

# Nip/Tuck



## What a year it has been

By Gregory Albert, M.D.

Unless you're the congressional printer, chances are you or the company you work for has had some challenges this year and frankly it shows. Day after day patients come in for consultations and the first message they share with us is how tired and old they look.

One young man said; "Dr. Albert, I have more grey hair and look older than my dad did when he was in his seventies." A favorite of mine was just the other day when a wonderful woman came in and said, "Dr. Albert, I turned into my mother!" I asked if that was good, her reply was, "you should see my mother!" For them this year has taken a toll!

In the quest for a youthful face, patients have been searching for the balance between, cost, convenience, discomfort and most importantly the result. As ambitious as this is, today's Board Certified Plastic surgeons are successfully combining the best of all medicine for their discerning clientele.

Plastic and Cosmetic surgery has a considerable amount of options available for patients at any need. For some patients it can be a simple cosmetic application or an injectable. For others, it might require a bit more to reverse the signs of aging. Either way help is here for those that are willing to take that first step.

### For example:

Facial rejuvenation is a blend of art and science that will return you to the

youthful appearance you miss. Your personalized rejuvenation program can include skin care applications with a mini incision lift or laser resurfacing. Your personal care provider, your surgeon, and you will work together to help you attain that perfect look you're looking for. Our approach to facial and body rejuvenation is simple. It is to combine the very best products and techniques to bring back your natural beauty. After all, it is about you and how you want to look and feel.

You might have seen, or heard, "Price Point Surgery."

There isn't a simply way to explain or price what's in your best interest until your physician meets with you and completes an in depth consult. From time to time you might see price point advertising for surgical procedures that seem to good to be true. Well, they are. Your body isn't

a retail product and shouldn't be subjected to retail discounting. Have you thought what part of the procedure might be minimized or eliminated to provide that discount? Without a proper exam and knowledge of your health history, it is impossible for a physician to know what's healthy and in your best interest. Therefore, generic pricing isn't practical and can be misleading. It's your body and it shouldn't be thought of as a generic product and priced like one. Having the very best surgeon and the best medical care should be your primary reason for selecting a surgeon.

When you consult with your physician, it is important to notice if they listen closely and compassionately to you so that they can tailor your procedure to achieve the natural, refined result that's right for you. Is your physician applying the most advanced, effective surgical techniques to ensure you get the look you want and a program to maintain your results? Does your physician stand by his work and is he committed to ensuring your happiness with your procedure for years to come?

A new year is just around the corner and with it brings new hope, opportunities and a fresh new start. Why wait for the New Year, today you can jump-start the new you. You can have it today. It's alright to indulge yourself, you've been through a trying year and it is ok to want to do something nice for yourself, after all what better investment is there than to do something good for yourself, you deserve it. •

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