

executive WOMAN™

FACING THE FUTURE

No longer is cosmetic surgery only for the rich and famous. More and more of us are consulting plastic surgeons, and new techniques mean we can change our looks in our lunch hour. Lucy Ibbison spoke to two leading lights in the good looks business



Even we reticent Brits are starting to realise that the nose we've always hated and the baggy eyes that makes us avoid smiling are easily treatable, and financially within our grasp. For the price of a holiday, noses, eye bags, etc., can be made perfect, and with very little discomfort.

Dr Michael Sachs is one of the USA's leading plastic surgeons. He is also the inventor of new techniques that make it possible to reshape the nose and remove eye bags in the lunch hour. "I love noses," Dr. Sachs told me. "They are in the centre of the face, and can change your appearance more dramatically than any other facial feature."

Finesse Sculpting Rhinoplasty is a procedure he developed that involves shaving the nasal bridge to remove excess tissue, and molding the tip to a desired shape. The operation is done under local and 'twilight' anaesthesia, where the patient is sedated and falls into a light sleep during the surgery, which takes, on average, 30 minutes.

Because Finesse Sculpting Rhinoplasty does not involve the nose or cutting cartilages, there is very little or no bruising, the result is more natural and patients can be back at work within a week. No nasal packing is required, just a light tape dressing to remind

the patient to take care, which is removed after about five days.

Eye bags that make us look like habitual partygoers, or just dog-tired, are certainly not good for career progression!

And it really isn't your fault; some people are predisposed to fat deposits under their eyes, and it can also be inherited. But fear not; Dr. Sachs' new

technique of fat evaporation can send unsightly bags packing within minutes.

As with Finesse Sculpting Rhinoplasty, the patient is given local and twilight anaesthesia and feels nothing. The procedure takes advantage of the fact that fat is 90 percent water, and on electrically heated needle probe is inserted into the sausage-like pad of fat, evaporating its water content in seconds. Again because there is less trauma and cutting, recovery time is only a few days.

This fat-melting technique is equally popular with men who appreciate the more youthful, alert look it produces. In fact, men are increasingly turning to plastic surgery as an extension of the good grooming that



is now the norm amongst hungry executives. Keeping up with us girls in the presentation stakes is proof that equally in the boardroom is becoming a reality.

FINDING YOUR SURGEON

Other surgeons now use Dr. Sachs techniques; he has been actively teaching plastic surgery for over 20 years. But I thought his advice on finding a surgeon you can trust was particularly sensible; ask to speak to his previous patients. If you are about to deal with the nose you've always hated, it makes sense to ensure that the surgeon is good at noses.

A good surgeon will have no problem giving you a couple of names of patients who have had the same procedure that you are about to embark on.

Dr. Sachs himself is based in New York, but he comes to London every two months and consults at the Dorchester Hotel. Operations are performed in his New York clinic - many patients combine a shopping trip with their treatment - but he will soon be operating regularly in London, too.