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“Nothing makes me happier than seeing my patients’ faces light up when they look in the mirror and say, ‘I can’t believe how great I look, thank you!’”

What is the most rewarding part of your job?

It’s definitely the “wow” factor—thrilling people with the results of my surgery. Nothing makes me happier than seeing my patients’ faces light up when they look in the mirror and say, “I can’t believe how great I look, thank you!”

Have you noticed any trends in what people are asking for?

People want less invasive procedures with less recovery time. Many of my patients come in, asking me to help them get rid of “FRED.” Who is FRED? FRED is an acronym for **F**at **R**esistant to **E**xercise and **D**iet. My patients diet, go to the gym, and work out with personal trainers, but they still can’t get rid of FRED. From love handles and saddlebags to bra rolls and muffin tops, people dread FRED. As a pioneer in Smartlipo® (laser lipolysis), I help people eliminate areas of unwanted fat and sculpt their bodies. Using the laser to melt fat is a “win-win”—it not only improves the contour and shape of the body, but also tightens the overlying skin, with hardly any downtime at all.

Are there any new exciting developments in your specialty?

While teaching my surgical techniques in Brazil, I developed The Ipanema Tummy Tuck™, which has now become my most popular procedure and part of my Mommy Makeover. I use the Smartlipo laser to make the traditional tummy tuck safer and more comfortable. With The Ipanema Tummy Tuck, there are no drains, less pain, and less downtime with incredible results.

What procedures are the most popular?

In my practice, Mommy Makeovers, Smartlipo, and body contouring are by far the most desired. Cellulaze™, a new treatment for cellulite, is an exciting procedure that has become quite popular. A laser fiber as thin as a strand of uncooked spaghetti is inserted under the skin to improve unsightly dimples, ripples and cottage-cheese thighs. Broadway stars, TV personalities, and even Academy-award winning actresses have been treated in my office and are camera-ready the very next day. They know and I know, however, discretion is the rule. Time is precious and therefore the show must go on!

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Deborah S. Sarnoff, M.D., F.A.A.D., F.A.C.P., *Dermatologist, Cosmetique Dermatology, Laser & Plastic Surgery, LLP*

"I think I truly understand what women want. . . Every day, women tell me, 'I want to look better, but I still want to look like myself.'"

What is the most rewarding part of your job?

Making people happy, exceeding their expectations, and improving their self-esteem. So much of an aging woman's confidence is intertwined with how she feels. And if she looks better, she feels better.

Have you noticed any trends in what people are asking for?

Absolutely. That's why I created my AceLift ... Better Than A Facelift™ program. AceLift™ is an acronym that stands for the **A**ugmentation of **C**ollagen and **E**lastin through **L**asers, **I**njectables, **F**illers and **T**opicals. By artistically and synergistically combining Lasers, Injectables, Fillers and Topicals, it is truly possible to look nine years younger in 90 minutes. AceLift has become my most sought-after procedure for mothers of the bride, mothers of the groom, second marriage brides, career women, and anyone who just wants a "pick me up" but not a surgical facelift.

What is the first thing you tell people who come to you seeking cosmetic enhancement?

I tell them as a woman "of a certain age," that I can relate to what they are feeling. After all, I'm the plastic surgeon's wife who's still not ready or willing to go under the knife. I think I truly understand what women want. They want to look younger, refreshed, vibrant—a better version of themselves. They want to look natural, not plastic. Every day, women tell me, "I want to look better, but I still want to look like myself."

If you weren't in your current profession, in what other field could you see yourself and why?

I would definitely be an artist or sculptor. I'm fascinated by faces and always think about what I can do to improve them—contouring, rebalancing, adding volume, melting fat. For me, lasers are like the brushstroke of an artist on a canvas, and dermal fillers and injectables are like sculpting. Ultimately, I believe it's not the choice of filler, i.e., the substance one selects to inject, as it is the right "filler" - the talented, experienced person with an artistic eye and a track record for delivering great results.

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