

## Is Plastic Surgery Right For You?

### Beverly Hills Plastic Surgeon Dr. Jon A. Perlman



**"My goal as a Board Certified Plastic Surgeon is to provide a better understanding of the cosmetic surgery procedures that are available. As people get more informed...they become more comfortable with their choices and enjoy a more satisfying result."**

#### Giving Nature a Helping Hand

Dr. Jon Perlman, Clinical Associate Professor of Plastic Surgery at UCLA Medical Center knows that making the decision to have plastic surgery is not to be taken lightly. Dr. Perlman has been in the private practice of plastic and cosmetic surgery in Beverly Hills since 1980 and provides facelift, eyelid and rhinoplasty surgery, aesthetic breast surgery, tummy tucks, liposuction as well as Botox and facial fillers to his international clientele.

"I am a strong believer that my patients should be seen walking down the street looking energized—not looking as though they have been injected with fillers or Botox and not showing tightly pulled facelifts or extreme body surgery. With effort most facial surgery incisions can be designed to be easily camouflaged to avoid the need for unnatural hairstyles or heavy makeup. The plastic surgery choices made by patients can last a lifetime, it is very difficult—if not impossible to undo what has been done improperly and finding an experienced, honest and skilled plastic surgeon becomes of paramount importance. The message is: do it right the first time."

Before choosing a career in plastic surgery, Perlman had extensive experience in burn and hand reconstruction; a gratifying experience helping patients to overcome severe injuries. He is currently on the Board of Governors of Dazzling Ocean Magazine, an eco-conscious publication covering everything from health and the environment to business and lifestyle. It targets a high-profile international readership and Perlman contributes articles to each issue relating to plastic surgery and anti-aging treatments. When not in the operating room, he does volunteer teaching at the UCLA Medical Center. A single father of two children, Perlman says that he spends as much time as possible outdoors with his children bike riding or playing sports.

"My goal is to give a patient a nose that belongs on their face, not one obviously created in an operating room. A 'perfect' nose ages well with the face and continues to look natural. Facial surgery, if done correctly maintains proportions and balances the patient's features in a natural manner. I work

**Before nose surgery—patient is blonde. After surgery result is dramatic, natural and enhanced by a hair color change.**



with the nose a patient walks into the office with: improving and refining it and keeping it natural. Patients leave my care with their own nose more refined and better suited to match their face in a flattering manner."

To determine the best shaped nose for a person, Perlman says he studies the characteristics of the nose, how wide and long it is, how thick, thin or oily the skin is, cheek and chin bone structure, the width of the face, and how thick or thin the skin and cartilage structures are.

"Each of these factors modifies my approach. Today, we have the ability to reconstruct a nose by modifying existing cartilage to improve the profile. A nose that looks 'done' is unnecessary. We

can improve the structure of the nose by reshaping, adding or reducing cartilage to offer a natural appearance. Each nose has different potential and after speaking with a qualified surgeon it is up to the patient to listen to the doctor's evaluation and to be realistic in his or her expectations."

Perlman explains that there are now more options available to possibly avoid scarring from breast surgery than ever before. His most popular breast lift procedure combines the use of breast implants with a limited breast lift that raises the position of the nipple without the need for excessive skin removal and the long scars that normally follow.

"I use silicone implants positioned beneath the muscle to create a more natural appearing result. Too many doctors continue to put oversized implants into a small skin pocket even knowing the outcome may appear unnatural. That is not how I believe plastic surgery should be performed. For women who want aggressive breast augmentation, most don't realize how destructive and irreversible the changes from stretching can be over time. Many women with large implants come in years later regretting their decision. But because the skin has stretched, they are left with excessive breast sagging and skin rippling and require more extensive



scars to have the implants removed. Good proportioning relevant to the skin present is key in choosing breast

implant size in my opinion. My goal is to obtain long-term patient satisfaction. The patient and I must live with the choices that we make, and I guide my patients with great thought and concern for their long-term happiness."

One of Dr. Perlman's facial procedures is ideal for men over 50 who do not want a full facelift, but are fighting the turkey neck that comes with age or weight loss and is impossible to hide. The results are immediate, dramatic, and although the procedure leaves a scar, men are thrilled to get rid of the flabby skin hanging under the neck.

"I am a strong advocate for using fat grafts in my facelifts. I have used them for years with incredible results obtaining skin rejuvenation and restoring lost volume to the face taking away the hollowed appearance of aging. Fat grafting also re-contours the face helping to highlight the cheek bones, and when performed in conjunction with a facelift offers the most natural and long-lasting results. Does fat grafting last forever? It differs from person to person. For most people 30 to 40% of the fat placed stays and although it can diminish over time I have had patients maintain their improvement even 10 years later. Fat grafting rejuvenates the skin in a manner similar to application of an estrogen cream softening and enhancing pliability. Improvement is probably related to the presence of stem cells in the fat. Why inject Juvaderm or another filler when we can obtain a long lasting result with the patient's own tissues? If the patient is not undergoing surgery, then it makes more sense just to use the modern injectable fillers that we have."

Dr. Jon A. Perlman  
Camden Surgery Center  
414 North Camden Drive  
Beverly Hills, CA 90210  
310-854-0031  
www.perlmanmd.com