

The Marriage of Dermatology and Plastic Surgery



Photo by Robin London

Meet the **Cosmetique** Team of Drs. Deborah Sarnoff and Robert Gotkin

by Dorene Kaplan

With more than a 25-year history of success, the internationally renowned team of board-certified plastic surgeon Dr. Robert H. Gotkin and board-certified dermatologist Dr. Deborah S. Sarnoff have made a career of being partners in medicine and life. In fact, they met the first day of internship and have been inseparable ever since.

Their special bond as husband and wife strengthens the harmony and efficiency of their practice. The blended expertise of Drs. Sarnoff and Gotkin ensures that you will receive the best of both worlds of dermatology and plastic surgery, in the suburbs of Greenvale, Long Island – on the famed “Gold Coast” – as well as on New York’s Park Avenue.

Actually, it is only natural that they share a common practice since it is in their DNA. Dr. Sarnoff’s mom and dad have worked together for their entire careers; Mrs. Sarnoff has been a trusted legal secretary to her attorney husband. Dr. Gotkin’s parents shared the ownership and management of a retail store all through their marriage.

THE COSMETIQUE EXPERIENCE

So if you are thinking about surgical or non-invasive cosmetic alternatives to enhance your appearance, the Cosmetique experience offers a combination of advanced technology with medical and surgical expertise to help you achieve maximum results. The doctors feature state-of-the-art lasers and energy based devices, along with a select choice of injectable fillers and wrinkle relaxing agents. But the most effective tool is their compassionate human touch.

As Dr. Sarnoff says, “Our two specialties work very well

together, and present many benefits to our patients. When a patient comes to see one of us, there may be cases where they would be better served by the other. It is quite rare in our fields to have this kind of one-stop-shopping opportunity and we often work together on patients. What I do as a cosmetic dermatologist complements what Dr. Gotkin can do as a plastic surgeon.”

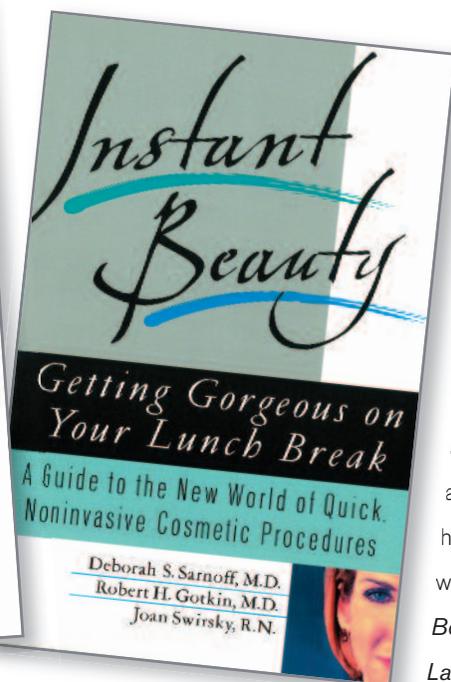
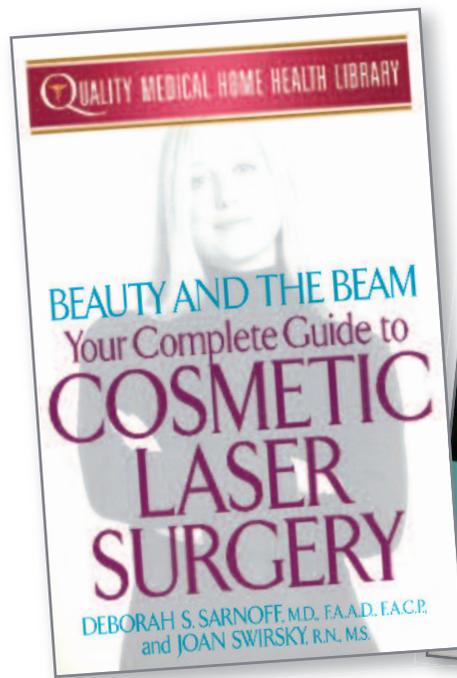
SKIN CANCER TO SKIN REJUVENATION

Dr. Sarnoff, voted one of *New York Magazine’s* “Best Doctors” in 2010 and a *New York Times* “Super Doctor” in 2011 by her peers, is clinical professor of dermatology at NYU Langone Medical Center and senior vice president of The Skin Cancer Foundation.

Frequently quoted by the media, Dr. Sarnoff has also appeared on *Dateline*, *Nightline* and *The Doctors*. Along with her expertise in cosmetic procedures, Dr. Sarnoff is a notable Mohs surgeon with a busy skin cancer practice. “Skin cancer is an area where having a plastic surgeon at the ready offers a distinct advantage for patients. Mohs surgery spares the greatest amount of normal tissue to remove the cancer and achieve clear margins. If the skin cancer is on the face, the patient can have the best of both worlds. I can remove



Drs. Gotkin and Sarnoff, members of The Skin Cancer Foundation’s Amonette Circle



platysma muscle to relax the cords in the neck and Smartlipo™ (laser-assisted liposuction) to sculpt the neck. With a very thin patient, we need to add more volume to the midface to create a more youthful look. Every patient has unique issues based on skin quality, environmental damage and genetics," says Dr. Sarnoff. She takes a woman-to-woman approach to lay out a short term and long term plan for her patients to give them the results they want. As co-author of *Beauty and the Beam: Your Complete Guide to Cosmetic Laser Surgery* (St. Martin's Press), Dr.

the cancerous tumor and Dr. Gotkin is on hand to perform the reconstruction in order to give the patient the best cosmetic result. You don't always know in advance how much tissue will need to be removed, so it is ideal to have a skilled plastic surgeon on board for either the tiniest tumor in a difficult location or a very large lesion," says Dr. Sarnoff.

As a dermatologist and a plastic surgeon's wife who is "too chicken to go under the knife (so far)," Dr. Sarnoff is on a mission to artfully combine minimally invasive techniques to avoid surgery for as long as possible. "We tell patients the truth about what will suit them best based on their goals and desires, budget, acceptance of downtime, and tolerance for discomfort. For example, if their main complaint is wrinkles around the mouth, I may recommend laser resurfacing. But if they need more wrinkle relief and volumizing, I may suggest a combination of Botox® with fillers such as Radiesse® or Juvéderm®. When it comes to the neck, if someone doesn't want surgery, we can offer Botox for the

Sarnoff has always been passionate about lasers. "One of my secret weapons is the DOT fractional CO₂ laser for tissue tightening of strategic areas. I often use DOT on the neck lightly and in front of the ears or around the hairline to create a facelift and browlift-like effect. By selectively using this powerful laser, I can get excellent tissue tightening."

ADVANCED TECHNIQUES, KINDER AND GENTLER SURGERY

Dr. Gotkin, consistently voted one of Castle Connolly's



Cosmetique's Park Avenue office



Dr. Sarnoff presents a grant to Meg R. Gerstenblith, MD, at The Skin Cancer Foundation's Annual Meeting and Reception

"Top Doctors" for the past 14 years and a *New York Times* "Super Doctor" in 2011, is best known for his expertise in liposculpture, body contouring and aesthetic facial surgery. He has pioneered the use of Smartlipo and the Body-Jet® (water jet-assisted liposuction) here in the U.S. According to Dr. Gotkin, "Working with a dermatologist makes my life more interesting and complete. Whereas many patients will accept the downtime and recovery associated with cosmetic surgery, some are adamantly opposed to going under the knife. In those cases, it's time to 'think outside of the traditional plastic surgery box.' For our entire practice together, we have had a passion to help our patients with the latest non-surgical technology. We have all the lasers, injectables and other devices right at our fingertips. As co-author of *Instant Beauty: Getting Gorgeous on Your Lunch Break* (St. Martin's Press), I have always thought that there are many options I can offer my patients that make a tremendous improvement and don't involve surgery."

Dr. Gotkin's latest technique is his own modification of the Brazilian lipoabdominoplasty known as the "Ipanema

Tummy Tuck." Using a laser beam as opposed to traditional liposuction, he has perfected a method of combining the melting of fat with a tummy tuck that is much kinder and gentler for the patient. As he explains, "Because I am using the laser and performing less flap elevation, there is much more extensive preservation of major arteries, veins, and lymphatics which makes recovery much faster and easier for patients. In fact, I do not need to use drains, and most patients take only Tylenol after the surgery because the discomfort is minimal. We can do the procedure at Cosmetique – right in our accredited ambulatory surgery center – and patients go home the same day. The healing process is quicker and most patients can go back to work in about a week." For patients who prefer an even less invasive approach, the doctors at Cosmetique also feature Coolsculpting by Zeltiq®, a non-surgical treatment with no needles, no anesthesia, no incisions and no recovery time! The procedure is performed in the office and can take from 1-3 hours, depending upon the number of areas treated during a single session. "What makes Zeltiq treatment different is its advanced cooling technology that targets and eliminates fat cells," says Dr. Gotkin.

The finest doctors from around the world train at Cosmetique. Dr. Sarnoff and Dr. Gotkin frequently host seminars, webinars and hands-on workshops to teach their techniques to their colleagues. At Cosmetique, you know you are in safe hands with a board-certified, husband-and-wife plastic surgeon and cosmetic dermatologist who offer treatment for just about any cosmetic concern you can imagine – the best of both worlds all under one elegant roof. Their unique bond serves to strengthen the harmony of their practice. At Cosmetique, "You're In...You're Out...You're Gorgeous!" ❖

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