



LATEST TRENDS IN PLASTIC SURGERY

An Interview With Dr. Mokhtar Asaadi

What qualities are sought out by those looking for plastic surgeons and why?

Board certified, knowledgeable, experienced, honest, safe and having a good reputation. Most of our referrals come from our happy previously-treated patients. Considering today's prospective cosmetic patient is very knowledgeable and educated about the current trends and procedures in plastic surgery because of the internet and other sources, it is crucial to have a comprehensive website with a list of credentials, procedures performed, and most importantly before and after photos.

Do your patients request certain celebrity looks (i.e. Angelina Jolie's lips? Meg Ryan's nose? Nicole Kidman's eyes)? Are there other inspirations in today's media?

Absolutely, people are always asking to "look healthy" and "feel young", paying particular attention to their face and lips. At the same time, they do not like the operated look of certain celebrities, especially those who had facial, eyelid and nasal surgeries done that completely altered their appearance and now resemble someone else.

Are there certain body parts that are in need of more attention over the years (i.e. face for face lift, tummy tuck for abdomen)?

Yes, the face should be paid particular attention to because it is the most exposed and always the first thing people notice. And Abdominoplasty (Tummy Tuck) is ideal for young mothers post-pregnancy.

Are there certain procedures more popular than others recently? If so, why?

Non-surgical procedures (i.e. Botox, fillers, facial laser rejuvenation) are presently very popular because they are non-invasive, less expensive, and don't involve any downtime. As far as surgical procedures are concerned, breast augmentation is very popular because there no longer exists a fear of implants; silicone gel breast implants are now being used. In 2006, breast augmentation was the most common cosmetic surgery procedure performed by plastic surgeons in the United States. For the first time, the number of augmentations exceeded the number of liposuction procedures.

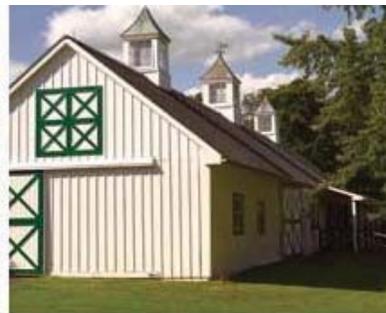
Do you sell/recommend at-home products to follow up on treatments?

Yes, we carry the complete Skinceuticals and MD Forte skin care lines, in addition to fish oil supplements and MonaVie (a nutritional beverage high in acai and other antioxidants). Even after surgery, I advise my patients to maintain a healthy and high-energy lifestyle by exercising, eating well, hydrating, and getting enough sleep.

What will be the "next big thing" in plastic surgery for 2008 and why?

Target Market: Baby Boom Generation

Why: very conscious of their looks, especially because people are living longer and healthier lives. They would like their outside appearance to reflect how great they feel inside. The "Next Big Thing" in 2008: procedures with moderate improvement and rapid recovery of the face and body.



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