

Why We Love THE DOCTORS

Cute • Charismatic • Sexy In Scrubs
and OH...

Talented, Cutting-edge, Dedicated
Hard-working Plastic Surgeons!

By Suzanne Takowsky

Dr. Andrew Ordon Dr. Ritu Chopra

Why do you think
The Doctors is
so successful?

ORDON: Although I had done talk shows as a guest, I had never been involved in my own show. We liked the concept of the show, but we had no clue whether it would fly,

and what doesn't. And, just as important... doing plastic surgery for the right reasons.

The show covers a variety of topics, medical concerns and cutting-edge treatments. Who chooses the platforms for discussion and physicians who appear?

ORDON: Although the four doctors make suggestions, and we do have editorial control, our producers choose most topics and experts, and they do a great job. They have a good feel for what our audience is looking for, and a lot is based on website feedback. Dr. Chopra and I lend ideas to showcase cutting-edge surgeries.

Plastic surgery has dramatically changed and evolved over the years. What at one time was not for everyone is now an option for anyone interested in improving and rejuvenating their look. What are the "HOT" face and body procedures for men and women.

ORDON: Plastic surgery truly has come out of the closet! It's available to people from every walk of life. Probably the single biggest impact are non-invasive procedures; botox, fillers, and lasers that give men and women, old and young—easy options to look their best. Plastic surgery has never been safer, or more natural and predictable. We love what we do!

CHOPRA: The most popular procedures for both men and women are non-invasive procedures that vary from radiofrequency and ultrasound skin tightening to resurfacing the entire skin with CO2 lasers. People are getting great results with minimal down time. We also see people who are starting to care more about taking care of their skin earlier in their lives, and not waiting until the aging process takes hold. People in their 30's are using small interventions such as botox and fillers, and are finding that as they continue on, they need less and less as they age. But the HOTTEST trend still remains taking care of oneself with diet, exercise and stress reduction, so you won't need as much help as you age to remain active, healthy and youthful looking. ●

or last. Well, 900 shows later, and getting ready for our sixth season, the show has found a niche. People want to learn more about their health, be proactive, and be entertained. The show does just that.

How has the show impacted your private practice?

CHOPRA: It's been great to be a part of The Doctors as a guest. It gives our practice worldwide exposure, and allows us to showcase our talents and disseminate solid medical information. Traveling to the Middle East with Dr. Ordon was incredible. People knew us immediately, and were unbelievably kind. The show has directly impacted our practice by making it a worldwide practice. We get inquiries from every part of the world — which is very flattering.

ORDON: The show is a hit not only in the U.S., but Africa, Canada, Europe, Australia, and South America. When I go to the Middle East (where I have been three times), I am blown away with the show's and MY popularity. That being said, it's been a huge impact on my practice. People seek me out from all over the world. They know me BEFORE I see them in consultation. Quite flattering. But, I AM what they see on TV. I am proud that I am probably the most seen plastic surgeon on the planet, and, I relish that platform. My mind-set is to represent mainstream Board Certified Plastic Surgeons in the best light possible. My credo is safety, information, what works

BEVERLY Hills plastic surgeons Dr. Andrew Ordon and Dr. Ritu Chopra have made a niche for themselves beyond the fanfare afforded to those talented doctors of aesthetic perfection who practice in a city where beauty takes the cake over just about anything. As bona fide TV stars and co-hosts on the Emmy-Award-winning show, *The Doctors*, Ordon and Chopra give a worldwide web of loyal viewers a close-up look into something very few of us get to see when we stroll into a serious-minded doctor's office for services rendered: **PERSONALITY!** Sure they are rocket scientist smart, **BUT** they're also funny, charming and quick with on the spot answers to embarrassing questions that few could ask his/her doctor eye to eye. The daytime TV show, a brain child of Dr. Phil, debuted in 2008 with a team of medical professionals there for the pickin' to talk about more health-related topics than most of us have heard of. An instant hit, the show hasn't slowed for a minute, and no doubt, it's popularity continues to soar because of the ongoing comradery and charisma of its supercool co-hosts; two of those — Ordon and Chopra. Off set, they are associates in a Plastic and Reconstructive Surgery practice in Beverly Hills, California, with an additional office in Rancho Mirage, California. In a world of boob jobs, face lifts, liposuction, facial fillers, breast lifts, nose jobs and tummy tucks... where do I begin?