



Staying firm in his commitment to excellence, pride and medical professionalism to making certain his patients receive the best possible results with the least margin for error, Kanodia believes that just as aging is an ongoing process, so is the reestablishment of a youthful appearance. We've seen it on strangers... we've seen it on people we know...maybe even on ourselves. People run into problems when they expect to shave 20 or 30 years off their face in a single session, or demand several treatments at once. Hurried, drastic and irresponsible decision making usually bring about disastrous results.

None of the above are options at Kanodia's office. Rejuvenation is an ongoing process that accomplishes its regenerative results over time and with a commitment by the patient for upkeep. Treatments are not rushed, nor are they cookie cutter routines. Procedures are individualized to the degree of improvement needed for a particular patient. Translation: Don't walk into Kanodia's state-licensed and fully-accredited medical facility with a laundry list of things your girlfriends had done, and think they will work for you. Leave your anti-aging options in the hands of a qualified doctor. And that brings up my next topic.

**Why do some doctors make people look plastic and unnatural? Is this their idea of beauty or are they just procedural mistakes?**

**ST: How do you define 'good' plastic surgery?**

**RK:** My work is not to endow the face with qualities it never possessed. My job is to bring out those qualities of beauty that are intrinsically its own. There is beauty to be found in every human face. It is not the role of our science to gauge beauty against some arbitrary standard, but to utilize our tools to allow the various attributes of each face to work in concert. I find attractive features in almost every face I see. The best plastic surgeons realize that their practice must go beyond skin to psyche. The goal should be, not transformation, but contentment and finesse.

## AYUR-MEDIC SKIN CARE

### holistic principles & scientific research

With a patient's commitment to update, rejuvenate and revamp skin through procedure, comes a patient's willingness to change the products that aided in the decline of their skin. Both Kanodia and Dr. Ezra Kest took their anti-aging fight to the lab. Growing up in India, Kanodia was raised amid the healing energy of flowers, herbs and holistic principles in nutrition, health and beauty. Together with Kest, he incorporated his knowledge of natural healing and revitalization into their skin care line AYUR-MEDIC—a natural, safe, and advanced rejuvenation product line. This dynamic duo's approach to counteracting skin damage caused by age, environment, genetics, Rosacea, Acne,

hyperpigmentation and other skin conditions produced a regenerative and restorative, collagen building beauty system, touted state-of-the-art and best-of-the-best. AYUR-MEDIC's centuries old healing principles from India combine with advanced dermatologic scientific research and revolutionary treatment to use herbs and holistic ingredients that not only restore healthy skin, but produce anti-aging results. Cleansers, exfoliants, toners, potent serums, pigment gels, anti-aging creams, water-resistant, sun blocking UVA and UVB skin protection and regenerative masks turn back the clock and shave years off tired, worn and damaged skin.

No doubt, Kanodia's early years in India formulated his desire for creating beauty; a strategy that doesn't stop when he leaves his office. Not surprisingly, his flair for art, design and beauty takes a turn to the magnificent in the form of his favorite hobby, gardening. Kanodia's talent for bringing to life the most incredible displays of flowers at his luxurious home in Bel Air has made him somewhat of a legend in the neighborhood, with family and friends and even the occasional star tour bus that cruises by his home and let passengers take a look at the beauty he has created. Kanodia's park-like yard proves an excellent place for those looking to revitalize their hearts and souls amid a spectacle of every flower you can imagine. A perfect setting for a man who strives for balance, nature and food for the soul.

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