

As Featured in the...



Grand Season Business Profile

Arizona Eye Institute Enhances Quality of Life

You're only as old as you feel, goes the saying.

But all of us know that how we look can — and often does — have an effect on how we feel.

Fortunately, we live in a time where there have never been so many resources available to help us retain and revitalize the beauty that enhances the quality of life.

Now completing its 20th year of service, the Arizona Eye Institute and Cosmetic Laser Center has helped literally thousands of patients lead better, fuller, more confident lives. Their roster of medical and cosmetic procedures is unequaled by any other practice, as are their facilities, equipment and the competency of their staff.

It's no wonder that Arizona Eye Institute and Cosmetic Laser Center is the leading practice of its kind in the Northwest Valley, and the place you need to put on your list for both ophthalmic and optical care, as well as literally dozens of possible cosmetic treatments.

The guiding force of the practice is innovative eye and cosmetic surgeon Emilio M. Justo, M.D., Arizona Eye Institute and Cosmetic Laser Center's founder and medical director. A skilled, Board Certified ophthalmologist, Dr. Justo began his practice in Arizona in 1989. Cataract and other ocular surgery, along with complete eye care, is still a large part of the practice, and the main focus of its office on Bell Road in Sun City.

Over the years, Dr. Justo has broadened the focus of his practice to include ways to assist patients with both medical and cosmetic procedures that are generally focused on the area "from the neck up," he notes. One exception to this caveat is liposuction, in which Dr. Justo uses the most modern tumescent technique to contour all parts of the body, from "head to toe." The cosmetic portion of his practice is located in its comfortable and luxurious facility at 19052 R.H. Johnson Blvd. in Sun City West.

Also located adjacent to the Sun City West office is a state-of-the-art ambulatory surgery center, a Medicare-certified, state licensed, nationally accredited facility where Dr. Justo performs surgeries with a team of trained nurses. The surgery center has all the most up-to-date equipment you'd find in any hospital, along with the warm and friendly feel of your doctor's office, and the comfort of a staff that's focused on individual attention.

Eyelid surgery, known as blepharoplasty, is just one of the cosmetic surgery procedures offered by the Arizona Eye Institute and Cosmetic Laser Center. This procedure, which is performed using a CO2 laser, helps to eliminate droopy eyelids and improve peripheral vision. It also has the effect of taking years off the appearance of the face. If proper protocols are followed, it may even be covered by medical insurance, notes Dr. Justo.

Brow lifts, face lifts, neck lifts, chin augmentations and liposuction are just some of the other procedures performed in the surgery center.

Dr. Justo and his medical team continually train and attend classes to learn and apply the latest procedures and techniques, and become familiar with the capabilities of the latest medical equipment. "Treatments that were unheard of when I graduated from medical school are commonplace today," says Dr. Justo. "When we see treatments that can be effective in the care we provide, we put them into place."

Cataract surgery is one such example. Arizona Eye Institute and Cosmetic Laser Center was a pioneer in the field of "no-stitch, no needle, no patch" cataract surgery, and is presently among the leaders in the application of "premium" lens implants, such as multifocal and accommodative lens designs that enable patients to see better in all types of situations, such as near and far vision without eyeglasses.



Dr. Emilio M. Justo (seated left) and his staff make up the Northwest Valley's leading center for ophthalmic, optical and cosmetic treatments.

Lasers are used extensively at Arizona Eye Institute and Cosmetic Laser Center. Laser skin resurfacing, unwanted hair removal and tattoo removal are three examples of procedures utilizing this safe and non-invasive technology.

The first step with all medical and surgical procedures is an in-person consultation with Dr. Justo. Patients are encouraged to become completely familiar with all phases of their treatment plan. "I'll spend whatever time I need to in order to determine a patient's needs and answer any questions they may have" prior to treatment, says Dr. Justo. "Developing that bond and earning their trust is a critical first step."

This individual attention results in better outcomes, notes Dr. Justo, and is exemplified by the many testimonials from satisfied patients you can find on their web site www.JustoMD.com.

Arizona Eye Institute and Cosmetic Laser Center has a staff of 10 cosmetic consultants, ophthalmic technicians nurses and assistants. This competent and well-trained group helps patients with everything from optical needs to chemical peels, microdermabrasion and medical skin care rejuvenation. Dr. Justo personally administers all of the Botox® Cosmetic as well as der-

mal tissue filler treatments.

An on-staff Certified Permanent Cosmetic Professional performs permanent makeup for eyebrows, eyeliner, and full lips. This long lasting procedure will enable you to spend less time putting on makeup and more time enjoying life.

In keeping with their goal of providing many services under one roof, each office also has a complete Just For Eyes Optical Boutique, where you can fill your prescriptions for eyeglasses and lenses from top-quality providers at affordable prices.

In these days leading up to the holidays, don't miss out on your opportunity to take advantage of the savings on both cosmetic surgical and non-surgical procedures. See the ad in this month's *Grand Season* for more information. For even more information, check out Arizona Eye Institute and Cosmetic Laser Center's informative website, www.JustoMD.com, then call to schedule your appointment. The Sun City West office phone number is 623-975-2020.

The number for the office in Sun City, located at 10701 W. Bell Road (at Del Webb Blvd.) is 623-876-2020.

Let Arizona Eye Institute and Cosmetic Laser Center help you look and feel younger and alive!