

DOCTORS' OFFICES SCHEDULE TO AVOID AWKWARD RUN-INS

ton, had a male client—"very private, a real manly man"—who took every precaution to keep people from knowing that he was getting Botox. Even his wife, another regular of Brennan's, didn't know. Until, Brennan says, the social media-addicted hairstylist downstairs from her posted to Facebook: "Guess who I just saw walking into Skin Deep?????" (Name redacted!!!!)

To counteract conflicts, most physicians have trained their front desk staff to schedule mindfully—which means no same-day appointments for known friends, neighbors, colleagues or, sometimes, husbands and wives. Brennan also has a rule against booking two male clients in a row. Both Tedaldi and Los Angeles cosmetic dermatologist Dr. Jessica Wu have gone so far as to set up private VIP waiting rooms and separate back entrances, which work most of the time. And even though the waiting area of Cambridge, Massachusetts, aesthetic dermatologist Dr. Ranella Hirsch seats only one or two people, decreasing the potential for unwanted run-ins, it didn't prevent one patient from recently outing another. "That's why we refuse to utilize auto computer scheduling even though we have the software," says Hirsch. "You need a live person who makes sure privacy is protected and that people who shouldn't bump don't."

But honoring professional obligations to confidentiality is one thing; teaching patients to mind one another's privacy and forgo mentions on the valuable outlet that is social media is another. As a result, many doctors have mixed feelings. Rhode Island cosmetic dermatologist Dr. Ellen Frankel posts signs in her lobby reminding patients to not use their cell phones but awards them with discounts if they post their appointment to Facebook when they show up.

"The way I feel about cosmetic dermatology is that everybody's doing something," says Tedaldi. "If you have incredible angst and insecurity or if you're just an unbelievably private person, you have to adjust your life. Doctors are never going to tell anyone else what you're there for. You could be there for a mole check. But how am I going to stop people from noticing someone, or control every person in my waiting room? That's just ridiculous."



BEAUTY DOCTORS: A USER'S GUIDE

DuJour's roundup of some of the top aesthetic professionals in New York City, Beverly Hills, Dallas and Miami. Beth Landman reports

Forget everything you thought you knew about aesthetic enhancement—appearance-improving options are being invented at a laser-quick pace. Troubled by wrinkles? A doctor can inject them with novel fillers derived from sugar or bone matrix, or eviscerate them with light. Want a little fat removed from your jawline? You can get it frozen or melted. Even the clas-

sic face-lift has evolved from a basic nip and tuck to a more customized blend of boosting, volumizing and refining. All this innovation has been driven by consumer demand: In 2011, more than nine million surgical and nonsurgical cosmetic procedures were performed in the U.S.—almost a 200 percent increase since 1997. Still, the plethora of beauty-enhancing

options, while exciting, is also confusing and a bit overwhelming; we all know that bad procedures can happen to good people. Your safest strategy: Go with doctors at the top of their fields. Here is a select list of some of the country's finest aesthetic physicians working today, as well as a brief overview of the state-of-the-art developments occurring in their offices.

NEW YORK CITY

PLASTIC SURGERY

DR. SHERRELL ASTON

728 Park Avenue
212-249-6000

When France's face of beauty, Catherine Deneuve, finally decided that even her flawless visage needed some refreshing, she reportedly turned to Aston for assistance. As a general rule, he says, "it's difficult for me to evaluate a face and not see a place to augment with fat." One area that he often focuses on: the eye. "If you look at a younger person's face, the lower lid blends into the cheek," he observes. "In older patients, I add fat to the tear trough, which helps re-create this effect." Aston prides himself on performing work that is both skillful and subtle. "In earlier facelifts, you could see a scar and often a raised hairline, which I don't find very elegant," he says. "My incision is totally within the hairline."

DR. DAN BAKER

65 East 66th Street
212-734-9695

Why do you think a well-known New York designer has begun to look more like her own daughter? Baker may be the reason. Besides that fashion mogul, the surgeon is said to have perked up everyone from Madonna to a host of politicians. These days, when one of his patients is in for a lift, Baker makes a point of going above and beyond: He performs fat grafts to restore volume, inserts fillers for stubborn furrows, and resurfaces the skin to erase fine lines. And the results have staying power. "Face-lifts used to last 8 to 10 years. Now they can last 10 to 15," he assures.

DR. SHARON GIESE

114 East 61st Street
212-421-3400

Giese is best known for her "natural lift," a minimally invasive alternative to a face-lift that melts away neck and jowl fat. She says that the procedure can buy patients an extra five years before they might feel the need for traditional surgery. When women come to her and tell her

DR. ALAN MATARASSO

1009 Park Avenue
212-249-7500

Ready to soften furrows but anxious about the results? For a patient who feels uncertain about injectables, Matarasso will first use water to plump out her face so that she can see the effect. He's also one cosmetic surgeon who is not hasty about wielding a scalpel. Matarasso

FACE-LIFTS USED TO LAST 8 TO 10 YEARS. NOW THEY CAN LAST 10 TO 15.

they want to look younger, one of Giese's first recommendations is an upper-eyelid lift, which can be performed in less than half an hour and requires only local anesthesia. "Most people go back to work within four days," she says.

DR. ROBERT JETTER

737 Park Avenue
212-517-5200

Skin laxity or looseness is a common problem that can be caused by weight loss, pregnancy, aging or gravity. Jetter has perfected the art of tightening and contouring the flesh. "The concept of body lifting has evolved, so there's less scarring," he says. One anti-scar tactic: He places some sutures underneath the skin's surface. Jetter has also figured out how to correct the unevenness that may result from liposuction. "Lifting the skin is the only long-term way to get rid of dimpling," he says.

recently turned to fillers in the nose as an easier way to correct imperfections like bumps and over-scooped profiles without resorting to an operation. "It's a five-minute procedure!" he says. As for the body, "I combine liposuction with a tummy tuck," and he's using new silicone and saline breast implants that have a more natural appearance.

DR. DAVID ROSENBERG

115 East 61st Street
212-832-8595

A strong believer in not waiting until things are desperate before taking action, Rosenberg likes to attack the areas that bother his patients as soon as they notice them. "If a patient comes in with a loose neck or a little jowling, we don't have to wait for all the skin to descend and we can go ahead and target those spots," he says. "Smaller surgical procedures are good because they're less taxing for the patient, physi-

cally and emotionally." Besides removing bags and adding fat around the eyes, he usually tightens the muscle, too. "Doing that can also highlight the cheekbones," he maintains.

DERMATOLOGY

DR. DAVID COLBERT

119 Fifth Avenue
212-533-8888

Laser PRP, or platelet-rich plasma, is the latest innovation offered here. After Colbert preps a patient's face with a light source, he injects her skin with her own blood platelets, which are rich in growth factor and can give the skin a more youthful texture. Two other new techniques employed by Colbert: administering micro-fat injections to fill hollows around the eyes and using the ultrasound-based Ulthera to tighten the skin.

DR. BRUCE KATZ

60 East 56th Street
212-688-5882

"It's the holy grail," declares Katz about the search for a procedure that will eliminate cellulite forever. While he and the rest of the world wait for a silver-bullet solution, he's using Cellulaze, a treatment with a split beam that works in multiple directions. "You can aim it down to help melt fat, sideways to cut the fibrous bands that cause skin indentations and up to stimulate collagen under the surface," he says.

DR. HOWARD SOBEL

960 Park Avenue
212-288-0060

"After you pass a certain age, freckles are no longer cute. They're associated with looking older," Sobel says. He favors a fractional laser to even out skin tone. His filler of choice for jaws and cheeks is calcium-

based Radiesse. And Sobel thinks that Botox isn't just for frown lines—he uses it on the neck and the nose, too. "With liposuction, Sobel wants his patients to participate in the process. "I stand them up at the end of the procedure so that gravity can take effect, and we look in the mirror together to determine any final touch-ups."

COSMETIC DENTISTRY

DR. LARRY ROSENTHAL

30 East 76th Street
212-794-9600

Rosenthal is an enthusiastic proponent of new, life-like crowns and veneers. "They are layered in colors, so they're brighter yet more natural-looking," he says. "They really end up enhancing the face." Another innovation: Dental impressions will soon be taken digitally, so goodbye to mouthfuls of gook.

DR. LANA ROZENBERG

8 East 63rd Street
212-265-7724

Veneers that require little preparation are available at the office of Rozenberg (who has brightened the smiles of Scarlett Johansson and Kristin Davis). "You only have to roughen the teeth, not file them all the way down. They are thin, translucent and very pretty," she raves. She's also using fillings made of a resin composite (instead of porcelain) because they're softer on a patient's bite. As for whitening, she has the new Zoom 4+, a machine that can be adjusted depending on the sensitivity of a patient's teeth. Finally, for gummy smiles, she has devised "gummouflage," which entails her making a small suture inside the lip to minimize the gums without major surgery.

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