

Beverly Hills Plastic Surgeon **Dr. Dennis Dass**

Life is challenging, surprising and ultimately everything you envisioned when you follow your dreams and live your passion.

LOOKING back to our youth, most of us remember a moment in time that sparked us into making a decision which path we wanted to take in life. Mine was in high school when I got involved in the school debate team, and discovered by accident I could write debate formulas to counter opposing teams objections. I loved it, and it followed me into college where along with journalism, I joined the debate team and experienced an indescribable joy whenever I sat down to write. I had found my passion. In my 20s, however I got married, had kids and my writing hit the skids as being a full time mom kicked into high gear. And, it wasn't again until my early 40s I had the opportunity to rekindle it. One day while reading the Beverly Hills Courier I saw a tiny notice the paper was looking for a reporter. Insecurity kicked in as I thought nobody would hire me without a resume — which I didn't have. I debated with myself over the pros and cons of asking for the job and risk being told "NO" but decided to fight my fear and do it. At the time the owner, March Schwartz — a true newspaper man in every sense of the word interviewed me and said "YES". Every turn was a challenge I had to face and learn from. But I was back in my writing groove and nothing was going to stop me and I decided to start a magazine. Who knew? Not even me that one day I would be in Beverly Hills, California doing something I loved. It's the dedication, perseverance and motivation in whatever we do in life that seems to be the winning formula as we strive to find and live our dreams. I believe that once we find our true passion our lives will never be fulfilled unless we follow it — no matter how long it takes or how difficult it is.

I've met and interview many successful people over the years, and with each one there are two incredibly common links that stand out. First, they are passionate for what they do, and once they get to where they want to go they don't stop in their quest to get better and better. They continue on a path to learn more and improve greatly. Second, they decline to take "NO" for an answer. They never take "NO" for an answer. What we see in those who have made it to an enviable position is a lot of glitz and glam in a job they make look easy. Believe me nothing

they do is easy. They work long, and hard and are relentless in their pursuit of achievement.

Speaking with Beverly Hills based, Board Certified Plastic Surgeon Dr. Dennis Dass was one of those interviews for me when the extent of his passion for his profession surfaced with every word he said. Unassuming and polite, quiet but confident, he's about as "UN-Beverly-Hills" as a prestigious doctor in his coveted position can get. Dennis is like a breath of fresh air; great personality, and doesn't take the press he gets seriously. Even in the midst of fast gaining recognition as the "Brazilian Butt Lift" doctor to go to for a luscious round derriere, he is modest when speaking about his success. Wait. Did somebody say... Butt Lift? Who doesn't want and need that? I took a Gallup poll among my staff (99% women) and the vote came back "YES" to a sexier butt. No wonder Dennis' practice is booming and he works six-sometimes seven days a week (I'm not kidding!) which doesn't seem to bother him in the least. After all he is young, smitten with his work and comes with more medical training and accreditation than he will need in three lifetimes.

According to Dennis he has always been an over-achiever who took his education and intended profession extremely seriously. Nothing has changed much except he is in private practice in one of the most competitive plastic and cosmetic surgery driven cities on planet earth. But a grueling schedule doesn't faze him. This is a guy who after graduating from plastic surgery residency in Kansas moved to southern California to decide where he wanted to practice. And not one to let moss grow under his feet, he got a job in a hospital taking emergency room calls almost every night of the week, performing reconstructive surgery on trauma cases. His dedication hasn't changed, but the local of his doctoring has. These days Dennis con-

fines his private practice to elective cosmetic surgery at his beautiful Beverly Hills office overlooking Wilshire Boulevard and the best Beverly Hills has to offer.

ST: Your medical studies were geared to a profession in pharmacy. Why the change to plastic surgery?

DENNIS: During medical school, I always believed I would go into anesthesiology, which is the next logical step for a pharmacist. However, once I got there I discovered I did not feel challenged. I thought about it a long time before coming to the decision that if I was on the other side of the curtain, I could really make a difference. Plastic surgery is my life, and I love everything about it. The profession of plastic surgery is interesting, challenging and an evolving progress in motion. There is always something new to learn and procedures and treatments to be discovered that lead to the ultimate goal of any plastic surgeon which is to offer patients the very latest avenues to look more youthful and bring improvement to areas they want changed. But plastic surgery is not just about anti-aging there is also the reconstructive side that people tend to forget when they speak about the plastic surgery profession. Being in a position to help people with physical challenges is very rewarding.

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