by at our state of the art centre on
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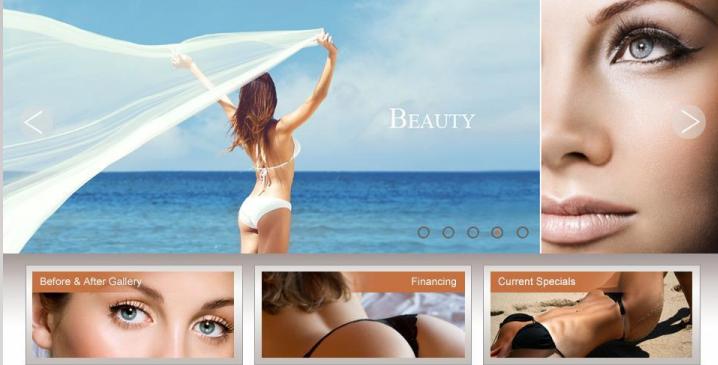


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The Art of Brazilian Plastic Surgery

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Posted: November 22, 2016



The concept of Brazilian Plastic Surgery really doesn't start with surgery at all... It begins with the country and the people. During my time in Brazil I was fortunate to receive training in four different cities (Sao Paolo, Porto Alegre, Belo Horizonte, and Rio de Janeiro) with multiple world renowned surgeons, but I got the sense that the art of Brazilian Plastic Surgery really started with the country and the people itself. Brazil is big, and yet there was a common feeling of friendliness that permeated the culture and that root essence bubbled over in almost everything they did. Food, dance, and music are all celebrated through a confidence and joy that touches all parts of life. So when they dance, it comes out as the Samba, and when they

Ask Dr. Corey A Question
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sing, it has a purring, dreamy quality that sounds like they are hair asleep. It makes them feel good... and when you are down there, it makes you feel good too!!! Plastic Surgery in Brazil is the same. It seems to get produced with that equal spirit of warmth, confidence and sensuality that blankets the country. But what is it exactly that makes it different? In many ways, that is a question that I am still asking myself, years later. Is it a different way of looking at things or is it a different technique that makes it unique?

After much thought and experience, I have concluded... that it is both. Starting with the first premise, I do think they have a different way of looking at things but I don't think it's just looking with an artist's eye, although that is no doubt part of the equation. What I began to feel during my time there was that they honestly felt that what they were looking at WAS art...that the female form already was a work of art and they weren't there to create it, but rather enhance what already existed. It's almost as if it wasn't a patient they were looking at, but something different, something more. There is no doubt that the confidence that Brazilian women seemed to have, no matter the size or shape, contributed to that feeling. But the surgeons seemed to have this thought process as a starting point, not as an end. I think this leads them to be more "eye" oriented and less "tape measure" oriented. For example, there were many times during my plastic surgery residency training in the United States that we measured the patient for a [breast surgery](#) operation before the operating room, and then during the surgery we followed exactly the plan we had measured out. In Brazil, it seemed more "tailor as you go", following a plan dictated by the form of each individual patient.



And with the second concept, that of technique, they seemed more free to think outside the box and constantly push to find improved results. Sure you can reduce and lift a breast, but what does it look like 5 years later, besides just smaller? Sure you can remove excess skin from the tummy, but can you give it shape? Some techniques, such as the ones I use for [breast lift](#) or [mastopexy](#), are specifically designed for maximum shape and longevity and are very different than what I learned in the United States. I have made changes over the years to fit more closely with the American woman, but the core concepts of many of the techniques that I learned remain the same.

This is only a start. I think as time passes and I spend more time in the operating room and in conference with my Brazilian colleagues, I begin to see a bit more of what I felt in a country so different than all the others.

If you would like more information on the artistic [Brazilian approach to plastic surgery](#), [contact](#) our experienced board certified plastic surgeon, Dr. Corey. We happily serve the areas of [Phoenix](#), [Scottsdale](#), [Gilbert](#), [Mesa](#), [Tempe](#), and [Chandler](#).

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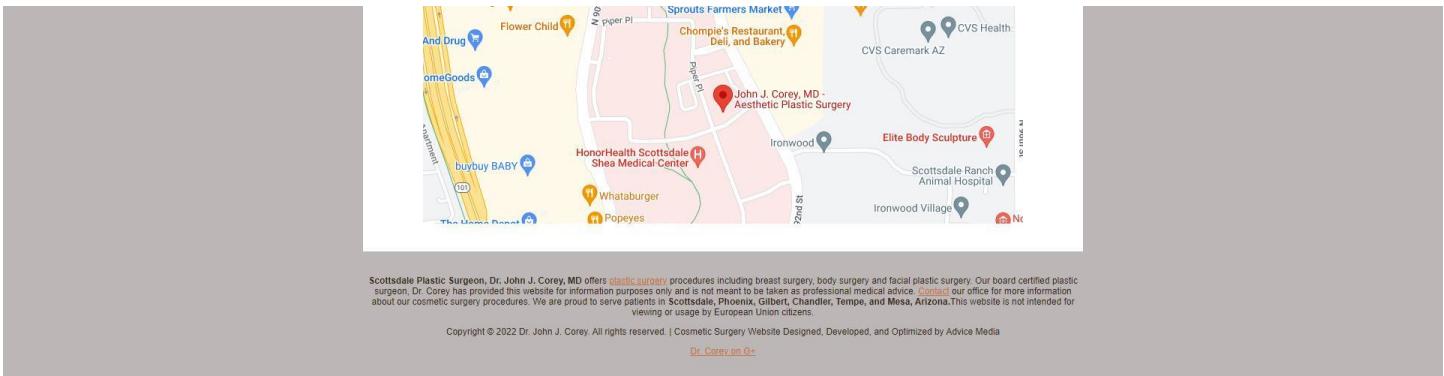
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Brazilian bikini laser hair removal has become a very popular treatment with both men and women and a common choice for removing all or almost all pubic hair from the pubic region.

What areas exactly do people most commonly want treated with Brazilian Bikini laser hair removal?

Many, if not most of our clients want absolutely no hair in the pubic region from the peri-anal laser hair removal area, to thong strip laser hair removal, labia laser hair removal to pubic area.

Some people want it All- Off but no women EVER regrets removing hair in the peri-anal area, hair around the areolas and hair under the belly button. These areas can be lasered in just minutes, and are very common areas of unwanted hair.

What is the advantage of Brazilian Bikini laser hair removal vs. Brazilian Bikini waxing?

One of the most important advantages is no need to grow hair out, the other is that laser hair removal is permanent. And there are issues of safety and cleanliness.

Does it hurt? How about the pain factor?

Surprisingly, there is little to no discomfort when laser is administered to the peri-anal area and labia. laser hair removal of the pubic area is similar in discomfort to other body areas, but any discomfort is very temporary and most people tolerate it very well.

What should I look for in a laser hair removal facility?

Laser hair removal should take place in a medical office owned and operated by a physician, not a spa. In a medical practice, you have the confidence of knowing that your privacy about all aesthetic enhancements is protected by Federal Law Blue Water Spa and Blue Water Spa Laser Center are medical facilities owned and operated by Board -certified plastic surgeon Michael Law MD who practices on site. Medical practices are governed by the state medical board and not the state board of cosmetology.

Be sure the medical practice you select has multiple lasers as no single laser frequency is ideal for all skin types. The most effective and safest laser for light skin is not the safest and most effective laser for dark skin

ARE THERE DIFFERENT TYPES OF BRAZILIAN PROCEDURES?

Yes! There are different treatments to choose from: At Blue Water spa, we make your consultation easy and



comfortable. Consultations take place while you are fully clothed. We use diagrams to help you decide what you'd like to do. You can even choose option A, B, or C (we know some people don't like to utter the words peri-anal!) Once you decide what you'd like done, our technicians carefully explain every step so you know just what to expect. If you want to keep some hair, YOU decide, a white eyeliner pencil is used to outline where you would or would not like hair, so there will never be confusion about exactly what you want.

You have the confidence of knowing that the laser professionals at Blue Water Spa perform thousands of Brazilian bikini laser treatments each year. Our technicians are exceptionally well trained, professional and compassionate, and your privacy is protected by federal law.

The complete treatment will take 30 minutes or less. Blue Water Spa has spared no expense with our top of the line lasers. The hair removal lasers at Blue Water Spa have been recognized as the most effective lasers for hair removal in peer reviewed medical journals. The lasers have a large spot size which means laser energy can target deep hair roots missed by other lasers. It also means a faster and more comfortable treatment.

Brazilian bikini laser can be a life changing experience for many people. Take your time and choose the medical center providing your laser hair removal carefully.

Schedule a Consultation with Blue Water Spa Today

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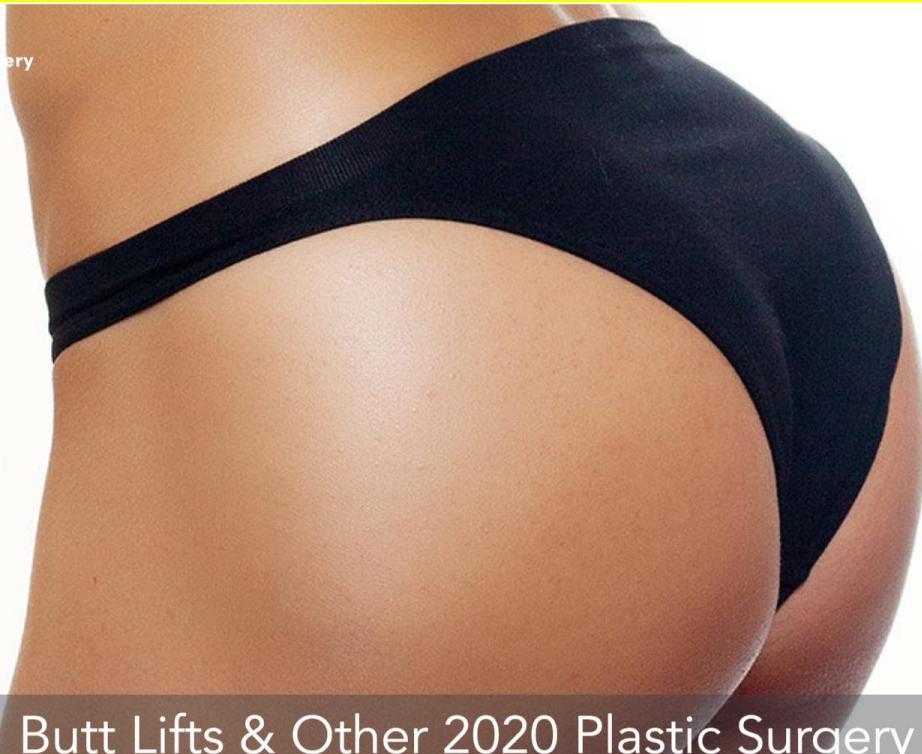
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Brazilian Butt Lifts & Other 2020 Plastic Surgery Trends



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Cosmetic surgery juxtaposes beauty with medicine, so as beauty trends change and medicine continues to evolve with new procedures and

[Plastic Surgery Procedures](#)

techniques, we see how these affect the popularity of certain procedures. Our plastic surgeon in Raleigh is dedicated to staying on the forefront of how cosmetic surgery evolves, and we wanted to take the opportunity to share some of the emerging trends in plastic surgery for 2020 as well as what continues to be popular.

The Brazilian Butt Lift & Fat Transfer Procedures



For several years, a plump, curvier backside has been the preferred aesthetic, and for much of that time, silicone implants were the most common way to achieve that. However, fat transfer procedures, specifically, the Brazilian Butt Lift, has made it easier to get the shape you want. Fat transfer removes excess fat from other parts of the body, is purified, then injected into another area of the body, often the buttock, to shape the area.

These procedures have been growing in popularity the past few years for three reasons:

- It offers two specific and sought after benefits – liposuction of excess fat and a fuller, lifted rear;
- It's significantly less invasive than implants and can be done in less time and at less cost.
- You can get a more "custom" rear to ensure you are completely confident with your body.

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- Mini Tummy Tuck

While several years ago, the full, round rear was sought after, we are seeing a more slim, lifted, and athletic look in 2020, and we can achieve that look with ease using the Brazilian Butt Lift.

Injectables & Fillers

With the increase in selfies and use of Zoom, we're seeing our faces in whole new angles. While this has led to many people wanting to improve the look of their face, whether that's to reduce fine lines or create a slightly more noticeable separation between the jaw and neck, they may not be ready for a more invasive face lift or surgical procedure.

This is where injectables and fillers are skyrocketing in popularity. Fillers can be used to fill in wrinkles, add volume to lips, or minimize the looks of under-eye bags, and because hyaluronic acid and collagen are naturally occurring in the body as well as commonly used in fillers, patients are more confident in these safe, effective options. We are also continuing to see a rise in Botox to reduce the appearance of fine lines and wrinkles and create a smoother appearance.

Cryolipolysis

Fat transfer procedures are ideal for when you want to remove fat from one area and improve the look of another. When it comes to simply removing fat, cryolipolysis is rapidly growing in popularity, increasing by over 800 percent since its FDA approval in 2010.

So, what is it? More commonly known as CoolSculpting, cryolipolysis works by freezing fat which causes the fat cells to break down. A vacuum applicator is placed on the skin, moving areas of fat, such as the love handles into contact with cooling panels. The fat is "frozen" for up to an hour without damaging other tissues. However, it's important to note that this procedure takes multiple treatments, and it takes several months for the patient to notice a decrease in fat as it takes time for the cells to break down.

5 Most Common Cosmetic Procedures of 2019

According to the American Society of Plastic Surgery, the 5 most common surgical procedures in 2019 were:

- Breast Augmentation
- Liposuction
- Rhinoplasty
- Eyelid Surgery
- Tummy Tuck

These five procedures may change places in the ranking, but they have been and, we believe, will continue to be the most commonly performed procedures in 2020 and moving forward.

Schedule Your Consultation with Our Plastic Surgeon in Raleigh

No matter what kind of cosmetic procedure you would like, whether you're considering fat transfer, Botox, or breast augmentation, Dr. Ortiz, a board-certified plastic surgeon in Raleigh, is here to work with you. He will sit down with you and discuss your goals and what kind of results you are looking for. Then, he will help you determine the right procedures to get the results you would like to achieve. To learn more about our services and schedule a consultation, call us at 919-532-2270 or send us an email using our online contact form.

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Buttock Enhancement: Why Choose the Brazilian Butt Lift (BBL) Over Other Procedures

Choosing the Right Plastic Surgeon for Your Mommy Makeover

The navigation bar includes the following links: All Services, Breast Augmentation, Mommy Makeover (with a sub-link to Contact), BBL, Tummy Tuck, Before And After, and a top-centered logo. Below the main menu is a promotional banner for Obagi skincare featuring a woman using a laptop and the text "A new way to shop skincare! EASILY PURCHASE OBAGI MEDICAL® SKINCARE THROUGH OUR WEBSITE [SHOP NOW](#)".



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Office Action (Official Letter) has issued
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- **Hiring a U.S.-licensed attorney.** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.

User: Thomas Young

**Statistics for Case
97120493**

#	Search	Total Marks	Dead Marks	Live Viewed Docs	Live Viewed Images	Status/Search Duration
1	97120493[sn]	1	0	1	1	0:00
2	"brazilian beautification"[bi,ti]	2	1	1	1	0:00
3	*bra{ "sz" }{ v }l*[bi,ti] not dead[lid]	651	0	0	0	0:02
4	(*b{"iey"}{v:3}t{v}f{"iy"}* *b{"iey"}{v:3}t{v}ph{"iy"}*)[bi,ti] not dead[lid]	117	0	117	117	0:02
5	3 and "009"[cc]	279	0	279	279	0:01
6	3 and "041"[cc] and (not 5)	98	0	98	98	0:01
7	"beautification"[bi,ti]	27	0	0	0	0:00
8	7 not dead[lid]	12	0	12	12	0:01

Session started 08/23/2022 9:45 am

Session ended 08/23/2022 9:52 am

Total search duration 7.00

Session duration 7 minutes 34 seconds

Adjacency Level 1

Near Level 1