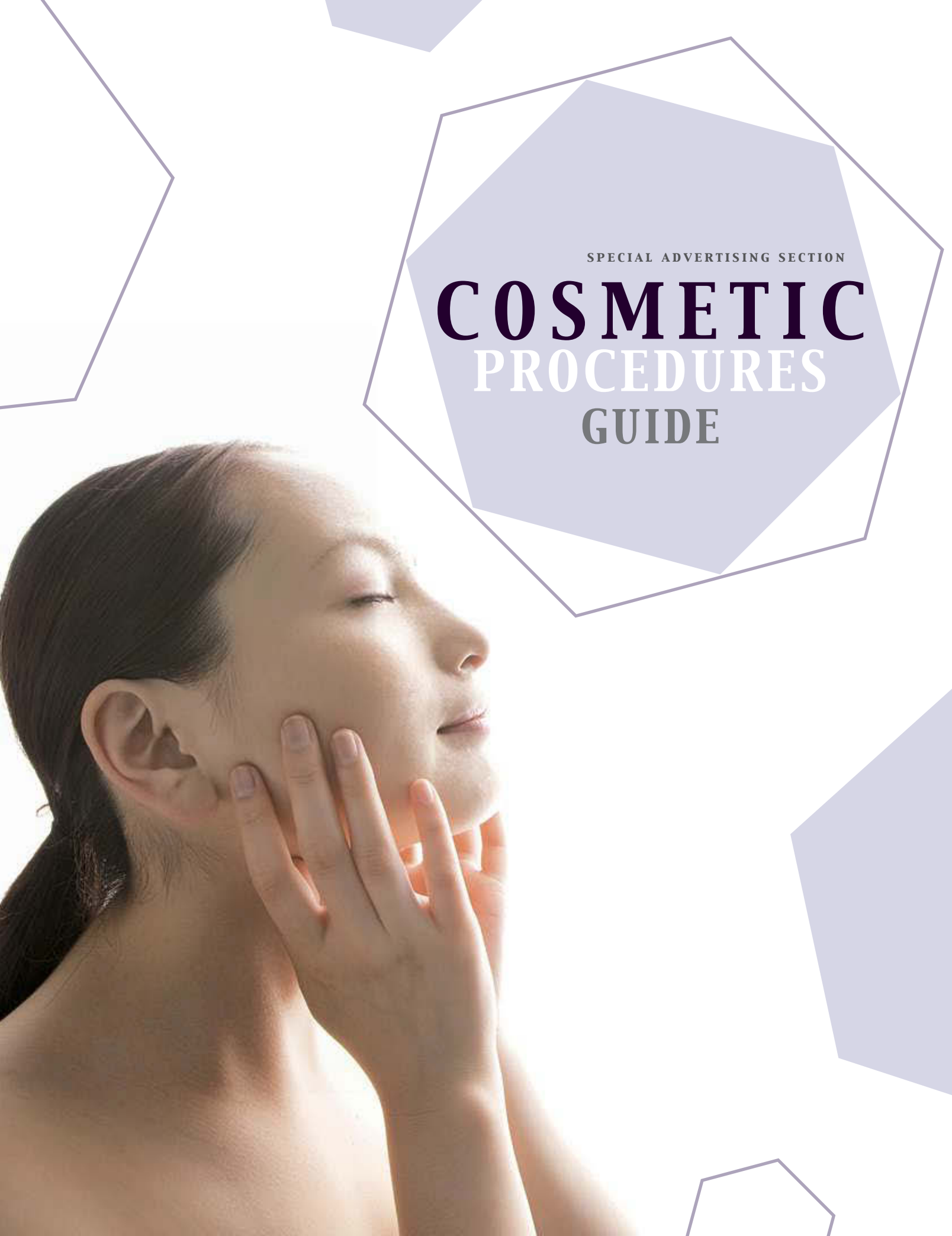




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# 10 Cosmetic Medicine Trends

When a new hormone therapy, plastic surgery technique or body sculpting service starts trending nationally, you can bet it's already being practiced widely and well in the Valley. Known as one of America's most popular locales for cosmetic medicine, Greater Phoenix offers patients a wide selection of ambitious, innovative physicians. Are any of the latest advancements in cosmetic medicine right for you? Let's find out. *PHOENIX* spent time with a diverse cross section of physicians to learn about their practices and methods for achieving optimal patient outcomes.

## 1 Mommy Makeover, Plus

Most people who have considered cosmetic surgery are familiar with the so-called "mommy makeover," which generally combines a breast procedure with a tummy tuck and is designed to correct the cosmetic ravages of pregnancy. "It's been my most popular procedure for many years," says Dr. Sumer Daiza of the Plastic Surgery Center of Scottsdale.

But the multi-year *PHOENIX* Top Doc has also observed several shifts in the preferences of her patients – some subtle, some less so.

First, Daiza has noticed "women wanting a more natural look again versus several years ago" – i.e. more modestly-sized breast implants, or a breast lift in lieu of implants. More fundamentally, women are also more concerned with their fundamentals, Daiza says. "I don't want to call it a Brazilian butt lift, but that's what it is – patients adding a little fat graft to the buttocks area... that's something we can do for them at the same time (as the belly and breast procedures)".

Timing is an important consideration, Daiza says. "Generally, you want to be sure you're done having children (before getting a surgical make-over). You don't want a tummy tuck to stretch out again. But if a baby does happen, you can always get a tune up."



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# Dr Kerry Zang

Podiatrist

## **What are common symptoms of neuropathy?**

Pain, burning, numbness and tingling in the feet are common symptoms for many of my patients, particularly those with diabetes and other medical conditions. Until recently, the most common form of treatment involved medication that suppressed the symptoms, but did not address the underlying cause.

## **What has changed in diagnosing neuropathy?**

The presence of burning, tingling or numbness often leads to a diagnosis of neuropathy, yet in many cases it is not. As doctors, we are taught that neuropathy is a neurological condition that only gets worse. In recent years, I started to look at neuropathy as more of a vascular disease (related to poor circulation) rather than a nerve condition, but I had no way to prove it until I worked with a team of colleagues to devise a new way to identify what others were not able to diagnose – the presence of one or more blockages in the blood vessels below the ankle that cause extremely poor circulation in the feet and toes.

## **Now that the cause of the symptoms has been identified, how do you treat this?**

Patients undergo a thorough examination and those who are candidates have a minimally invasive procedure performed that basically clears the blockages and allows for better circulation in the affected areas. In many cases, patients feel relief almost immediately.

Dr. Zang has been in practice for more than 35 years, and is podiatric medical director of the Arizona Institute of Footcare Physicians, a Diplomate of the American Board of Podiatric Surgery and an adjunct professor at the Podiatry School at Midwestern University. An innovator in his field, he recently developed a new nonsurgical treatment protocol for neuropathy of the foot. Dr. Zang has been named a "Top Doc" by PHOENIX Magazine over ten times.



Photography by Steve Craft

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## TOP-FIVE SURGICAL COSMETIC PROCEDURES

| PROCEDURE                                                         | HOW IT'S DONE                                                                                                                                    | LENGTH                                              | RECOVERY                                                                                        |
|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <b>Breast Augmentation</b><br>( <i>augmentation mammoplasty</i> ) | Silicone or saline implants are inserted into the breasts to enhance their size                                                                  | Approx.<br>1 hour                                   | A week or less to return to work and normal activities, 3-6 weeks for more strenuous activities |
| <b>Nose Reshaping</b><br>( <i>rhinoplasty</i> )                   | Incisions to reshape nasal cartilage                                                                                                             | 1-2 hours                                           | Return to work within 10 days and most normal activities in 3 weeks                             |
| <b>Liposuction</b><br>( <i>lipoplasty or liposculpture</i> )      | A suction tube is inserted into targeted areas to extract excess fat                                                                             | Varies by amount of fat extracted                   | Most activities can be resumed within 2-4 weeks                                                 |
| <b>Eyelid Surgery</b><br>( <i>blepharoplasty</i> )                | Incisions along the eyelids to extract excess fat and skin                                                                                       | 1-3 hours                                           | 1 week to return to work; bruising and light sensitivity may persist for 2 weeks                |
| <b>Facelift</b><br>( <i>rhytidectomy</i> )                        | Various techniques are used, but most involve incisions near the hairline where the skin is drawn tight; excess fat and skin also may be removed | 2-6 hours, depending on the extent of the procedure | Bruising fades in approximately 2 weeks; swelling and numbness can last several months          |

## TOP-FIVE MINIMALLY INVASIVE COSMETIC PROCEDURES

| PROCEDURE                  | HOW IT'S DONE                                                                                                                 | LENGTH                                                        | RECOVERY                                                                                                                                |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| <b>Botox</b>               | Botulinum toxin, or Botox, is injected into facial muscles, preventing them from fully contracting to form lines and wrinkles | Usually 15 minutes or less                                    | Immediate                                                                                                                               |
| <b>Soft Tissue Fillers</b> | Injected substances fill in wrinkles and return volume to facial features that have thinned with age                          | 15 minutes or less                                            | There may be some swelling for a few days                                                                                               |
| <b>Chemical Peel</b>       | Combinations of chemicals are applied to the skin to remove surface layers and create a smoother, more even look              | 15 minutes to several hours, depending on extent of procedure | Varies; immediate in some cases, in others redness may persist for months; deep chemical peels may require 2 weeks or more for recovery |
| <b>Laser Hair Removal</b>  | A laser is used to destroy hair follicles                                                                                     | Several minutes to several hours, depending on area           | Immediate                                                                                                                               |
| <b>Microdermabrasion</b>   | A tool is used to gently polish the skin to a smoother look                                                                   | Approximately 30 minutes                                      | Immediate                                                                                                                               |

*\*Costs of cosmetic procedures vary. Please consult your healthcare provider for more information.*

*Information was gathered from [surgery.org](http://surgery.org), [cosmeticsurgery.org](http://cosmeticsurgery.org), [plasticsurgery.org](http://plasticsurgery.org), and Terry R. Maffi, MD, FACS, [maffiplasticsurgery.com](http://maffiplasticsurgery.com).*

## Jennifer E. Boll, MD

### PLASTIC SURGERY

Dr. Boll is a highly respected plastic surgeon who is board-certified in both general and plastic surgery. She completed a plastic surgery fellowship at the world-renowned Mayo Clinic in Rochester, Minn. She specializes in aesthetic and reconstructive surgery of the face, breast and body and is well-known for her natural-appearing surgical results that minimize scarring and improve upon an individual's shape.

As a woman and mother, she understands the toll of time and pregnancy on the face and body. She has a strong interest in surgical restoration of these areas. She also emphasizes the importance of healthy skin as the basic foundation of beauty. Dr. Boll is a lifelong artist and she uses her natural ability combined with her broad surgical knowledge to enhance a person's beauty and obtain masterful results.

During her fellowship in plastic surgery at Mayo Clinic, Dr. Boll trained with many of the leaders in plastic surgery and gained expertise in many complex and revolutionary surgical procedures. She brought these techniques with her when she relocated to the Valley. Over the past several years, she has been the recipient of many awards for excellence in patient care, including the Compassionate Doctor Award and Patients' Choice Award.

Dr. Boll has an intimate and warm office with a staff that is highly dedicated to assisting people in each and every way. She and her staff work as a team to optimize care and outcome. All surgeries or skin care are customized to an individual's needs and desires. Always a perfectionist, she pays great attention to detail in order to manage every aspect of the surgical process. Patients become like family as they achieve their goal results, and Dr. Boll personally oversees the entire process. Dr. Boll has a warm and open personality and she welcomes everyone into her practice.



**JENNIFER BOLL, MD**

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## What makes your weight loss program so unique and successful?

A

In addition to the use of medications, I have my patients eat and exercise according to their blood type. Your blood type tells us what kind of engine you are, which then tells us what kind of fuel (food) is needed to burn specifically for your body. For example, my father puts diesel fuel in his truck, and I put unleaded fuel in my SUV. They are both good fuels, but they don't work in each other's engine. The same principle applies to specific foods related to our bodies based on our blood type.

That information then becomes power. It is better to eat a healthy amount of the foods that match your body so you can burn fuel, burn fat and feel and look amazing. I eat according to my blood type, and I would never recommend anything to my patients that I don't do myself. You should never starve your body, nor should anyone advise you to do so.

I treat patients from all over the country, and the reason so many come this far is because of my philosophy and success rate. Not only are we able to help our patients lose weight, but we are able to help them keep it off. I don't do anyone any favors if I help them lose their weight and they gain it right back.

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### Gary A. Knighton, D.O.

#### BARIATRIC PHYSICIAN/FOUNDER OF SKINSATIONAL AESTHETICS OF ARIZONA

Dr. Knighton is an established and highly skilled physician with more than 20 years of experience in medical bariatric and aesthetic medicine. He is well-regarded in the Valley with numerous accolades including being ranked #1 in Arizona for non-surgical weight-loss management and #2 for non-surgical cosmetic treatment (i.e. Botox, Juvederm). In addition, one of Dr. Knighton's skills is his success at helping patients lose weight prior to cosmetic surgery as well as helping them maintain the weight following cosmetic surgery. He is a long time member of the AMA, AOA, AOMA and OMA (formerly known as American Society of Bariatric Physicians). When he's not in the office, you will find Dr. Knighton hiking the hills of Arizona with his two Bull-mastiffs or walking the course as he plays a round of golf, even during the hot summer.



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# 2

## Re-Vag-ination

Obviously, the breasts, stomach and buttocks aren't the only anatomies that take a pounding due to age and childbirth. Enter labiaplasty – i.e. the surgical reduction of labia minora, which Dr. Burt Webb of Scottsdale Women's Health says is a lesser-known but increasingly popular procedure. "Most people don't realize they can do that, but they don't like the way their vagina looks or how (overdeveloped labial tissue) gets in the way. It's like 'Oh my God, keep the lights off. But it can be done and it's very simple, with a short recovery time."

There are also non-surgical procedures to rejuvenate the vagina. Webb and his practice partner Dr. Russell Bartels, both multi-year *PHOENIX* Top Docs, tout the use of FemiLift, a vaginal tightening device, which uses a laser to internally, but painlessly, stimulate collagen production and restore nerve function; and Mona Lisa, which uses ultrasound to much the same effect. "It's also an effective treatment for urinary leaking and increasing sensation," Webb says.

Daiza also offers the ultrasound treatment and says the recovery time is negligible. "I just did three people in a trial. Afterward, one went to the gym, one went to work and one went home."

At Peoria Cosmetic Surgery in the West Valley, Dr. Richard Fisher touts an older technology to refresh and reinvigorate the female pudenda. "Of the technologies that have appeared on the scene recently, those that utilize radiofrequency are the most exciting," he says. "Although radiofrequency has been around a long time, it is now shown to be exceedingly effective in rejuvenating and tightening skin over the entire body both non-invasively and minimally invasively with very little or no downtime. Treatments like ThermiTight, the wonderful feminine rejuvenating ThermiVa and now J-Plasma (radiofrequency generated helium plasma), open up a whole new world of possibilities for those seeking to feel better about themselves through cosmetic procedures."





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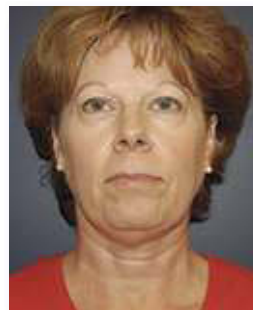
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**Dr. Suzanne Bentz, D.O.,  
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Red Mountain Med Spa also offers a variety of facial rejuvenation procedures like Micro-Needling, Fotofacials and laser skin treatments, as well as injectable treatments like Botox and Juvéderm. Allergan, the makers of Botox and Juvéderm, recognized Red Mountain as a top-ranked practice based on high-quality and high-volume performance. This means you can trust their expertise for your injectable treatments and be sure you are always getting an authentic product.

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## PRPs

Sports fans are familiar with the concept of platelet-rich plasma (PRP) therapy – a process by which human blood is centrifuged to create a concentration of healing, clotting platelets, which are subsequently used to treat damaged tendons, ligaments, joints and other bodily structures without surgery.

As it turns out, you don't have to be a Wimbledon contender to benefit from PRPs – they can also be deployed to treat the common effects of aging. Webb and Bartels use them to increase male sexual sensitivity via the Priapus Shot, a.k.a. P-Shot; and also with female sexual function with the Orgasm-Shot, aka O-shot.

Daiza also anticipates dramatic future advances in PRP-based skin and hair cosmetic treatments. Hey, if it's good enough for NBA star Kobe Bryant's ankles, it will probably work for your laugh lines, too.

## Pre-operative Bariatrics

"Think of it as preparing the canvas before the art happens," Dr. Gary Knighton says, explaining a signature bariatric service at his Mesa practice. "We help people lose weight before they go into plastic surgery and also help them keep the weight off after surgery, and I've got a unique way of doing it."

Instead of one-size-fits-all diet schemes or supplements, Knighton creates weight-loss plans tailored around blood type. "Our program focuses on exactly what type of person is seeking treatment," he says. "In medicine, you don't mix blood types, because the body violently rejects incompatible blood. That's how hardline that body is about what goes into it. So why should food be any different?"

"For example, say a patient tests for blood type O. That's the most common blood type and has been around longest. It's associated with hunter diets, and came before other humans adapted to gathering diets. So the ideal diet is meat: beef, turkey and chicken. Gathering came next... those spawned A-type blood in which people adapted to different food sources: nuts and vegetables, and food from the sea."

According to Knighton, his system will not only help promote weight loss, "but aid quicker post-operative healing... because the body's been invaded and all the energy is going toward the healing process. You add lack of mobility to all of those post-operative issues and it can be challenging to maintain good health."

Knighton's practice, which he estimates is 50 percent non-surgical, also provides popular cosmetic procedures such as chemical peels and Botox, and performs CoolSculpting procedures that kill fat cells with pin-point bursts of freezing temperature. But he prefers to "shrink the fat cells" first with his diet program, because "the fat has to go somewhere after cell death."

All are important issues to keep in mind as one contemplates liposuction, lab-band surgery or other bariatric procedures. "What we've done has turned into a good partnership with cosmetic (professionals)," Knighton says.



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## Holistic and Integrative Medicine

It's no secret that youthfulness is inextricably linked to overall health and positive lifestyle practices, but few Valley physicians tackle the relationship with the gusto of Dr. Kevin Chan, who serves as president, CEO and chief medical officer at Pineapple Health-Rejuvenesis in Phoenix. Using the holistic tenets of Eastern philosophy and medicine, Chan has created a progressive medical culture that stands in stark contrast to a standard allopathic clinic. Even the name is inspired by the Far East – known as a “pear of Phoenix” in China, the pineapple is a traditional symbol of renewal and rejuvenation.

For example, Chan touts bioidentical hormone pellet therapy instead of traditional treatments to correct testosterone and estrogen deficiencies, because “it has been shown to be the safest, most efficacious, and most convenient option for patients,” Chan says.

Similarly, he uses neurofeedback technology as a starting point to treat migraines and chronic pain, because “medications have side effects and may not always work. Neurofeedback serves as an important adjunct to complement standard therapy.”

Vaginal rejuvenation, anti-aging therapies and more also fall under the umbrella of Pineapple's integrative approach to medicine. “It's not just about sick-care,” the clinic's literature reminds us.

## Back to Silicone

Long the preferred solution for breast augmentation patients, silicone gel fell out of favor in U.S. during the 1990s when concerns of rupturing and filler leakage drove patients to less-leak-prone but aesthetically inferior saline implants.

Well, the pendulum is swinging breast-like back to silicone, according to Dr. Thomas Kotoske of the Cosmetic Surgery Institute in Scottsdale. “The trend now is the use of cohesive gel silicone implants,” says Kotoske, referring to the advent of high-strength, highly-cohesive silicone that mostly eliminates the threat of filler leakage. “Due to the natural look and feel, the decrease in weight of the implant and the different profiles offered, patients have opted for silicone gel implants to achieve their ultimate goals.” In other words: See ya later, saline.

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# 7

## Male Breast Reduction

The word is gynecomastia, and it's an embarrassing but all-too-common problem for men, especially as they age: the accumulation of unwanted breast tissue. At Peoria Cosmetic Surgery, Fisher capably performs a vast symphony of cosmetic services both familiar (breast augmentation, lipo, tummy tucks) and arcane (chin implants, stem cell injection, radiofrequency skin tightening), but it's his novel gynecomastia technique that has garnered perhaps the most not-ice, including a news spot on CBS5.

"Most plastic surgeons can remove gynecomastia," Fisher says. "But few combine it with liposuction to give a superior result and fewer still do it under local anesthesia and mild conscious sedation. Most do it under general anesthesia which is unnecessary." And the results? We hear they're im-pec-able.

More generally, Fisher sees cosmetic trends shifting away from traditional procedures, such as facelifts, liposuction, tummy tucks, to less invasive and more subtle improvements. "The dominant hot trend right now is 'volume,' adding volume to areas of our faces and bodies that have either lost it or were underendowed to start. As people have come to understand that loss of facial volume makes them look older, demand for injected fillers of all sorts, permanent facial implants, and fat grafting to counter this loss has increased dramatically during the last few years."

# 8

## In-house Spa Services

Dr. Ronald Caniglia has been one of the Valley's top facelift surgeons in the Valley for more than 30 years, but his latest passion doesn't involve scalpels or reconstructed septums – it's an in-house medspa for his patients.

Recognizing that some cosmetic procedures are less medically precarious than others – and thus can be performed with less fanfare, with quicker in-and-out times – Caniglia launched the service at Caniglia Facial Plastic Surgery to provide a venue for chemical face peels, LED treatments, microdermabrasions and laser face-renewal, to name a few of the procedures.

"Our ability to administer clinical medical treatments in luxurious home-like surroundings results in a relaxing, healing, rejuvenating experience for your body, mind, and spirit," Caniglia says.

The plusses? Less wait time and quicker appointments. In addition to the medspa, Caniglia also offers the liquid facelift, which uses cosmetic injections and dermal fillers to achieve the aesthetic effects of a surgical facelift, without the prolonged down-time.

At the Cosmetic Surgery Institute, Kotoske also operates an in-house aesthetic service called Skin Spa. "Blemishes, redness, pigmentation abnormalities and texture can be treated with our skin care line of products, peels, needling and micro dermabrasion," he says. "These will provide a long term result and ward off the signs of aging."

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## Cosmetic Dentistry Mock-ups

# 9

Like many of his colleagues in the cosmetic dentistry field, Dr. Scott Harris of Harris Dental was quick to embrace the advent of digital imaging to help his patients visualize how veneers and crowns would improve their smiles. But lately he's returned to a decades-old analog technology – composite filling material – to provide the same service. Why? Social media, surprisingly.

"Basically, we use temporary composite filling material to do a mock-up so patients can preview what their veneers and crowns will look like," Harris said. "We can fill in gaps, lengthen teeth, etc. It takes about 20 minutes."

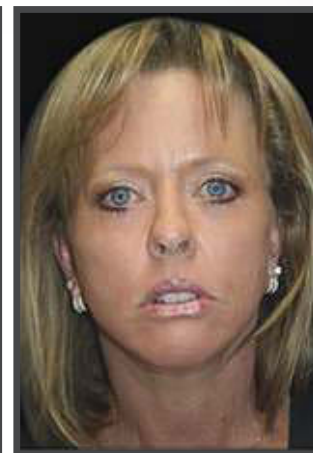
Though temporary, the mockups allow patients to go home and share their prospective new smile with friends and family – or share it on social media, which is what Harris speculates is the ultimate reason for the service's skyrocketing popularity during the last six months. "People (on social media) see the new teeth and chime in. It's like a confidence boost."

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10

## The Mini-Facelift

Technically known as PDO facial threading, this procedure is essentially “a facelift without the downtime,” says Charles Small, owner of Glo Medspa in Scottsdale. Small, who undertook most of his advanced training as a nurse in the industry proving grounds of Beverly Hills and Los Angeles, uses microsurgical techniques to place tiny, barbed sutures underneath the skin to “pull and tighten” the face. “It’s a minimally invasive procedure and the results get better and better as the weeks go on,” he says, adding that Glo Medspa is currently the only clinic in Arizona to provide the service. “We foresee this as being the newest and hottest trend to avoid major surgery.”

## Cutting Observations

The explosion of bariatrics and other dramatic weight-loss solutions has resulted in a commensurate increase in excess-skin-removal procedures, as demonstrated in this list of the five cosmetic surgery procedures with the highest percentage increase between 2000 and 2016. Source: American Society of Plastic Surgeons.

| <i>Procedure</i>       | <i>% increase</i> |
|------------------------|-------------------|
| <i>Lower Body Lift</i> | <i>+5358%</i>     |
| <i>Upper Arm Lift</i>  | <i>+5184%</i>     |
| <i>Buttock Lift</i>    | <i>+213%</i>      |
| <i>Breast Lift</i>     | <i>+ 92%</i>      |
| <i>Thigh Lift</i>      | <i>+ 87%</i>      |

## COSMETIC PROCEDURES GUIDE



### Sharon Keene, MD HAIR RESTORATION SURGEON

A board-certified surgeon, Dr. Keene is recognized internationally for providing aesthetically natural results in hair restoration surgery. She regularly lectures, writes about, and demonstrates her state-of-the-art techniques at hair restoration conferences worldwide. This allows her to both share and learn new surgical techniques and medical treatments with other hair restoration specialists, so she can pass that on to patients and make recommendations based on what is proven to be effective. Dr. Keene is well known for her integrity, honest medical advice, and surgical skill with a hands on approach. She will never delegate your surgery to technicians. This ensures the most advanced hair restoration surgery available anywhere. Services available: Follicular Unit Grafting (FUT or FUE) to restore hair anywhere on your head, eyebrows, mustache and beard, as well as fill in scalp scars from other types of surgery (i.e. face lifts), trauma, or hair loss caused by chemical burns. We are now also offering Scalp Micropigmentation. Call today to learn more.



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