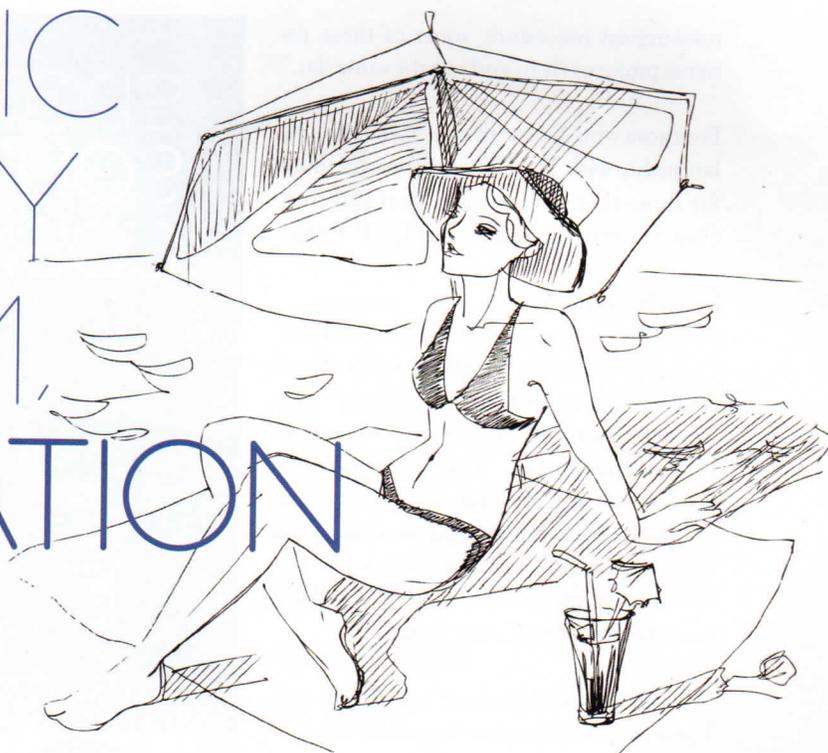


COSMETIC SURGERY TOURISM DESTINATION USA

WORDS Eliza Drewa



International cosmetic tourism seems to be dropping to the bottom of the list for those of us who might have considered it in years past. Today we're hearing from coast to coast that the trend in the US is to get that vacation-cosmetic procedure combo right here at home. We recently talked with three stateside practices to bring you a snapshot of the 2-in-1 traveler's nip-tuck appeal.

LOOKING EAST

On the East Coast in New York City, Joseph Eviatar, MD, an oculofacial plastic surgeon at the Chelsea Eye & Cosmetic Surgery Associates, specializes in eye treatments and has both male and female patients travel from all over the world to see him—from Florida, Ohio, Georgia and New Jersey to Switzerland, Dubai and Australia.

"New York City has many great sub-specialists in cosmetic surgery, and because New York State has such high standards for licensing, certification and medical schools, this is one of the best cities in which to find a surgeon," says Dr. Eviatar. "Offices and

operating suites have to maintain accreditations and certifications, which make the environment for surgery very safe, and the great exchange rates for the Canadian dollar and Euro have been a big boon to medical tourism." As a global city, New York also offers visitors of Dr. Eviatar's practice a taste of the Big Apple.

"Our patients who travel to see us appreciate both Dr. Eviatar's skill and their trip to New York City," says Tiffany Hodges, Dr. Eviatar's marketing director. "Our boutique practice is an experience in and of itself in the heart of the gallery district in Chelsea. Whether it's for fillers or blepharoplasty (eyelid surgery), these procedures require limited downtime and a fairly limited recovery period. For our jet setters, there's no issue flying out the next day."

WAY OUT WEST

Heading west to California, Gail Humble, MD, and Doug Mest, MD, cosmetic surgeons at the Blue Pacific Aesthetic Medical Group in Hermosa Beach, also have patients who travel to see them

for both their specialized skill sets and appealing location.

"We have several patients who travel to see us," says Dr. Mest. "Personally, I have patients who travel from New York City, Dallas and Chicago to see me for Sculptra since we have the most experience of any doctors in the country, having done the original FDA clinical trials in 2002."

Dr. Humble, who also practices anti-aging medicine, adds, "In addition, we are one of the very limited practices that do protein-rich plasma. This is the reinjection of a person's own stem cells into their face or other areas to rejuvenate the skin and substructures, as well as revolumize. This is cutting edge and can be used in conjunction with other dermal fillers such as Sculptra."

And for the location? "It doesn't hurt that we are in Southern California in a beach community and also close to Palm Springs for their recovery if they choose," says Dr. Mest. "Of course, since this (Sculptra) is a

nonsurgical procedure, some of these patients prefer to fly in and out the same day."

For those who choose to stay, "We have a relationship with The Hermosa Beach House for those that wish to have local and first-class accommodations," says Dr. Humble.

DOWN SOUTH

The story is the same down on the Gold Coast. "I see a lot of patients from out of state as well as out of the country," says Rodger Stratt, MD, a cosmetic surgeon in Ft. Lauderdale, Fla. "The largest percentage is from the Caribbean and Central and South America, but we also see a fair number from Canada and Europe." As for the US arrivals, many come from the Boston area and the West Coast, he says.

His area of specialization? SmartLipo and Tumescant Liposuction (Liposculpture).

"I have developed a technique which allows me to remove more fat while maintaining the smooth texture of the skin, without lumps or bumps. This is particularly important in the thigh and abdominal area where previously removing an excessive amount of adipose tissue resulted in the development of cellulite and uneven lumpiness."

Add to that the location—sunny South Florida on the Atlantic Ocean—and it brings new meaning to getting all those curves in the "right" places.

"I have patients from Honduras and Ecuador, and the international group from Baptist [Hospital]," says says Dr. Deborah Longwill, a cosmetic dermatologist in Pinecrest, Fla. "They'll come in for skin checks and fillers. Then we have snowbirds that come in... They'll usually have their procedure done so they look good elsewhere. They'll come in October to look good for the holidays. Or in May to look good for wherever they are going for the summer." N

SPOTLIGHT ON SOUTH FLORIDA COSMETIC SURGEONS:



DEBORAH LONGWILL, DO
Miami Center for Dermatology, Pinecrest, Fla.

"We offer the latest techniques to diagnose and treat skin conditions, including acne, skin cancer, brown spots and rosacea. Another primary focus is helping patients regain a more youthful look with cosmetic procedures designed to dramatically soften wrinkles and folds, improve skin texture, restore lost volume to the face, and refine facial and body contours."



ALAN J. BAUMAN, MD
Bauman Medical Group, Boca Raton, Fla.

"We are a different and unique type of hair restoration practice. My staff and I are dedicated to providing every hair loss patient the highest quality results and personalized patient care in the field of hair restoration. We measure our success by helping you, our patients, successfully achieve and maintain your goals."



SARA BERNSTEIN, MD
The Women's Aesthetic Institute, Wellington, Fla.

"I attend to the most personal issues women face. One of my areas of expertise is Laser Vaginal Rejuvenation and Designer Laser Vaginoplasty, which encompasses everything from medical necessities to the enhancement of sexual gratification and achievement of aesthetic desires. I am the only female doctor in South Florida to practice Laser Vaginal Rejuvenation, Designer Laser Vaginoplasty, and the G-Shot."



RODGER STRATT, MD
Body Care Center for Advanced Rejuvenation,
Ft. Lauderdale, Fla.

"We specialize in body contouring using the most advanced technology available, including tumescant liposculpture, power-assisted lipoplasty and SmartLipo. Because our focus is primarily body sculpting, we maintain the highest standards in the industry and have an unprecedented level of client satisfaction."