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Our annual profile of
some of the
industry's top
plastic surgeons

BEST^{of} 2012

PLASTIC & COSMETIC SURGEONS



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PLASTIC SURGERY PRACTICE'S BEST OF 2012 PROGRAM PANEL

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Emilio M. Justo, MD



More Than Meets the Eyes

BY PETER LATHE

*Emilio M. Justo, MD, Board-Certified
Ophthalmologist and Cosmetic Surgeon*

When Emilio Justo, MD, began his practice in 1989 as an ophthalmologist in the mainly retirement community of Sun City, Ariz, he was already performing many oculoplastic surgery procedures, such as blepharoplasties. Then in the 1990s, CO₂ lasers were introduced for private practices, and Justo realized that this new cutting-edge technology not only could enhance his ocular surgeries, but they could also help to rejuvenate his patients beyond their eyes.

"It was still very new, and there was talk about laser skin resurfacing, facial resurfacing, and also using the CO₂ laser to perform blepharoplasties," Justo recalls. "Since I was already doing a lot of blepharoplasties already, I started to investigate the CO₂ laser and enrolled in many didactic programs, seminars, and live surgery workshops at different practices around the country, observing CO₂ laser resurfacing."

It was the eventual introduction of the CO₂ laser to his ophthalmology practice that began Justo's evolution toward adding cosmetic blepharoplasties and other cosmetic procedures. Justo says, "Cosmetic surgery was just a natural evolution of my liking and affinity for the whole oculoplastic realm, taking it one step further. Certain dermatologists were doing cosmetic procedures, and there are many ear, nose, and

throat physicians, but for ophthalmologists, there were really just a limited number, even though oculoplastics is part of our specialty."

Justo trained with Jeffrey Klein, MD, often credited as the inventor of the tumescent liposuction technique, as well as other notable cosmetic surgeons, such as Richard Fitzpatrick, Anthony Geroulis, and Angelo Cuzalina, and others.

Although he spent more than 3 years of postgraduate courses training for cosmetic surgery procedures, Justo's goal was never to leave ophthalmology. Today, his Arizona Eye Institute & Cosmetic Laser Center is a natural hybrid of clinical ophthalmology and an aesthetic plastic surgery practice for the Sun City West, Ariz, community.

FROM HAVANA TO SUN CITY WEST

If managing two office locations and two medical disciplines within the same practice sounds challenging, Justo credits his success to the work ethic fostered from his parents and their decision to emigrate from Cuba during the heart of the Cold War.

Justo was only 3 years old when he emigrated with his parents to Indiana and eventually to a small town in Missouri. Naturally a seeker of knowledge, the young Justo quickly learned English and excelled at school in his adopted country.

By the time he reached high school, Justo knew he wanted to become a physician and was selected to attend the University of Michigan's prestigious Integrated Pre-medical/Medical Program, completing his BS and MD degrees at the age of 23.

At his residency at Washington Hospital Center in Washington, DC, Justo eventually chose to focus on ophthalmology and began to perform many "in the trenches" oculoplastic surgeries.

"There are seven subspecialties in ophthalmology residency training, and one is oculoplastic surgery," he explains. "I always had a very strong interest in plastic surgery, even in medical school, and I was fortunate enough to have strong training in oculoplastics during my ophthalmology residency at the Washington Hospital Center."

Completing his residency in 1989, Justo found a position in Sun City, Ariz, and prepared for a new life and career in ophthalmology that would serve the needs of its mainly retired demographic. The original plan was to spend at least several years alongside his employer, an established Sun City community clinician, and then one day branch off into his own practice. However, those plans were unexpectedly turned upside-down shortly after he arrived at his new practice.

EARLY CHALLENGES LEAD TO TWO THRIVING LOCATIONS—AND PRACTICES

Less than 6 months after settling into his new position in Sun City, Justo faced a problem that was—initially—beyond his surgical skills: The owner of his new practice suddenly became ill and decided to retire. Justo had a choice of either purchasing the practice or finding another practice, perhaps in another city.

Confident in his skills and relying on the model of his Cuban immigrant work ethic, Justo accepted the solo practice opportunity. Consequently, on January 1, 1990, Emilio Justo, MD, became the full owner of a private ophthalmology practice—and all of its financial and employee responsibilities. He was only 27 years old.

As a brand new CEO without assets and a virtual stranger to existing patients, Justo was immediately faced with two challenges. First, he had to retain the practice's patients. Second, he had to establish a line of credit with a local bank that would enable him to pay his expenses as he grew the practice and waited for insurance reimbursements.

Justo remembers, "I was only 27, so I had one heck of a time finding any bank to give me an unsecured loan to pay salary and rent. I was only asking for \$50,000, but every bank wanted collateral, and I didn't have a house. Nobody seemed to care that I had just moved into town and unexpectedly taken over this practice."

Determined as ever, Justo finally found a community bank to take a risk on a young ophthalmologist and entrepreneur, and it paid off in spades.

Justo now has two locations that serve the greater Phoenix area. One highly visible office location is in Sun City at one of the busiest intersections in the area, where Justo and optometry colleagues mainly see ophthalmology patients. His flagship surgical facility is located in Sun City West.

The Arizona Eye Institute & Cosmetic Laser Center is an Arizona state-licensed, Medicare-certified, and AAAHC-accredited outpatient surgery center located within the Sun City West medical office building where Justo performs all surgeries—from upper eyelid lifts under local anesthesia, cataract surgeries under mild twilight anesthesia, or even 6-hour-long general anesthesia cosmetic surgeries.



Before-and-after of facelift with neck liposuction.

Designed for Justo's two medical specialties, the Center is the only ophthalmology and cosmetic surgery-specific accredited outpatient surgery center in Sun City West and the neighboring geographic region.

A GROWING REPUTATION

Today, Justo is well-known in the greater Phoenix area for his cosmetic and functional laser blepharoplasty. His clientele include not only Sun City-area retirees, but also Phoenix television news personalities and Baby Boomers from outside of Sun City.

Positive word-of-mouth recommendations from patients have also contributed to his growth over the years—and not just from seniors in the surrounding retirement communities. Justo estimates that a third of his patients travel from areas such as Glendale, Peoria, Surprise, and as far as Wickenburg and Scottsdale, and many are in their 40s and 50s.

"Surprisingly, we've stayed super busy throughout the recession," he says. Despite being in their 60s and 70s, Justo says that the demand for cosmetic procedures from his active retiree ophthalmology clients has remained strong.



Emilio M. Justo, MD

Beyond the referrals from eye care patients, Justo also receives many word-of-mouth referrals from his younger cosmetic clients from the greater Phoenix area.

"In the last 2 years, I've had an incredible group of women who are all flight attendants, and they've referred perhaps 40 to 50 fellow flight attendants for blepharoplasty," Justo says. "Almost all of them are from the polar opposite of where we're located, and most are coming from Mesa, Chandler, and Gilbert, which is the far southeast part of Phoenix. So, they're driving over an hour, but not a single one complains."

BALANCING TWO LOCATIONS AND TWO PRACTICES

Justo performs a dozen or more eyelid surgeries per week, correcting the upper eyelids both for aesthetic enhancement as well as functionally to help improve peripheral vision, brow strain, and visual fatigue.

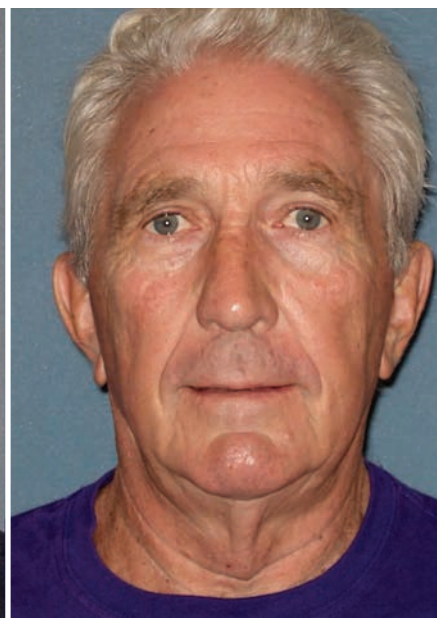
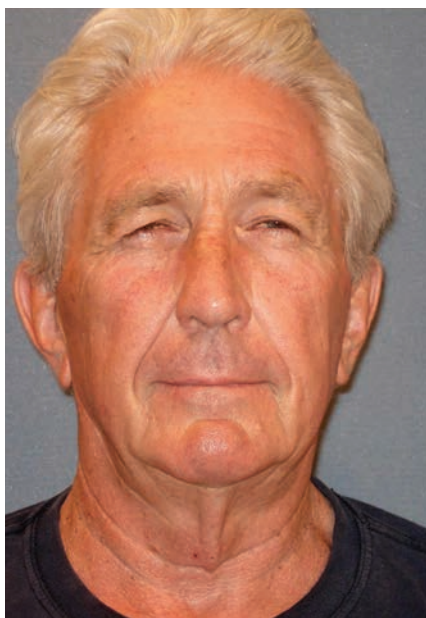
He routinely uses the CO₂ laser to perform transconjunctival incisions hidden inside the lower eyelid, in order to remove fatty pouches while simultaneously performing periocular laser resurfacing to rejuvenate the eyes by reducing fine lines and wrinkles.

Justo remains almost equally dedicated between his cosmetic surgery and ophthalmology responsibilities, spending an equal amount of time in each area of expertise. Both his Sun City and Sun City West offices are staffed full time, allowing Justo to focus 1 day in Sun City doing initial eye exams and follow-ups for mainly Sun City retirees. The other 4 days are spent at the Sun City West location to perform both types of surgery, allotting 1 day each for aesthetic surgeries and cataract surgeries.

"I operate at the Sun City West center 2 full days a week, at minimum, Mondays and Wednesdays," Justo says. Typically, cataract and eye surgeries are performed on Mondays. Tuesdays, he's in the Sun City office; Wednesdays are reserved in Sun City West for his eyelid and plastic surgeries. Thursdays are for follow-up and cosmetic surgery consultations, as well as for administering nonsurgical aesthetic treatments, such as Botox and tissue fillers. Fridays are for eye exams and cataract surgery consultations.



Justo surrounded by his caring, professional staff of 30 at his Sun City West center of excellence.



Before-and-after of bilateral upper-eyelid blepharoplasty.

In addition to offering Botox, and Dysport, as well as other dermal treatments such as Restylane, Juvéderm, Perlane, Radiesse, and Sculptra, Justo's staff of nurses complements his work with permanent cosmetic makeup, laser hair and tattoo removal, sclerotherapy, microdermabrasion, and skin rejuvenation.

Justo admits that he could not balance his surgical and office visit time without his experienced and caring support and nursing staff.

"There are only so many hours in a day, and 5 days in the week. So if I'm operating 2 days a week, that only gives me 3 days to see postoperative patients, to see consultations and perform eye exams, and to do my Botox and fillers. It's a very difficult balancing act," he says.

To help facilitate more surgeries and offer a wider array of services, Justo employs four RNs for various surgical and nonsurgical procedures. One RN is a certified aesthetic laser nurse who



Before-and-after of upper-eyelid blepharoplasty, facelift, and Obagi Nu-Derm skin care system.



Before-and-after of upper-eyelid blepharoplasty and full-face laser skin resurfacing.



Before-and-after of bilateral upper- and lower-eyelid blepharoplasty.



Before-and-after of upper-eyelid blepharoplasty.

does hair removal, laser tattoo removal, and Obagi Nu-Derm skin care and Obagi Blue Peel. Another staff member is a Certified Permanent Makeup Cosmetic Professional, who has been with Justo for over 12 years and who does the practice's permanent makeup, such as eyeliner, brows, and lips.

On the eye care side, Justo employs two medical optometrists who manage eye disease, perform annual checkups, and fit contact lenses, allowing Justo to perform more eye and cosmetic surgeries.

"It's always a delicate balance, because clearly a lot of these patients have been seeing me for years, and I don't want them to feel like I'm abandoning them or that they're not important enough. Every patient is valued immensely within our practice, but physically, one can only do so much. So, we encourage the philosophy that the first line of examination, as it relates to the eyes,

is to consult with one of our optometrists first. If the optometrist feels like there's something they need a second opinion on, or they need a surgical evaluation, then they'll quickly get the patient in to see me."

STEADY GROWTH FOR THE FUTURE

Despite his embracing new laser technologies, Justo says he is very cautious and conservative at jumping into the latest fad cosmetic technologies.

"I've just learned through experience that there's a lot of propaganda out there, and you may go to a seminar and they'll hype the latest, greatest technology, but one year later it will be gone. What we do in our practice, we do beautifully well with technology that we know works well and gives beautiful results.

"We have a reputation for certain things, and we want to excel and be the best at them.

Certain practices try to do everything that they possibly can, and that's not our goal. Our goal is to have a limited repertoire of things that we offer, and those things we're going to do exceptionally well."

Besides his staff and his conservative approach to his practice, Justo credits much of his success to the support and love of his family and faith. He has been married to his wife, Allison, for 10 years. Together, they have two boys, ages 8 and 5, and an 18-month-old daughter.

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A Blend of Art, Science, and Business

BY PETER LATHE

When Malcolm D. Paul, MD, FACS, is asked about why he decided to perform plastic surgery after medical school, he replies very directly: "It was really because I was interested in a blend of art and science." Since then, not only has Paul blended the art and science of plastic surgery, he has also blended his long career with teaching, writing, technology, and supporting a new business model for cosmetic surgery practices.

Paul's interest in science began in college, where he graduated with a degree in psychology at the University of Maryland in College Park. There, he studied the relationship between psychology and body image, and how body image affects behavior. That background stayed with him through medical school at the University of Maryland, Baltimore, and his general surgery internship at Mount Sinai Hospital in New York City.

A year later, Paul began his general surgery residency training, also at Mount Sinai, with the intention of becoming a pediatric surgeon. However, his continuing interest in body image and psychology made him reconsider.

He said, "I thought that since I really enjoy surgery and working with my hands, and with my background in psychology and human behavior, I thought plastic surgery was a perfect match of using the background that I had in behavior and the skills I used as a surgeon."

As a facial cosmetic and plastic surgeon for more than 37 years, Paul's artistic approach has built a reputation for his anti-aging brow lifts, mid-facial procedures, jawline reconstructions, and neck rejuvenations. He has a genuine concern for his patients, and he appreciates their confidence in his skills and recommendations.

"Everything we do on the face has our signature on it," Paul says. "Patients put a lot of trust in you to perform anti-aging procedures to reverse the effects of time and gravity in the face. So, I really feel that it's the highest form of professional compliment to have a person trust their face to you."

A TEACHER ON THE CUTTING EDGE

Today, Paul has two office locations. One is a Lifestyle Lift practice location in Beverly Hills, Calif, and a second is located in Newport Beach, Calif. In addition to the private patients, he also uses the Newport office as a base for an academic position at the University of California – Irvine (UCI). There, he serves as the co-director of cosmetic/aesthetic surgery portion for the university's plastic surgery residency program.

"I've always enjoyed interacting with residents," Paul says. "We learn from each other, and we stimulate each other. We literally stay on the cutting edge of things by being involved with training younger residents as they come through the program."

He adds that for new and experienced surgeons, one of the biggest challenges they have today is adapting one's approach to a patient based on ever-changing and more sophisticated technology. In addition, Paul believes that surgeons must be able to provide patients with less expensive and less invasive alternatives to surgery.

"You have to be able to offer both surgical and nonsurgical remedies for our patients for reversing some of the aging effects, whether it's injectables, surgery, topical products, or having an aesthetician in the office to help patients with skin care. At the same time, you have to adopt new technology and find where that best fits into your practice. We have to tailor what we offer to what they really want."

EMBRACING A NEW BUSINESS MODEL

Beyond offering a mix of medical and surgical choices, Paul has also seen the need for surgeons to be open to new business models that work for the 2012 economy.

From the beginning of his practice, Paul says he never had to advertise and relied solely on word-of-mouth. But along with technology, Paul has realized that the business of medicine was also changing and that practice business models had to change too.

One of the companies he saw at the forefront of changing cosmetic surgery's business paradigm was Lifestyle Lift, which he recently joined as a consultant and practicing physician.

Asked why he joined the firm after so many years in private practice, Paul explains that the lessons of the business world have made their way to every specialty of medicine except for cosmetic plastic surgery, and now it has found its way into cosmetic surgery.

Malcolm D. Paul, MD, FACS



"I felt that the Lifestyle Lift solution offered the best business model, and that I could contribute as a consultant and physician because of all of the things I've done with my teaching, writing, and innovative procedures. I could bring innovative ideas to the table that they could integrate into their practices nationwide, and they could bring things to me by virtue of how they have employed common business practices to support their physicians."

For surgeons who join Lifestyle Lift, Paul says they get to benefit from a very busy facial aesthetic practice with really bright businesspeople supporting their physicians and promoting the brand with a national advertising campaign.

Paul sincerely believes in the Lifestyle Lift paradigm. He says that he will continue to become further involved, helping the company integrate new procedures, practice-enhancement tools, new technologies, and promoting the annual national meeting of Lifestyle Lift physicians.

TRAVEL, TECHNOLOGY, AND GROWTH

Outside of Lifestyle Lift, teaching, and his private practice, Paul spends time publishing papers on innovative facial aesthetic surgery and serves as section editor for *Aesthetic Plastic Surgery Journal*. He also enjoys working with medical technology companies, traveling and teaching seminars all over the world.

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LIFESTYLE LIFT®



Redefining Aesthetic Guidelines

BY AMY DI LEO

Much the way an architect plans a construction or remodeling project, Christian G. Drehsen, MD, approaches plastic surgery procedures—with an integrated overall plan for each of his patients. This well-respected, board-certified plastic surgeon has made a name for himself in the Tampa Bay, Florida, area with his artistic eye and holistic technique. Now he is redefining and recreating what he refers to as “a new logic” in facial rejuvenation.

Recently, Drehsen completed a limited research study addressing the issue of social acceptance of facial aesthetic surgery. Drehsen uses the emoticon as a guide for facial expression. The word “emoticon” is the combination of “emotion” and “icon.” It is a pictorial representation of a facial expression using punctuation marks, numbers, and letters, usually written to express a person’s feelings or mood. Drehsen uses the term to express our facial expressions as we age. “When a person has a deep frown and the corners of his/her mouth turned down with aging, he/she looks sad or angry,” he explains. “If the outlines are not addressed, this patient will likely keep the same expression despite our efforts at rejuvenation.”

With the study’s results, Drehsen is helping us, as a society, define what we see when we look at a person’s face. Using 80 medical students as examiners, Drehsen showed them random combinations of before-and-after photos of 15 of his patients. He asked them to share their opinions of the people in the photos based on a scale of 1 to 5 (with 1 being “don’t want to talk to this person” and 5 being “would really like to meet this person”). What he found was that, “Independent of age and beauty, all of the subjects wanted to ‘talk to’ or ‘meet’ the people in the ‘after’ photos,” he shared. He adds that it was the opposite scenario for the people in the “before” photos.

Drehsen says his research has shown that

Christian G. Drehsen, MD



Linda L.: age 55
One month postop.
Refresher facelift with neck plication, fat injections to cheeks and lips, lower-lid fat pad removal, and browlift.

rejuvenation with a special attention at correcting undesirable expressions like the one of people who look sad, angry, or upset make them much more approachable. Proper lifting vectors and volume restoration are far more important than mere tightening. “We cannot neglect the psychological impact of a face when consulted for facial rejuvenation,” he explains. His research results were quite obvious, he says. “It will help define different guidelines to choose aesthetic surgery procedures, and ultimately to choose a cosmetic outcome.”

EACH PATIENT IS A CANVAS

An art lover himself, Drehsen addresses each patient as a canvas, understanding that a simple, intricate alteration on one area can potentially

impact another. He questions, “What does your face express for your friends or peers? What has changed with age that you want to restore? You’re not going to look 20, but you can sure be a dynamic 40, 50, or 60 who looks full of life. And that’s what I call aging gracefully.”

Drehsen says he enjoys creating and refining his facelifting techniques, and created his signature “Refresher Lift,” which he calls a subtle and natural facial-rejuvenation technique. He explains why his favorite procedures are of the face. “[I prefer] facial rejuvenation for its creativity and challenges, and especially as demonstrated in our study and after my repeated observation of the incredible social and beneficial psychological impacts on my patients after facial rejuvenation.”



Vickie: age 51
Three months postop.
Refresher facelift with neck plication, fat injections to cheeks, buccal fat pad removal, and browlift.

Drehsen says his "Refresher Lift" is based on three principles. First, his goal is to restore a pleasant and dynamic expression to the face by "focusing on correcting the psychological impact of a face by choosing the sequence of procedures that will enhance the social perception of the face." He refers to that principle as "the Emoticon Effect."

Next, he believes it is important to restore a harmonious balance, "by correcting, and not adding to, the acquired or pre-existing features' disproportion by enhancing the beauty and the character of existing features. For instance, "framing the eyes by proper brow positioning or restoring the fitness of the neck with aggressive defatting and plication."

And lastly, Drehsen says, "It's important to truly rejuvenate by regaining a youthful facial geometry with volume restoration through fat grafting and vertical uplifting, reducing fat deposition with attentive preplatysmal or subcutaneous defatting, and keeping the hairline low and natural with refined incisional technique." That is how Drehsen says he effectively recreates youthful firmness and volume with his vertical lift.

The "Refresher Lift" quite frequently includes his "Dual Plane" browlift that Drehsen says "will improve a frowning, sad, or other unattractive expression. Fat grafting will help restore natural, youthful volumes and even improve skin texture. At the same time, our sharply beveled, virtually undetectable, uniquely designed incisions keep the hairline low and natural."

The perfect candidate for this procedure is approximately 45 to late 60's. As Drehsen explains, "The younger candidate in his or her 40's, or a younger patient who has had massive weight loss, for example, may require lifting only the upper portion of the cheek with the temporal lift part of

the procedure. Patients in their late 50's or 60's will likely need a more inclusive version of the 'Refresher Lift' with special attention to the neck definition."

A STEM CELL PIONEER

According to his website, Drehsen is one of the first board-certified plastic surgeons to pioneer the use of stem cell-enriched fat micro grafts in the field of facial rejuvenation. As Drehsen explains, "This process extracts live stem cells from your own fat for reinjection in other areas of the body. It is increasingly used for both reconstructive and aesthetic needs."

He says with FDA approval he will continue to refine the use of autologous stem cell-enhanced fat grafts in his facelift procedures. He says his technique has provided better graft retention and amazingly improved skin quality in most patients. He adds, "Stem cell-enriched fat micro-grafting shows great promise to heal and restore youthful volume and skin tone, and to repair damage from sun, age, hormonal changes, acne, radiation treatments, and other damaging agents."

Along with his special facelifting procedures, Drehsen offers many noninvasive options in his Venus Medispa. His practice, Clinique of Plastic Surgery, is a comprehensive facility where he provides all types of plastic surgery procedures for the face and body. Drehsen has created a following in the area for his "mommy makeover" technique, rhinoplasty, and his signature subfascial breast augmentation.

Drehsen is also a specially trained hand surgeon and microsurgeon. He also has training in pediatric plastic surgery and the treatment of complex burns and wounds. As the doctor explains, "I long abandoned those fields, but I have retained the discipline of precision in

surgical technique and the importance of knowledge of the anatomy."

Born in Belgium, but raised in the then-Belgian Congo, Drehsen received his Bachelor of Science degree at Lovanium University and attended medical school at the University of Brussels. Upon completion of his Doctorate of Medicine, he came to the United States, where he completed his residency in general surgery at Mount Sinai Hospital in Miami Beach. After that, he did a comprehensive medical training program in all fields of plastic surgery at the University of Florida, Jacksonville, where he was chief resident, and also the University of Louisville, Kentucky. Drehsen has been practicing in the Tampa Bay area for more than 2 decades, and he has established a local following. He also attracts patients from across the country and around the world.

As an artist and art lover, Drehsen draws on principles of art in his practice. The "emoticon" theory is just his latest way of defining it and melding the two concepts together. "Artistry or the understanding of aesthetic rules should be the guiding principle of plastic surgery, combined with a sound understanding of the science of surgery."

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The Personal Touch

BY AMY DI LEO

Gregory Laurence, MD, FAAFP, BC ABFP, shares the secrets of his success

Gregory Laurence, MD, FAAFP, BC ABFP, is a surgeon who says he has learned to be a “nonsurgeon” so he can better serve his patients. He has a very nonmedical approach when dealing with his patients about their facial aesthetic goals and options at his Germantown Aesthetics Advanced Surgical Centre near Memphis, Tenn (lasermemphis.com). “The ultimate goal of medical ethics is to count the needs of our patients as our highest priority,” Laurence explains.

Not having to contend with matters of insurance while dealing with complex medical issues at his practice, Laurence believes the personal touch might be more challenging for his nonaesthetic colleagues. Either way, Laurence’s passion for his work is obvious.

“For those of us who are fervent about the promise of new approaches to facial rejuvenation, we may need to remind ourselves that our task is still simple—to communicate the expected risks, benefits, and alternatives of a facial aesthetics procedure while in the pursuit of an expected result. But if we are honest with ourselves, wouldn’t we agree that it is a daunting task to transfer such a level of comprehension to a patient? The modalities that we, as artists, have on our palettes, substantial in number and quickly growing, increase the complexity of both the treatments and the explanation.”

It has become easy for Laurence to accept what he refers to as a “big tent view of multispecialty care facial aesthetic physicians.” He says he believes that the Hippocratic tradition demonstrates a commitment to placing the patient first, and that unselfish tradition is void in many who attempt to lure patients with the promise of easy solutions. He explains, “Highly publicized poor patient outcomes demonstrate that physicians and their adequately supervised staff have the best chance to provide a high-quality result. He adds, “On occasion, I have been in the position of correcting adverse events from ethical colleagues, but the vast number of injuries or snake oil ‘rip-off’ treatments come from commercial ‘mills’ or unlicensed, misrepresented individuals.”

Laurence believes in offering pro bono care in certain situations. “I recently had the opportunity to treat a melasma patient who sustained hypertrophic facial scarring from a mail order chemical peel,” he explained. Laurence performed the entire multimodality treatment

Gregory Laurence, MD, FAAFP, BC ABFP



program at no charge because he believes that all medical professionals in the aesthetic industry share a responsibility to guard the reputation of the specialty. “Our standard must exceed the standards of the commercial interest and greed-motivated merchants,” Laurence asserts.

Laurence says he spends about an hour consulting with each new facial aesthetic patient. “Our challenge is to call our aesthetic medical colleagues to the highest standards. We must provide high-quality options with full disclosure to our patients,” he explains.



This patient declined surgery, laser, and temporary filler. Long-term Artefill was selected after informed consent.



Before upper Blepharoplasty with Festoon excision



After upper Blepharoplasty with Festoon excision



This patient chose a nonsurgical two-stage procedure that included both short- and long-term volume correction, and a combination of fractional CO₂ resurfacing and a croton deep peel.



After full informed consent, the patient insisted on a single-session treatment. Two weeks after upper blepharoplasty, S-lift, neck liposuction and surgical redraping, fractional laser resurfacing, Botox, and Artefill volumization.

"Physicians cannot appear like servers in a restaurant, taking orders from patients. It is our responsibility to our patients to describe the relevant breadth of surgical and nonsurgical options. The potential modalities that must be comprehended by our patients are substantial and include the use of toxins, fat grafting, and fat removal (facial microliposuction)," he adds.

Along with the increase in options for surgical incision procedures, Laurence says there has also been an explosion in the number of ablative and nonablative energy devices. "In some cases, the options of freezing, ultrasound, and radiofrequency must be discussed," he shares. Laurence says that when he draws out all the options for his patients, often they choose one of the FDA-approved long-term fillers as opposed to surgical options. Although he says that he enjoys performing surgery, he believes there has been a paradigm shift that has occurred in facial aesthetics with regard to volumetric restoration.

With medical ethics a high priority for Laurence, he insists that before-and-after photos he and his medical colleagues show their patients

should be from a known, trusted, and disclosed source. He believes in sharing multiple models to illustrate expected results. He also feels strongly about the responsibility of ethical physicians, which he says is "to understand and educate the patient, and then to treat, decline treatment, or refer if indicated."

"In the end, there are few other areas in medicine that are more rewarding for surgeons," Laurence shares. "My experience is that I get 10 times more enthusiastically stated appreciation than my nonaesthetic colleague. Many in my field feel we are living a dream. We all must recognize the sobering responsibility that accompanies this reward."

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Lewis J. Obi, MD, FRSA



The Art of Rejuvenation

BY AMY DI LEO

Board-certified plastic surgeon; Fellow of the Royal Society of Art

Many say plastic surgeons are the artists of the medical field. But Jacksonville, Fla, plastic surgeon Lewis J. Obi, MD, has taken that idea a step further. A love of art has earned this board-certified plastic surgeon a nonmedical acronym after his name. Obi is a FRSA, Fellow of the Royal Society of Art, London, the oldest and most prestigious art guild in the world.

Obi's affinity for artistry began before he discovered medicine. He calls himself a frustrated artist and architect at heart. But in his practice and in his life, he has found a way to meld together art and medicine in a unique way. Obi personally designed his 12,000-square-foot licensed surgery center, which also houses what he calls, "one of the finest art collections in a plastic surgeon's facility."

He spends a lot of time in the Samuel Wells Surgicenter—perfecting techniques in laser lipolysis, stem cell fat transfer, and his "LJO Brow Lift," a procedure he created more than 3 decades ago. Today, a quarter of his patients come in for reconstructive procedures like facial deformities, breast reconstruction after breast cancer surgery, and corrective procedures after skin cancer surgery. But the bulk of his practice, 75%, consists of cosmetic cases, mostly on the face, breast, and body.

SlimLipo™, by Palomar Medical Technologies Inc, Burlington, Mass, is a laser-assisted lipolysis system for body contouring. Obi says he has "completed treatment on 500 patients in more



The Lewis J. Obi Plastic Surgery Clinic, Jacksonville, Fla

than 2,500 anatomical zones in the past 4 years" with this new technology. Obi also conducts presentations on SlimLipo™, lecturing at advanced symposia and meetings internationally, as well as through preceptorships at his clinic. Recently, Obi has been conducting clinical studies for Palomar. Since May, he has conducted three major research projects in an effort to create and test applications for a new laser platform.

In 2010, Palomar provided Obi with the first FDA-cleared Adivive™ fat transfer unit in the US, and he has already treated 100 patients with it. According to the company Web site, Adivive™ uses "a unique filtering mechanism and optimized centrifugation to yield a higher quality of adipose tissue for re-injection." Obi says the technology is identical to Lipokit™, which was developed by the South Korean company Medikan International. Obi adds that he prefers the technology to other fat transfer systems. "Adivive™ is a totally enclosed system, from the time of infusion to fat harvesting to processing, and on to delivery of the purified fat graft. The end product results in a better take and durability than other techniques," Obi explains.

"I have continued to improve on this technique," Obi adds, "with embellishments, including the addition of platelet-rich plasma (PRP)." He states that the added benefits of the platelets and growth factors minimize bruising and lubricate the thick processed fat so it may be delivered through smaller cannulas. "The 'OPERA Lift' (Obi Palomar External Rejuvenation Aesthetics) is a proprietary innovation I introduced last year and have presented this concept at six symposia since 2011." "OPERA Lift Major" and "Minor" are both nonsurgical facelift procedures with large-volume stem cell-rich fat grafting to the face. He explains that



Nonsurgical OPERA Lift



SlimLipo™ abdomen

Bariatric surgery and
SlimLipo™ (laser lipolysis)

the major suffix includes SlimLipo™ laser neck tightening, and both techniques are performed under local anesthesia

The "OPERA Lift Plus" integrates this nonsurgical approach with traditional surgical facelifts, Obi explains. "A typical combination in this category would include the LJO brow lift, blepharoplasty, Adivive™ fat grafting, and SlimLipo™ neck tightening, generally performed in under 3 hours," he explains. During the OPERA Lift Plus, Obi explains, "I add half of the PRP to the fat graft, and the other half I spray into the face prior to closing. The PRP significantly reduces bruising and swelling with the patient presentable within 7 days."

In the past 2 years, Obi says he has treated some 100 patients in all areas of the body with Adivive™, concentrating mostly on the face and breasts. He is also writing a book chapter on his techniques for a publication titled *Stem Cells with Fat Transfer in Aesthetic Procedures: Science, Art, and Clinical Techniques*. The book is being written with some 20 other well-known plastic surgeons.

Obi's signature "LJO Brow Lift" is a procedure he describes as "truly unique from all of the traditional brow lifting procedures." The major

difference, he says, is in terms of simplicity, efficiency, and safety. Obi performs this procedure in less than 10 minutes per brow, and "it does not distort the brow and rarely leaves any visible scars." Obi says he has performed this procedure on some 3,000 patients since 1981. Although this technique remains unpublished, it has been presented at numerous meetings and shared with hundreds of plastic surgeons. He plans to formally submit his technique for publication sometime this year.

FROM MILITARY TO SURGERY

Obi's career has spanned several decades, including service in the US Marines and Navy. He was a high school dropout who enlisted in the US Marines at age 16 and became one of the youngest Marine sergeants. After his discharge from the Marine Corps, Obi became a licensed pharmacist, attended medical school, and then served in the US Navy during the Vietnam War. He then completed residencies in general surgery, hand surgery, and plastic surgery before becoming an accomplished plastic surgeon.

In-between all of these achievements, Obi has found time to establish the art firm Obiarts Inc, which owns the international copyright for British

artist Daniel Samuels' paintings. After repeated visits to England over the course of 5 years, Obi published a portfolio of lithographs, *Olympians, Gods and Heroes*, in 1986. For his work, he was inducted as Fellow of the Royal Society of Art, London. For the London Olympics this past summer, Obi created danielsamuels.com, a Web site that profiles the artist's works.

Acknowledging that the field of plastic surgery is not what it was when he started, Obi explains, "Plastic surgeons have to train for 15 or more years, enter practice with enormous debt, and have difficulty surviving in private practice. They are overtrained and under-rewarded elites in the medical profession, not to mention that we are competing with all of the other doctors who perform plastic surgery procedures."

But Obi reflects, "I am proud to be addressed as a board-certified plastic surgeon, and if I was 18 years old today, I would again choose to become a plastic surgeon."

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Transforming Lives with Nurturing Care

BY WILLIAM E. PAYTON

Stephen A. Schantz, MD, is a Lexington, Kentucky-based plastic surgeon with a successful practice that stresses nurturing care. He joined the practice of facial plastic surgeon Randolph Waldman, MD, 11 years ago after completing a cosmetic surgery fellowship with plastic surgeon W. Grant Stevens, MD. Today, he and his partner run their practice in a spirit of camaraderie, with Schantz performing all procedures below the neck and his partner covering facial procedures. Together, they transform the lives of Lexington-area patients every day.

He will soon be able to help even more people, thanks to a new state-of-the-art facility currently under construction. When complete, this accredited outpatient facility will feature three floors of state-of-the-art equipment to serve patients throughout the Lexington area. Schantz is proud of his direct role in planning and designing the new practice.

CAREGIVER AT WORK

Schantz's practice philosophy is based around providing nurturing care to each and every patient who enters the practice. This level of care extends to the entire team at Waldman and Schantz, including the nurses, office staff, and the surgeons themselves.

If you speak with Schantz's patients, they will tell you that he excels at putting patients at ease. He has a gift for making people feel more comfortable. As Schantz points out, "Having plastic surgery can be a nerve-wracking experience; many patients seek plastic surgery because they feel bad about a part of their body." He does his utmost to enable patients to ease their anxiety and help identify what bothers them about their bodies. Patients appreciate the fact that he also takes the time to thoroughly explain all the options, showing them pictures of patients with bodies that resemble theirs.

Sometimes, Schantz explains, the best option

Stephen A. Schantz, MD



is to forego surgery. This represents about 10% of his patients. He finds this to be the case most often with liposuction patients, as well as breast lift patients. "They may not have the breasts they had when they were 18, but they also don't have enough ptosis to warrant surgery," he says. Schantz is always honest with patients about their suitability for various treatments. In the end, he finds that both he and his patients are happier with this approach. "I try to look at it as ... if this were my wife or my mother, would I tell her to have this procedure done?" he explains.

Most patients have a positive opinion of the practice after just one visit, thanks to both Schantz's approach and the care provided by his staff. The nurse and staff his patients meet on the initial consultation are frequently involved with that patient's care during their surgery and postoperatively. Over the years, Schantz has received nothing but compliments on the staff.

A PATH LESS TRAVELED

Many factors have shaped Schantz's treatment approach. Chief among them is the unconventional route he traveled on the way to becoming a plastic surgeon. "It wasn't your typical pathway," he states. Schantz grew up thinking he would be a doctor. His grandfather was a general practitioner, and his father was a plastic surgeon. But despite all roads leading to medicine, Schantz decided to take a detour following his undergraduate studies at Franklin and Marshall College. He landed in Manhattan, where he was involved in real estate and other professions.

After 5 years, Schantz realized that he still had a passion for medicine. With the encouragement of his father, he applied to medical school and ended up at Hahnemann University, receiving two William Fowler Scholarships for academic excellence along the way.

Having lived in the world outside of medicine, Schantz had developed some of the social graces that today allow him to establish such a positive rapport with his patients. He feels the road he traveled made him well-rounded and taught him how to get along with all types of people.

The location of Schantz's practice has also played a big role in the environment he has been able to create at his practice. Over the course of his residency, he fell in love twice: first with the city of Lexington, and then with his future wife, who he met during his second year of residency. Together, he and his wife decided that they wanted to settle in Central Kentucky. "The area itself has contributed to the 'relaxed and friendly' feel of the practice," he says.

TRANSFORMING LIVES

Though Schantz performs all types of body procedures, he has noticed that certain procedures really transform the lives of his patients. He gets the greatest satisfaction from these treatments, which include breast augmentation, augmentation mastopexy, tummy tuck, and postbariatric procedures.

For this reason, groups he really enjoys treating include postbariatric patients and mothers who have had several children and now



The new Waldman Schantz Plastic Surgery Center

find themselves with a lot of sagging areas. "These patients are so often thrilled with the results and tell you how much you've changed their lives," he explains. "It's a routine surgery for us, but it's life-changing for them."

Schantz credits much of his ability to transform the lives of his patients to the training he received. He was accepted into one of the nation's few integrated plastic surgery residencies at the University of Kentucky Medical Center. From the onset, he knew that he would pursue a fellowship and other training following his residency. As many plastic surgeons would agree, Schantz feels that such training is extremely important if you want to specialize. In Schantz's case, he wanted to specialize in cosmetic procedures. "It's much better than what you can get from a conference or 2-hour seminar," he says. "You learn so much more from the interactions of working directly with an experienced surgeon."

After undergoing training in breast augmentation techniques with Mark Pinsky, MD, in West Palm Beach, Fla, Schantz accepted an offer from Robert Ersek, MD, FACS, in Austin, Tex. Ersek graciously took Schantz "under his wing" and gave him an initial understanding of a cosmetic plastic surgery practice, imparting numerous surgical and practice "pearls" along the way. Then Schantz completed a fellowship under renowned California plastic surgeon W. Grant Stevens, MD. During this fellowship he received training in all aspects of cosmetic surgery, including facelift, browlift, liposuction, power-assisted liposuction, breast augmentation, breast reduction, laser-assisted

breast reduction and lifts, abdominoplasty, and laser resurfacing. Watching and assisting Stevens perform these procedures made him far more confident and comfortable performing the procedures himself.

Schantz also underwent a short training with Swedish plastic surgeon Charles Randquist, MD, with whom he learned new techniques to place highly cohesive gel breast implants.

The upshot of all of this extensive training? Schantz has been able to specialize at a relatively early stage in his career. As he points out, all of this is very different from what many plastic surgeons, including his father, experienced in the past. "If you are passionate about a particular aspect of your chosen profession," he says, "then it only makes sense that you would pursue this passion completely."

NEW FACILITY, LOFTIER GOALS

Waldman and Schantz's multispecialty approach has been a resounding success, not only allowing both surgeons to hone their skills, but also making it possible to expand the practice.

The idea of joining a multispecialty practice intrigued Schantz from the beginning. Since joining, he has found the approach to be more synchronous, he says. Rather than being in constant competition, as happens in some plastic surgery practices, the surgeons at Waldman and Schantz are able to help each other. Everything they do aims to foster the success of the practice.

It has also allowed each surgeon to specialize,

rather than trying to be the best at everything, which is impossible.

The multispecialty approach has worked so well, in fact, that Schantz and his partner are considering adding a third partner. They have been thinking of bringing on another plastic surgeon, or perhaps a dermatologist, for some time, but haven't had the space at their current facility.

That's all set to change in 2013, when their new facility is completed. At 10,000 square feet, it's more than double the size of their current location. This three-story structure will feature an accredited, state-of-the-art outpatient surgical facility. But the surgeons' goal for the facility is much loftier.

Plastic surgeons are being squeezed out of many hospital settings, Schantz explains. He and his partner see an opportunity to make lemonade out of these lemons. "We're hoping to fill that niche at some point," he says. "Hopefully, other elective surgeons will be able to use our facility as well." They're also looking to transform the small skin care portion of their practice into a full-fledged nonsurgical body-contouring spa facility upstairs.

Schantz is excited about his involvement in the entire project, and sees it as just one more opportunity to transform the lives of his patients.



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Cosmetic Focus and an Emphasis on Education

BY WILLIAM E. PAYTON

Christopher Saunders, MD, is an award-winning, board-certified plastic surgeon who focuses exclusively on cosmetic surgery. With offices in Wilmington and Newark, Del, as well as Chadds Ford, Pa, Saunders is able to provide convenient care to patients throughout the area. To date, he has performed more than 25,000 cosmetic procedures.

Patient education is the focal point of Saunders' practice philosophy. He firmly believes that he is better able to serve his patients by focusing solely on cosmetic surgery, because it allows him to take the time necessary to focus on educating his patients. He conducts very thorough consultations so that he can spend extra time with his patients and hit all the important points.

By performing solely aesthetic procedures, Saunders has also been able to provide the highest level of care in all areas of cosmetic surgery. While some plastic surgeons specialize in reconstructive procedures, Saunders' expertise runs the gamut, from breast surgery and body contouring to facial rejuvenation. He makes a point of staying abreast of the latest developments in all of these areas in order to continually provide top-notch care to his patients. This focus also distinguishes him from other surgeons. A very small percentage of board-certified plastic surgeons limit their practices exclusively to cosmetic surgery.

TOOLS OF THE TRADE

In his ongoing quest to educate his patients, Saunders has used a number of tools. Foremost among them are his own books. With one book in print since 2007 and another on the way, he is gradually having an impact on his patients.

When Saunders originally set out to write his books, his primary goal was to dispel patients' false expectations of cosmetic surgery. As many plastic surgeons can attest, a surprising number of patients arrive at the practice with unrealistic expectations. Saunders is working to change this, one book at a time.

As most plastic surgeons would agree, it's important for patients to have realistic expectations, because if they don't they may be dissatisfied with the results of their procedures. Saunders' desire to lay out the facts in print stems in part from his will to explain to patients

what is and isn't possible. A 60-year-old facelift patient, for example, needs to understand that the procedure can turn back the clock but cannot make him or her look 20 or 30 years old. Similarly, while wrinkle treatments can eliminate some lines and wrinkles, patients obviously should not come into the procedure believing that these treatments can get rid of all wrinkles.

"Some people just don't understand," Saunders explains. "They'll say, 'Why don't I look younger? My neck is better, but why are there still wrinkles?'" He cites movie stars as the classic example of unrealistic expectations. Because they can't accept that cosmetic surgery won't make them look 25 years old, they return for multiple facial procedures, which makes them look unnatural.

Saunders believes this problem is exacerbated by misleading advertising. "There are doctors out there claiming that you can have an extremely quick recovery, but this isn't the real reality," he says. All the more reason to set the record straight in print. Released in 2007, Saunders' first book, *A Woman's Guide to the Real Reality of Cosmetic Surgery*, is an easy-to-read, informative book focused on this "real reality," a term he coined to refer to realistic options, realistic recovery, and realistic results.

Set to be released in early 2013, Saunders' second book, *The Tricky Fountain of Youth*, seeks to further dispel false perceptions and build on the education he provided in his first book. Like the monarchs of the Age of Discovery, he explains, many cosmetic surgery patients are on a wild goose chase. The mythical Fountain of Youth was never found, leaving explorers and kings disillusioned. Those who view cosmetic surgery as the answer to aging may face similar disappointment. Cosmetic surgery may be seen as a Fountain of Youth, but it isn't perfect—it's tricky.

AN EARLY EDUCATION

Of course, Saunders holds himself to the same standard as his patients. His focus on patient education mirrors his own experience and the role his background, education, and training play into the success of his practice. Saunders' exposure to plastic surgery occurred early on. His family is something of a plastic surgery dynasty in Delaware. His father, David Saunders, became the state's first board-certified plastic surgeon back in the early

Christopher Saunders, MD



1960s before going on to practice in 5 separate decades. His stepmother, Marcie Fitzpatrick-Saunders, was also a plastic surgeon in Delaware. And like him, his brother Jonathan decided to carry on the family tradition.

Saunders graduated magna cum laude from Duke University before completing training in general surgery, plastic surgery, and endoscopic surgery at the University of California. He also studied at UC Davis Medical Center. Today, he continues to hone his craft, constantly studying, working hard, and advancing his surgical technique. He performs all surgeries at his Chadds Ford location, a state-licensed surgicenter with deluxe amenities that he feels are extremely beneficial to his patients.

Saunders' dedication to educating his patients and providing them with premium care has paid off, as they have voted him Best Plastic Surgeon four times in *The Wilmington News Journal's* Readers' Choice awards, including the past 3 years running. He is also consistently named a "Top Doc" in *Delaware Today*. Over the course of his distinguished career, he has received numerous other awards and honors.

In the end, Saunders' emphasis on patient education comes down to his belief that patients are vulnerable to bad information. "You have to be able to talk to your patients," he says, "because many of them are learning about plastic surgery from the wrong places." Saunders is determined to fix this, one patient at a time.

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Christopher R. Cote, MD

A Trusted Expert

BY AMY DI LEO

Christopher R. Cote, MD, is a leader in facial plastic surgery. Recognized among his peers and past patients alike, his reputation as the go-to specialist for complex facial plastic surgery cases spans throughout the West.

Why? Cote's dedication and commitment means he won't think twice about taking on a challenging revision rhinoplasty or a complex facial reconstruction. Due to his background and surgical skill set, when these cases come up, it is Cote who gets the call. As such, he has developed quite a niche for his practice at Faces First (facesfirst.com) in Denver and Lone Tree, Colorado.

Double boarded in facial plastic surgery and otolaryngology, Cote is highly sought-after for aesthetic facial-rejuvenation procedures, including facelifts, blephs, and brow lifts. He was also tapped by none other than the Denver Broncos Cheerleaders as their official facial aesthetic provider.

"I have been fortunate to have had very broad experience in my practice," he says. "I especially enjoy rhinoplasty for the challenges of each case and the satisfaction of achieving great results for my patients."

Regardless of whether a surgery is performed for aesthetic or functional purposes, Cote's basic patient care philosophy remains the same: "Listening to my patients and balancing expectations with the best that the art and science of medicine offers is the core of what I do."

This philosophy has earned him high marks from many satisfied patients, including a highly involved rhinoplasty performed on a young woman with Wegener's granulomatosis. She underwent this highly involved rhinoplasty after the autoimmune disease literally destroyed her nose. The surgery did more than allow her to breathe again, it gave her back her life. She writes: "Dr Cote: Almost a year ago today I underwent a surgical procedure that changed my life. Thanks



to you, my health has improved in addition to my good looks. I am so grateful. Thank you."

Much of his experience and can-do attitude stems from the time he spent as a lieutenant colonel in the US Army. He and his team treated many veterans wounded in Iraq and Afghanistan. Thanks to advances in body armor, many soldiers whose injuries would have been fatal in previous wars survive but often sustain injuries from the neck up. Facial plastic surgeons with reconstructive experience are needed now more than ever as these warriors return from the ongoing wars. "It was a humbling experience to treat these brave injured soldiers. Their own perseverance and determination to survive inspired me to give them my best care."

Cote served as a US Army doctor overseas as Chief of Otolaryngology for US Forces in Korea. He then relocated to Washington, DC, and was appointed Chief of Facial Plastic Surgery and also Chief of Otolaryngology Head Neck Surgery at the prestigious Walter Reed Army Medical Center. During that time, he was also Otolaryngology Consultant to the White House Medical Unit, under President Barack Obama.

It was during his time at Walter Reed that Cote pioneered the use of 3D imaging—that is just now becoming a more common tool in many surgeons' offices. Cote was an early adopter of the technology, which has allowed him to customize treatment plans and optimize results. "We've been able to prefabricate models that we bring in the operating room and use these to achieve more targeted results."



Before-and-after rhinoplasty for a 19-year-old female.

Cote received his undergraduate education at the College of the Holy Cross and Oxford University in the UK. He then became a Harvard University Research Fellow at Massachusetts General Hospital in Boston. Cote received his medical degree from Tufts University. He completed his surgical internship and residency at Walter Reed Army Medical Center and National Naval Medical Center in Washington, DC, and did his facial plastic and reconstructive surgical fellowship training at Johns Hopkins University Hospital in Baltimore. Cote is a member of both the American Academy of Otolaryngology—Head and Neck Surgery and the American Academy of Facial Plastic and Reconstructive Surgery. He lives in the Denver area with his wife and three children.

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A Patient-Oriented Culture

BY DORENE KAPLAN

Mishail A. Shapiro, DO, FOCOO-HNS, is committed to making facial plastic surgery accessible to many patients. Both of his offices in the Chicagoland area boast certified surgical facilities to make cosmetic surgery more affordable.

"I have cultivated a patient-oriented culture for years, which now permeates every aspect of our practice," Shapiro says. "My staff is dedicated to making patients feel comfortable and well cared for, so they can feel more confident to refer their friends and family to us for cosmetic procedures."

Board certified by the American Osteopathic Board of Ophthalmology and Otorhinolaryngology, Shapiro is a fellowship-trained facial plastic surgeon. He offers a full range of facial plastic surgery procedures, including partial and full facelifts, eyelid procedures, and neck lifts. His personal interest is in rhinoplasty, and in fact, his personal e-mail uses the moniker, "nosedoc."

"Facial plastic surgery is a subspecialty of ear, nose, and throat surgery. I chose otorhinolaryngology with the intent of becoming a facial plastic surgeon," he says.

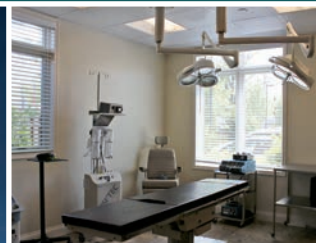
His practice, called Medical Arts Unlimited, offers surgical procedures as well as liposuction of the body and neck and noninvasive cosmetic treatments, such as dermal fillers, neurotoxins, and energy-based technologies.

THE ARTISTIC TOUCH

A background in art and sculpture empowers Shapiro in the artistic aspect of surgery. "Systematic analysis of the facial structure, skin appearance, and feature balance combined with surgical expertise are the tools needed to turn back the effects of aging," he says.

And he has an artist's eye for surgical results; overly pulled skin and bulbous lips are not his style. "I strive for balance between the normal aging process and a surgical result. Ideal results are younger, 'natural'-looking patients without obvious signs of surgical overcorrection."

Mishail A. Shapiro, DO, FOCOO-HNS



In 1999, Shapiro founded Medical Arts Unlimited, which currently has offices in Evanston and Libertyville, Ill. Set up as a cosmetic center, the offices and staff are friendly and inviting, dedicated to offering customized services. "The atmosphere is warm, nonthreatening, and every patient is treated with the respect and the care they deserve," Shapiro says.

In addition to surgery, the facilities offer noninvasive procedures including Botox and filler injections, laser treatments for facial rejuvenation, and treatment of sun spots and other hyperpigmentation. The staff includes a surgical coordinator as well as a nurse practitioner, who handles preop and postop treatments and injections.

Providing full-service cosmetic options to his patients is important to Shapiro, and the Advance Skin Center medical spa associated with his practice has two aestheticians on staff who specialize in high-end skin care treatments and permanent makeup. The spa's menu includes facials and chemical peels, microdermabrasion, IPL and DioLite Laser treatments, and hair removal and tint. "We are really a full-service aesthetic operation. The skin center's objective is to offer maximum aesthetic results with minimum recovery time," he says.

The most popular surgical procedures for his Chicagoland practices are rhinoplasty, face and neck lifts, traditional and laser liposuction, blepharoplasty, and otoplasty, which reshapes prominent ears in children. According to Shapiro, nearly every procedure is performed in his office's surgical suite. While plastic surgery is becoming more and more popular with men, Shapiro reports that about 90% of his patients are women.

When not performing surgery or seeing patients, Shapiro believes in giving back to the profession and medical community. He trains other physicians in the use of Botox and facial fillers. A frequent lecturer, he most recently addressed an OB-Gyn group in Evanston.

He also holds a section chair at St Francis Hospital in Evanston, where he participates regularly in the resident program to help educate future doctors.

In addition to his board certification, Shapiro is a member of the American Osteopathic Association, American Academy of Otorhinolaryngology/Head and Neck Surgery, American Osteopathic Colleges of Ophthalmology and Otolaryngology, Head and Neck Surgery, Chicago Medical Society, Illinois State Medical Society, and American College of Allergy, Asthma & Immunology.

He received his Bachelor of Science degree from California State University and a Doctor of Osteopathic Medicine degree at Western University in California.

When not working with patients, Shapiro enjoys arts, music, literature, and the wide outdoors.

As for the future, Shapiro says he will continue "to make patients feel like one of the family."

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The Training of an Expert

BY DORENE KAPLAN

Michelle Ehrlich, MD, is a board-certified dermatologist and fellowship-trained cosmetic surgeon. She is a Diplomate of the American Board of Dermatology and a Fellow of the American Academy of Cosmetic Surgery. In addition to her private practice, Ehrlich is the Director of Cosmetic Dermatology for the Harbor-UCLA residency program and a clinical instructor in dermatology for UCLA.

Ehrlich completed her advanced fellowship in cosmetic surgery, laser and cosmetic dermatology at the La Jolla SpaMD, where she trained with a team of cosmetic dermatologists, facial plastic surgeons, and general plastic and reconstructive surgeons. Previously, Ehrlich completed her training in Dermatology and Internal Medicine at the Cleveland Clinic Foundation. While at the Cleveland Clinic, Ehrlich was elected President of the Foundation's House Staff and also served on the Graduate Medical Education Committee and the Alumni Council. She is a graduate of the State University of New York at Buffalo School of Medicine and Biomedical Science, and graduated from Princeton University Cum Laude and Sigma Xi.

An experienced researcher, Ehrlich is a published author in scientific journals and textbooks, and she is certified in Human Subjects Research Protection. She has held research positions at Dermatology/Cosmetic Laser Associates of La Jolla, the Cleveland Clinic Foundation, Princeton University, Princeton Biomedical Research, Marine Biological Laboratories at Woods Hole, and the State University of New York at Buffalo. Ehrlich serves as a consultant and instructor in laser medicine and surgery, and she has received the Teacher of the Year Award for the Harbor-UCLA residency program.

Ehrlich's professional awards and fellowships include the American Society for Dermatologic Surgery preceptorship grant, the Pieter Hitzig Research Grant at Princeton University, induction into the Sigma Xi science and research Honors Society, and the Robert C. Byrd award for New York

State. She is an active member of the American Academy of Cosmetic Surgery, the American Society for Liposuction, the American Society of Photodynamic Therapy, the Women's Dermatologic Society, Cambridge Who's Who in Medicine, the American Society for Dermatologic Surgery, the American Academy of Dermatology, the Cleveland Clinic Alumni Council, and the Princeton University Alumni Association of Southern California.

CREATING A PERSONAL TOUCH

In 2008, Ehrlich opened the Dermatology and Laser Center in Manhattan Beach, California, where she offers a full spectrum of medical and cosmetic treatments. Ehrlich treats all her patients personally and with a full array of the most cutting-edge laser technology.

Ehrlich is able to customize each and every treatment to fit the personal needs of each individual patient. "We care for every patient in a unique way, and choose treatments that are best suited to the individual, not a cookie-cutter approach. Every patient who makes an appointment with me deserves my personal skill, to receive the benefit of my years of training and artistic expertise," she says.

Ehrlich also places an emphasis on a well-trained, caring, and empathetic team. The contributions of her staff and their incredible skills in providing attention and care to her patients are integral to the overall atmosphere and happiness of the patients in her practice. "My team is the most important part of delivering world-class care to our patients. Not only do they anticipate the patient's every need, but they also make coming to work a pleasure for me every day."

Ehrlich's love of the arts allows her to combine medicine with a natural-looking result. Ehrlich says, "My goal is that you look great, refreshed and rejuvenated, without looking 'done.' My

Michelle Ehrlich, MD



patients look like themselves, as they did 10 years ago."

Her outside interests include photography and sculpting. Her work has been shown in exhibition and competition in New York and New Jersey. Ehrlich speaks fluent Hebrew and conversational French.

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- Laser Acne and Scar Treatment
- Skin Cancer Treatment and Prevention
- Laser Hair Removal and Tattoo Removal
- Hair Loss, Surgical and Nonsurgical Treatment
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- Photodynamic Therapy and MicroLaser Peel
- Liposuction and Nonsurgical Cellulite Reduction
- Skin-Tightening Treatments
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Melding Aesthetics and Gynecology

BY AMY DI LEO

Marco Pelosi II, MD, FACOG, FACS, FICS, FAACS, and his son, Marco Pelosi III, MD, FACOG, FACS, FICS, FAACS, are board-certified gynecologists who practice at the Pelosi Medical Center, a state-of-the-art facility in Bayonne, NJ, minutes from lower Manhattan. They offer comprehensive gynecological services, aesthetic vaginal surgery procedures, and general cosmetic services for women and men, including liposculpturing, abdominoplasty, body lifts, cosmetic breast surgery, fat transfer, fillers, Botox®, and medical spa treatments. Both are Fellows of the American College of Obstetrics and Gynecology, the American College of Surgeons, the International College of Surgeons, the American Academy of Cosmetic Surgery, and the American Society of Liposuction Surgery.

They created the subspecialty of cosmetogynecology and in 2004 founded the International Society of Cosmetogynecology (ISCG), the first and largest-growing association of cosmetogynecologists in the world. Drs Pelosi state that the primary goal of ISCG is to advance knowledge, skills, and excellence in female cosmetic medicine and surgery by bringing together experts from relevant fields and to create cohesive, organized learning opportunities for interested and committed physicians.

It was about 15 years ago that, following intense training, Drs Pelosi added the aesthetic dimension to their surgical practice. They explain that the experience and skill set in complex gynecologic procedures was a great advantage in learning and mastering the aesthetic procedures.

"To achieve consistent, excellent results while avoiding complications," Pelosi II explains, "adequate education, training, and experience need to be acquired in the procedures that

comprise the surgeon's practice." Adds Pelosi III, "There are no shortcuts, but also there is no reason why competent surgeons in any specialty cannot learn relevant anatomy, situation-specific techniques, and the avoidance and management of complications as they already do in their current surgical practices."

The Pelosis are credited with the introduction of several new cosmetic techniques and modifications, the design of instrumentation and devices for cosmetic surgery. They are frequent presenters in national and international meetings, including live surgery demonstrations.

"The patient base for the cosmetic surgery practice is as diverse as the issues they seek corrected," Pelosi II says. Their success and reputation with cosmetic vaginal surgery—which includes cosmetic enhancements of the vulva, labia minora, labia majora, mons pubis, perineum, introitus, G-spot magnification, hymen repair, and vaginal tightening, among others—have brought patients from many different states and several countries.

"Because the Pelosi Medical Center is the world training center for ISCG," Pelosi III explains, "we have available all new technology for liposculpturing, including lasers, ultrasound, power-assisted liposuction, radiofrequency, water-assisted liposuction, and more. We incorporate and teach all new technology and use them whenever we feel that it will improve a result, but we are not married to any particular approach."

Marco Pelosi II, MD, and Marco Pelosi III, MD



Techniques for liposculpturing and fat grafting vary by physician. "Fat has many of the qualities of an ideal filler," Pelosi II explains. "It feels like native tissue, it's abundant, and it won't be rejected by the body. For both small- and large-volume filling, it offers unparalleled sculpting ability and natural texture. The popularity of the buttock enhancement with fat (Brazilian Lift) has brought fat grafting to the forefront of cosmetic practice. We utilize fat grafting to the face, hands, buttocks, breasts, scar correction, correction of post-liposuction defects, and more, on a regular basis, and it integrates well with liposuction body contouring."

Drs Pelosi have one of the largest practices in the country that performs fat transfer to the buttocks and breast, and it was one of the first cosmetic groups to incorporate the routine use of platelet-rich plasma for autologous fat transfer procedures.

Pelosi II believes that the future of the field includes an expansion of the minimally invasive surgical options, the elimination of general anesthesia for routine office cosmetic surgery, and an evolving understanding of stem cells.

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Carla Retief, MD, and Michael Stephanides, MD

A Perfect Partnership

BY DORENE KAPLAN

Dermatologist and Mohs surgeon Carla Retief, MD, and plastic surgeon Michael Stephanides, MD, have formed a remarkable and unusual partnership in Nashville, Tenn. They run concurrent but independent practices at the same location.

"Plastic surgery and dermatology—there are no two specialties that complement each other better," Retief says. "When these highly specialized disciplines combine, patients are offered the most comprehensive care available and the most beautiful results possible."

A board-certified dermatologic surgeon, Retief founded Retief Skin Center in 2002. Practicing dermatology since 1999, Retief brings extensive experience and an artistic eye to the region. She is one of a handful of board-certified, fellowship-trained Mohs micrographic surgeons in the Tennessee area, specializing in Mohs surgery, laser surgery, and minimally invasive cosmetic surgery.

Stephanides, a board-certified plastic surgeon, moved to Nashville from Stanford University in California in 2001. He joined forces with Retief in 2009. His practice concentrates on facial surgery, breast surgery, liposuction, and body-contouring procedures.

"Patient satisfaction is of the utmost importance," Stephanides says. "You have to treat your patients as if they were family members. Patient satisfaction and safety plays a major role in the decision-making process before any surgery is scheduled."

A FULL ROSTER OF TREATMENTS

Both surgeons have a hands-on approach and are available to patients even outside of office hours, including weekends and house calls.

Retief offers a full range of services, including Mohs surgery, eyelid surgery, mini facelifts, facial liposuction, fillers, neurotoxin injections, and laser skin treatments. Retief Skin Center offers an extensive menu of aesthetic services by medically trained aestheticians.



Retief has spent more than 8 years developing a customized skin care line, BuffRx. Between her background in chemistry and her medical expertise, she has been able to produce very effective prescription products. In her office lab, Retief compounds all of her BuffRx products to ensure superior patient satisfaction. Since it is compounded in the lab at her office, Retief is able to customize each product to meet the skin care needs of each patient. It is mixed fresh, so the product is at its ultimate potency when purchased.

Stephanides specializes in the full spectrum of cosmetic surgeries, including facelifts, eyelid surgery, neck lifts, breast augmentation, breast lifts, liposuction of the face and body, tummy tucks, body contouring, thigh lifts, arm lifts, and body lifts.

BEST PRACTICES

The physicians agree that patients benefit from synergy of their partnership with the opportunity to receive consultations and treatments from two surgeons. With some patients, both surgeons use their individual skills at the same time (at the office facilities and in the operating room), maximizing the cosmetic results.

"From surgical to nonsurgical procedures, we offer the convenience of one-stop shopping," Retief says.

"Our skills and expertise complement each other, ensuring that the patient will receive the best possible outcome from two doctors who have spent years in training. This is a unique setup in Nashville," Stephanides adds.

WELL-GROUNDED EXPERTISE

A native of Huntingdon, Tennessee, Retief attended Vanderbilt University in Nashville

and received her medical degree from The University of Tennessee in Memphis. Following her dermatology residency at Rush-Presbyterian St. Luke's Hospital in Chicago, she was one of approximately 40 dermatologists in the world to begin a Mohs Micrographic Surgery Fellowship. During that time, she was fortunate to train under the current president of the American College of Mohs Micrographic Surgery and Cutaneous Oncology.

Stephanides graduated from Stanford University School of Medicine in Palo Alto, Calif, where he continued his training in plastic surgery. In 1997, he joined the faculty in the Division of Plastic and Reconstructive Surgery at the Stanford University Medical Center.

In addition to training other plastic surgeons, Stephanides was one of the founders and the medical director of the Stanford-NASA National Biocomputation Center, and was involved with developing high-end technology solutions for difficult surgical problems and surgical training. He has lectured extensively around the world and has participated in numerous surgical trips in developing countries.

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Creating Art in Motion

BY WILLIAM E. PAYTON

Board-certified in both plastic and reconstructive and general surgery, Michael Kluska, DO, FAACS, FACOS, completed his internship and general surgery residency at the Cleveland Clinic Health System. A Fellow of the American Academy of Cosmetic Surgery (AACS), where he also sits on the Board of Trustees, Kluska is also a member of the American College of Osteopathic Surgery, the American Osteopathic Association, and other prominent organizations.

Kluska's idea of plastic surgery has always extended beyond providing the basic scientific standard of medicine; he recognized long ago that plastic and cosmetic surgery are much more than that. He firmly believes that every individual is a unique work of art and that plastic surgery requires a delicate balance of science and artistry. In addition to his medical training and board certifications, Kluska received a BA in art from Washington & Jefferson College.

"I received my undergraduate degree in art, and enjoy working with my hands," he says. "I particularly enjoy painting with watercolors and sculpting."

According to Kluska, creating a work of art is a concept that is directly applicable to the world of cosmetic surgery, for he believes every individual is a unique work of art. The soft tones in watercolors combined with his naturalist style, coupled with his love of sculpting to create pleasing shapes, translates daily at his practice in Greensburg, Pa. Kluska's training and experience have provided him the skills, artistic eye, and ability to recognize the body as an integrated whole; therefore fulfilling his mission of creating "art in motion."

"I've always been intrigued by surgery, and I am passionate about plastic surgery in particular," he says. "It combines science and art, and creates or enhances something that moves and changes. I find it truly inspiring."

Plastic surgery motivates him to see the results of his surgical efforts on the outside. "In most surgical fields, everything happens inside the body; and when it's done, in most cases, there aren't external signs of the changes," he says. "But with plastic surgery, there are external changes which provide the patient and the surgeon with instant visual gratification."

THE PATIENT APPROACH

Kluska and his staff strive to treat each and every patient like family. "I will not recommend any procedure or perform any service that I would not do for a member of my own family," he says. He works hard to develop a rapport with each individual. "We have to connect and trust one another if we're going to achieve the desired results," he explains. Moreover, he says, the importance of the physician-patient relationship is a crucial part of this process. Taking the time to get to know his patients, as well as their

Michael Kluska, DO, FAACS, FACOS



needs and how to best communicate with them, provides the opportunity to achieve the optimum results, he adds.

Kluska's background in osteopathic medicine and his artistic eye help him look at each patient as a whole. "A new patient may come in wanting a certain size breast augmentation, but I encourage each person to consider the overall picture," he explains. "We have to match the proportionate breast size to her complete figure—everything from shoulders to waist, from chest to hips. Balance is the key."

THE CENTER FOR PLASTIC & COSMETIC SURGERY

Kluska has practiced out of his Western Pennsylvania center for more than 12 years, and offers an all-encompassing range of aesthetic services at his AAAHC-accredited, 7,000-square-foot, "state-of-the-art" facility. These include a full medspa and hair and nail salon; noninvasive procedures, such as injectables; as well as plastic and cosmetic surgery. Although he performs all types of plastic and reconstructive surgery, Kluska is highly recognized for his cosmetic procedures of the breast, body, and face.

The Center for Plastic & Cosmetic Surgery has evolved and changed over the last couple of years, adapting to the economy and the needs of patients.

Kluska believes in natural, more subtle results. "Patient demand has changed," he says. "Today's patient needs a more natural look with less downtime in order to keep up with the demands of everyday life, including work and family." At the Center, Kluska and his staff listen to the patient and try to customize treatments based on the patient's individual needs.

In the end, it comes down to providing top-notch care to his patients. As Kluska explains, "We are invested in our patients' well-being, so we make every effort to accommodate their needs."

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Cosmetic Surgery Trending Up

BY DORENE KAPLAN

Ask Santa Monica, Calif, cosmetic surgeon Mark Youssef, MD, if he sees any distinctive trends in cosmetic surgery, and he gives a definitive thumbs-up.

"We are seeing an increase in Hispanic patients, an increase in male patients, and we are getting more and more requests for buttocks augmentation. In fact, butt lifts are up 200% in my practice," says the medical director and founder of YOUUnique Cosmetic Surgery.

Lip augmentation is on the rise as well, Dr Youssef reports, as are requests for smaller breast implants. "Patients want a more natural look," he says. There is also a trend for less dramatic rhinoplasty. "Ultimately, patients want to maintain their ethnic identity. They want a look that corresponds with their heritage."

Working just steps from the Pacific Ocean in Santa Monica, Calif, Dr Youssef is a board-certified cosmetic surgeon who specializes in surgical enhancement of the face and body as well as minimally invasive cosmetic procedures. His practice focuses on breast augmentation, tummy tucks, eyelid surgery, rhinoplasty, and facelifts.

MORE THAN 10,000 PATIENTS INJECTED

Treating thousands of patients from across Southern California, Dr Youssef views cosmetic surgery as a surgical art, not just a job. "I enjoy the satisfaction of seeing that special smile on a patient's face. I'm always honored when patients trust their face and body to me," he says.

For patients with active lifestyles and limited time for recovery, Dr Youssef's most-requested noninvasive cosmetic procedures include laser skin rejuvenation, Botox®, facial fillers, chemical peels, and varicose vein treatments, as well as nonsurgical face and body lifts. To date, he has injected more than 10,000 patients.

Some of the most popular surgical cosmetic procedures that Dr Youssef performs include laser liposculpture, liposuction, rhinoplasty, trans-

Mark Youssef, MD



umbilical breast augmentation, tummy tuck, eyelid surgery, and stem cell rejuvenation procedures.

PATIENTS ARE EXTENDED FAMILY

Integral to the success of a surgical or noninvasive treatment is patient comfort and knowledge about the procedure. Dr Youssef relies on his team of 12 to make sure patients are well taken care of, including preop and postop care. The staff is available to answer all questions and make sure that patients feel comfortable before and after their procedure. "I am very proud of how the YOUUnique Cosmetic Surgery staff works as a team to make sure that our patients are happy with their results and have the best experience," Dr Youssef says. "We pride ourselves on the highest quality of patient care and customer service. We want all of our patients to feel like family."

MEDIA SAVVY

At his office, Dr Youssef offers the latest techniques and cutting-edge technology. Working with media, he is sought-after as an expert in the field of cosmetic surgery, appearing frequently on television programs like *The Doctors*, *Access Hollywood*, *The New You*, and *T52 Telemundo News*. Nominated in *Trademark Who's Who* 2012 edition, he also has been quoted in *Star Magazine*, *Savoir Magazine*, and *InTouch Weekly*. When appearing in the media, Dr Youssef is often asked to discuss the latest cosmetic enhancement trends and technologies, such as laser treatment for varicose veins and cutting-edge skin-rejuvenation procedures. He also has demonstrated his skills by performing cosmetic procedures on many of our most popular television shows.

SHARING EXPERTISE

As a certified trainer and speaker, Dr Youssef travels internationally to share his expertise and knowledge with other physicians, teaching them how to perfect the latest techniques in cosmetic surgery and achieve natural, youthful results. He has published numerous articles in national and international scientific journals, and has trained and mentored hundreds of physicians worldwide.

"I love collaborating with other colleagues in my specialty. I always look forward to sharing information and promoting the advancement of cosmetic surgery with my fellow surgeons," Dr Youssef says.

A board-certified Diplomate of the American Board of Cosmetic Surgery, Dr Youssef's background has prepared him well for his role as physician, trainer, and speaker. He graduated with honors from the School of Medicine at the University of California, Irvine. He completed his residency and training at Kaiser Permanente Los Angeles Medical Center, where he went on to become a staff physician. Currently, he is an active member of the American Society of Laser Medicine and Surgery, the American Academy of Cosmetic Surgery, the American Society of Cosmetic Breast Surgery, and the American Medical Association. Also, he is a faculty member of the American Academy of Aesthetic Medicine.

Dr Youssef sees a bright future for cosmetic surgery, and plans to continue to integrate the newest technologies into his practice and offer his patients the best possible results.

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