



Plastic Surgeons in Washington, D.C. Set for Wrinkle Erase for the Cause

The Oct. 1 fundraiser benefits breast cancer research and reconstruction awareness, according to the physicians at Washington, D.C.'s Ruff Plastic Surgery.

WASHINGTON, DC, USA, September 6, 2015 /EINPresswire.com/ -- Dr. Paul G. Ruff IV and Dr. Michael T. Somenek of Ruff Plastic Surgery (www.ruffplasticsurgery.com) will host their Wrinkle Erase for the Cause fundraiser on Oct. 1, 2015, at the plastic surgeons' offices in Washington, D.C.'s West End. Wrinkle Erase for the Cause has raised \$155,000 for donation over the past 5 years to benefit breast cancer research and reconstruction awareness.

Drs. Ruff and Somenek will once again be joined by Erwin Gomez of Karma Beauty Lounge in hosting this event. Dr. Ruff was inspired by the many breast reconstruction patients he has treated from around Washington, D.C., as well as his mother, sister, and mother-in-law who are all survivors.

Living in Pink, a local breast cancer charity started by Michele Conley, has been the primary beneficiary of the event. Michele was a double breast cancer survivor who passed away in late 2014. She remains a true inspiration to those whose lives have been touched by this disease, according to the surgeons, and this year's event aims to honor her legacy.

The event is based around injections of common wrinkle-fighting treatments, including BOTOX® Cosmetic, Dysport®, XEOMIN®, JUVÉDERM®, Restylane®, and RADIESSE®. The doctors encourage anyone living in the Washington, D.C. area who is considering one of these treatments to book an appointment for Oct. 1, when proceeds from the day are donated to breast cancer and reconstruction groups.

"It's a perfect opportunity to donate a few wrinkles and see if the benefits of these treatments are right for oneself," Dr. Ruff says. "In the past, nearly half of the participants are new to injectables as anti-aging treatments."

The doctors say significant strides have been made in the fight against breast cancer; however, much remains to be done. In 2015, nearly 300,000 new diagnoses will be made, and approximately 40,000 people will die from breast cancer. Advances in detection and treatment options have led to significant improvement in survival and quality of life for survivors.

Reconstruction remains a hurdle for many patients, the surgeons say, noting that women should be aware of their options prior to starting treatment. Only 23% of women understand the range of options available for reconstruction, and fewer are aware of the quality of reconstruction available and the timing of reconstruction during treatment, according to www.breastreconusa.org.

"There is hardly a person who has not been touched by breast cancer through personal experience, a family member, friend, or colleague," Dr. Ruff says. "Come join the doctors and staff at Ruff Plastic Surgery, and help save a life."

This year's event will run from 7 a.m. to 7 p.m. on Thursday, Oct. 1, at Ruff Plastic Surgery, 2440 M.

St. NW., Suite 200, Washington, D.C. 20037. Sponsors this year include Allergan, Galderma, Merz, PSS, and Revisions.

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Washington, D.C.'s Ruff Plastic Surgery (www.ruffplasticsurgery.com) is the private practice of board-certified plastic surgeon Dr. Paul G. Ruff IV. Dr. Ruff received his undergraduate degree at Georgetown University and medical degree at Eastern Virginia Medical school. He then pursued postgraduate training in general surgery and critical care at Washington Hospital Center and plastic surgery at the University of California, San Diego. In 2001, Dr. Ruff started his private practice, where he offers a wide range of cosmetic procedures for the face, breasts, and body. Ruff Plastic Surgery also offers numerous non-surgical treatments including BOTOX® Cosmetic and filler injections, laser and energy treatments, and skincare services. In 2014, Dr. Ruff was joined in practice by facial plastic surgeon Dr. Michael Somenek, who performs specialized reconstructive and cosmetic procedures of the face.

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