

The Newsday Magazine



**FIXING
YOUR FACE
(& Body)**

**PLASTIC SURGERY IN NEW YORK
THROUGH THE EYES OF DR. MICHAEL EVAN SACHS**

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Fixing your Face:

The past decade has seen a boom in plastic surgery - in 1994 alone, more than 600,000 Americans went under the knife for cosmetic, not medical reasons. To cut to the heart of the matter, we offer a view of this phenomenon through the eyes of one of New York's top plastic and reconstructive surgeons, Dr. Michael Evan Sachs.

In New York City there are an estimated 280 plastic surgeons who stand ready to lift, nip, tuck, peel, scrape, vacuum, and augment you in places and ways you never dreamed of. They are doing these things to more people, of more ages and incomes, than ever before. Surgery is to the 90s what a health club membership was to the 80s. If trying to improve your appearance naturally didn't work, getting some help became the logical next step.

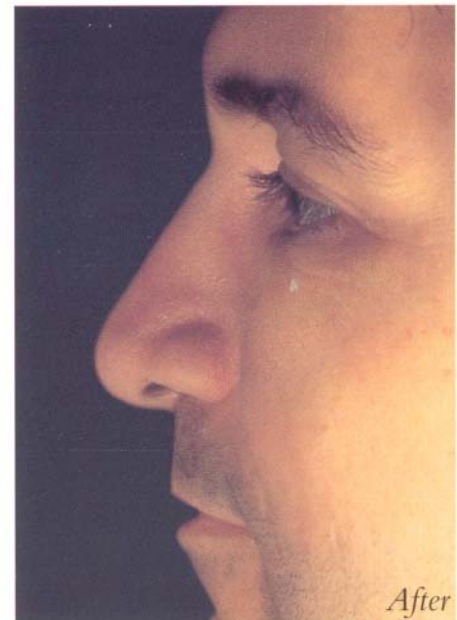
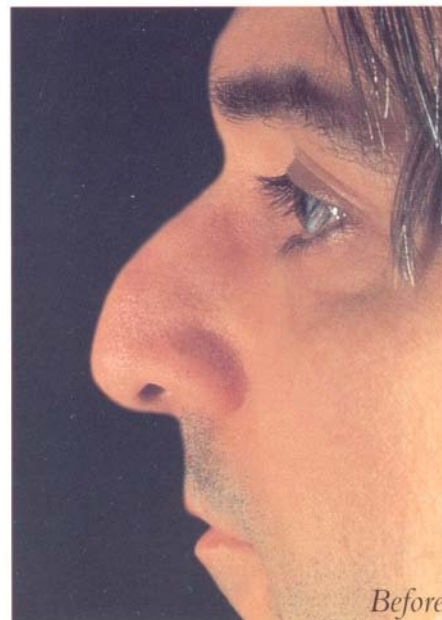
Not all of the plastic surgeons in New York, however, give you the same results. The big question for most patients remains: which surgeons are the best and safest bets to get results that make it all worthwhile?

The growth rate of plastic surgery procedures has skyrocketed: a 63% increase in fewer than 10 years. Depending on the operation, the price ranges from \$2,500 for some liposuctions, to as much as \$20,000 for a full all-bases-covered face-lift.

Patients are younger now than ever. "The average age of face-lift patients has dropped from 60 to 45 in the last 10 years", says Sachs; Chief of Research and Associate Professor of Facial Plastic Surgery at New York Eye and Ear Infirmary/New York Medical College. But even more dramatically different from previous decades is the fact that almost 25 per cent of facial plastic



Annabel, 43 years of age, has a less projected and more refined nose after nasal sculpting, performed by Dr. Michael Sachs



Nasal Sculpting has transformed Peter. He now has a very handsome profile

surgery patients are now male. Nowhere are the changes felt more strongly than among surgeons in New York City, the mecca of plastic surgery. Here is a glimpse of Dr. Michael Sachs, the man behind the thousands of new faces New Yorkers have acquired while mother nature tenderly looked the other way. >

PROFILE:

"I love noses," says Sachs. "The nose is in the center of the face and is the cornerstone of facial beauty. It can change your appearance more dramatically than any other facial feature."

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By the looks of his Central Park Office, noses love him, too. Sleek and modern, yet friendly and warm, his office suite boasts a black granite floor in the operating room and two TV sets plus two VCRs in the conference room. Here patients can watch videotapes of various procedures, or a composite tape of Sachs' TV interviews. "Good Morning America" even sent its crew into his operating room. Born in New York City, Sachs is the essence of energy and strength which characterizes this city.

He's written an upcoming textbook on the "Art and Science of Revisional Rhinoplasty" (reshaping bad nose jobs; one of his specialities). His reception room coffee table and a couple of file drawers are filled with magazine articles by or about him. "A lot of my peers ask me, 'How can you do all the operative procedures and write textbooks and research? How do you find the time?' I find the time because I love it."

He also makes the time: his schedule begins at 7.30 am and ends at 7.30 pm or later. His numerous inventions - Tissue Clay, Finesse Sculpting Rhinoplasty, Fat Melting Blepharoplasty and many others, attest to his enthusiasm. "These advanced procedures not only take less time to heal," he says, "but less time to perform, the results are extraordinary."

Many doctors say Sachs does a lot of work on relatives of other plastic surgeons - an impressive testimonial. It's also hard to argue with 40 published research papers.

Want a "refinement" in the shape of your nose? He'll perform his "Finesse Sculpting Rhinoplasty" which takes about 15 minutes instead of an hour or more required for a routine nose job. "I work from inside the nose without breaking bones. Instead of cutting and breaking, the excess bone is shaved and



Nasal reconstructive techniques invented by Dr. Sachs have given this woman a stronger profile combined with a more refined and uplifted tip

the tip cartilage is molded and shaped. In about a week, the patient is pretty much back to normal".

Despite all his "inventions", he is most enthusiastic about the one patient he hasn't finished yet. "I've performed 13 operations on one girl who was

literally born without a nose. I'm building it up, bit by bit. When I'm finished, I'll be using cartilage and bone donated from her brother's nose." He smiled, "the first nose transplant".



Joy had face and neck-lift surgery, rejuvenating her overall appearance