

contents

- 8 Foreword
- 10 Introduction by Dr. Robert Goldwyn
- 12 **Early days and interesting facts of Plastic Surgery**
- 14 **Timeline of Plastic Surgery**
- 16 **Surgical Procedures**

- 22 Dr. Steven J. White
- 32 **Contemporary Beauty**
- 52 Dr. Jesús Benito-Ruiz
- 54 Dr. Albrecht and the Marbella clinic
- 56 Professor Laurence Kirwan
- 58 **Beauty and Sensuality**
- 60 Dr. Grant Stephens
- 70 **Celebrity Beauty**
- 72 Dr. Adam Rubinstein
- 74 **On Ageing**
- 76 **Giants of Plastic Surgery**
- 78 Professor Ivo Pitanguy
- 80 Professor Yves-Gérard Illouz
- 82 Dr. Daniel C. Baker

- 84 Dr. Foad Nahai
- 86 Dr. Sherrell Aston
- 88 **Iconic Beauty**
- 96 Dr. Magnus Hober
- 98 **General Beauty Quotes**
- 102 Dr. Thomas J. Balshi
- 112 **Women on Beautiful Women**
- 114 Dr. Per Hedén
- 116 **Plastic Surgery Quotes**
- 118 Barry M. Jones
- 120 **Beauty in Art**
- 122 Professor Pedro Vidal
- 124 Professor Juarez M. Avelar
- 126 **The Case for Plastic Surgery**

introduction



Robert Goldwyn

UNLIKE GAUL, WHICH JULIUS CAESAR DESCRIBED AS BEING IN THREE PARTS,

PLASTIC SURGERY HAS TWO: RECONSTRUCTIVE AND AESTHETIC. A FURTHER DISSIMILARITY IS THAT THESE PARTS OVERLAP. A BREAST RECONSTRUCTION, AS A PRIME EXAMPLE, WILL SOON BE JUDGED BY THE PATIENT AND THE SURGEON ACCORDING TO AESTHETIC STANDARDS. OF APPROXIMATELY 6,500 CERTIFIED PLASTIC SURGEONS IN THE UNITED STATES, MOST DO A COMBINATION OF AESTHETIC AND RECONSTRUCTIVE SURGERY, AS DID I THROUGHOUT FOUR DECADES OF PRACTICE.

Remuneration from cosmetic surgery usually far exceeds that from restorative procedures, the obvious reason being that surgery of appearance falls outside the assignment fee system of third party payers. Not only, therefore, is the speciality of plastic surgery divided into cosmetic and reconstructive, but so also is the professional life of the individual plastic surgeon as a result of his or her choices – and there are choices. The young plastic surgeon begins a career by covering emergency room and performing reconstructive operations but as the years pass, the aesthetic component grows and takes over. Aside from the fiscal rewards, the associated lifestyle has appeal because of its elective nature. An additional advantage is that the plastic surgeon may choose to do fewer major aesthetic operations but more minor office procedures, such as injecting Botox and fillers, dermabrasion, laser treatments, dispensing cosmetic products, advertising, and even opening a spa – all in the name of beauty, better health, and better income for the plastic surgeon.

Cosmetic surgery would not exist without a societal demand for it. The availability of the plastic surgeon, or other surgeons and non-surgeons, who do aesthetic surgery, not only answers the need but reinforces it.

Aesthetic surgery has special features, some so obvious that they are frequently overlooked.

In contrast to reconstructive surgery, which is performed to improve function and to restore normalcy, aesthetic surgery is done to enhance the patient's already normal appearance. All aesthetic surgical procedures are directed to areas where the eye can reach under certain conditions. The face, for example, is usually in view in most cultures; the breast, as another example, can be seen only to special observers under certain circumstances.

Unlike almost every other surgical situation, many of which are emergencies, operating for aesthetic reason is completely elective, thus giving both patient and surgeon time to make a decision and permitting the

patient to seek more consultations. The patient has gone to the plastic surgeon because he or she wants an operation and may become disappointed and angry if refused.

Aesthetic surgery generally involves only a brief physical examination focusing on the body part that concerns the patient. Patients, moreover, are generally healthy. They are willing to risk their physical wellbeing to be happier because of an improved self-image. Happiness, as we all know, is an elusive entity.

Aesthetic patients commonly feel guilty and embarrassed because of what they term "vanity". Adding to this feeling of guilt is the reality of spending money perhaps stretching the family resources in pursuit of something not essential to health.

Another distinctive feature of aesthetic surgery is that at least 80 to 85 percent of patients are women. The reasons are not always anatomic but cultural. Our society as well as many others puts great pressure on the female to improve her appearance to the point of subjecting herself to an operation that can produce an unfavourable result or a frank complication.

As Freedman observed:

"Beauty counts for everyone, but more so for women. From the moment of birth, beauty is sought, perceived and projected onto girls..." (Freedman, R. *Beauty Bound*. Lexington, Ma: Heath, 1986, p9)

That most plastic surgeons in the world are men is another fact to consider. Male plastic surgeons would not think it unusual for a woman to have a cosmetic operation. The rise of women to greater prominence and powerful positions has not lessened their desire to seek improvement in their appearance.

The fact that the surgery of appearance is routinely prepaid is another unique aspect of cosmetic surgery.

Aesthetic surgery offers the patient a way of improving the quality of his or her life, the plastic surgeon an opportunity to help that individual and gain satisfaction in doing so but only if he or she acts as a physician committed to whatever is in the best interests of the patient, and not conducting himself or herself as a proprietor of a body shop.

ROBERT GOLDWYN

Steven J WHITE MD

FOUNDED USA PLASTIC SURGERY BASED ON HIS COMMITMENT TO EXCELLENCE. KNOWN FOR HIS EXPERTISE IN PLASTIC AND RECONSTRUCTIVE SURGERY, HE SPECIALISES IN ALL ASPECTS OF COSMETIC SURGERY OF THE FACE, BREAST, AND BODY. HIS ATTENTION TO DETAIL, PRECISE SURGICAL TECHNIQUE, AND EXCEPTIONAL RESULTS HAVE LED TO HIS DISTINCTION AS ONE OF THE WORLD'S BEST COSMETIC PLASTIC SURGEONS. "A perfectionist is one who constantly strives to improve. He is not happy until he knows he has done his best." Dr. Steven J. White is guided by a principle he learned at an early age: "If you are going to do something ... do it right." This simple philosophy has served him well both academically and professionally throughout his life.

Raised on a ranch in Central Texas, he was influenced by both Texan and European culture. His interest in art stems from his European travel as a youth. Medicine was a natural career choice allowing him to pursue his love of science with his desire to help others. Known for his passion for surgery and love of Texas, Dr. White enjoys travel, tennis, skiing and scuba diving. He is an avid art collector whose collection encompasses numerous renowned artists and a variety of mediums. He also enjoys theater and opera and is privileged to serve on the Board of Fort Worth Opera.

Dr. White believes in making a difference "one patient at a time." Personal attention is not a catchphrase – it is a practice philosophy. It is his focus on each individual that further sets him apart. Patient safety and natural-appearing results are his primary goals. He knows precise surgical technique is essential to achieving exceptional results. He does not like the "overdone, operated look." Instead, he prefers a more natural, artistic approach. Dr. White is committed to seeking the best outcome for every patient. This is the goal that he has set for himself as he seeks to make a difference in the lives of his patients.

Credentials, Honors and Awards Dr. White has distinguished himself among his peers at every level of his career. He graduated Phi Beta Kappa from Baylor University with Honors and later graduated Alpha Omega Alpha from Baylor College of Medicine with Honors. His interest in surgery grew from his fascination with human anatomy. Dr. White's surgical career was shaped by many highly acclaimed surgeons. While in Houston, he was honoured to have operated with and learned from two of the most famous surgeons of our time: Dr. Michael DeBakey and Dr. Denton Cooley. During his many years of surgical residency in two specialties, he was also fortunate to have trained under several world-renowned plastic surgeons.

There are no shortcuts to knowledge and experience. Dr. White is one of the few plastic surgeons in the United States certified by both the American Board of Plastic Surgery and the American Board of Otolaryngology / Head and Neck Surgery (ENT). He dedicated 8 years to residency training (after medical school) in order to be fully trained in both specialties. His training in Otolaryngology was at the University of Texas Southwestern Medical Center and Parkland Memorial Hospital in Dallas. He then returned to Baylor College of Medicine in Houston for his residency in Plastic and Reconstructive Surgery. Well regarded for his teaching ability, Dr. White has given numerous lectures on plastic surgery. In addition to teaching anatomy to medical students, he has served as Clinical Instructor of plastic surgery at Baylor College of Medicine. Currently, Dr. White is an attending surgeon at several of Dallas' finest hospitals.

He is one of the founders of the Texas Institute for Surgery at Presbyterian Hospital of Dallas, where he serves as Chairman of the Board. He is a member of the American Society of Plastic Surgeons and the American Society for Aesthetic Plastic Surgery, as well as numerous other medical societies. His reputation for excellence has been recognised by his peers and his frequent contributions to the media.



Steven J. White

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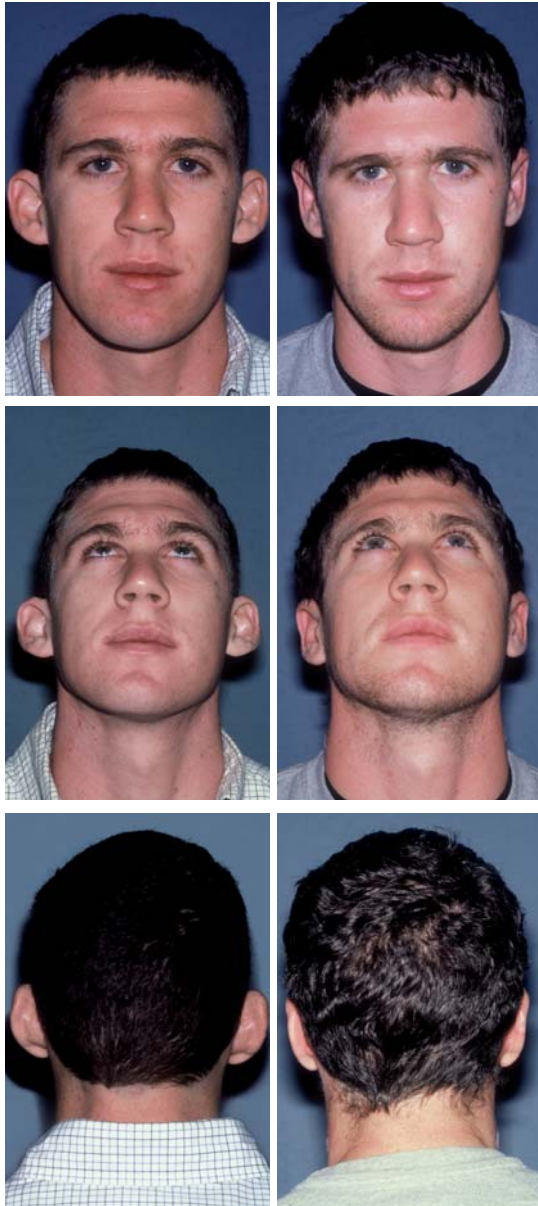
USA PLASTIC SURGERY
STEVEN J WHITE MD

Steven J. White, MD
Board Certified Plastic Surgeon.



<< Attention to detail distinguishes
the exceptional from the ordinary. >>

Otoplasty



Before

After surgery by Dr. White

Facial rejuvenation



Before

After surgery by Dr. White

Facial surgery

Otoplasty Correcting prominent ears (or a distorted ear) is one of the most rewarding procedures in plastic surgery, resulting in a tremendous change in the patient's self-confidence and self-esteem.

Dr. White believes that ear re-shaping, or otoplasty, should involve much more than simply "pinning the ears back." With an intricate knowledge of ear anatomy and his artistic ability, he sculpts the ears into the desired shape and position. His combination of specific techniques allows him to create natural-appearing ears.

Facial Rejuvenation "Turning back the clock" on the ageing process through facial rejuvenation is now more popular than ever. Whether removing the excess skin and fat around the eyes (eyelid surgery), lifting the brows and smoothing the forehead wrinkles (brow lift), or sculpting the face and neck (face lift), facial rejuvenation helps patients both look and feel younger.

A combination of procedures is often indicated so an individualised approach is best. A well-trained surgeon with an artistic sense and a conservative approach is a must. Attention to detail is especially important in facial surgery due to the complicated anatomy. It is for this reason that Dr. White first devoted six years to becoming fully trained in head and neck surgery before proceeding with his plastic surgery training. His approach is to create long-lasting, natural results as inconspicuously as possible.

Nasal Surgery Nose re-shaping, or rhinoplasty, is often considered the most difficult operation in plastic surgery. A poor result cannot be simply "covered up," since the nose is a focal point of the face. Perhaps this explains many surgeons' reluctance to perform rhinoplasty. Dr. White's dual background in plastic surgery and ear, nose, and throat surgery (otolaryngology) has provided him with extensive experience in nasal surgery. Understanding the complex inter-relationships of surgical changes to the skin, bone and cartilages of the nose requires a thorough understanding of nasal anatomy and years of experience with nasal surgery. Frequently, he is asked to operate on patients who are not pleased with the results from other surgeons after one or more nasal operations.

Dr. White's goals in rhinoplasty are not only to create a nose that appears natural and in balance with the patient's other facial features, but also to improve the patient's ability to breathe through the nose. He frequently performs septoplasty and turbino-plasty to improve the airway and breathing by straightening the nasal septum and making the turbinates smaller. Turbino-plasty has the added benefit of improving or alleviating nasal allergies.

<< Dr. White has gone above and beyond all my expectations for a cosmetic surgeon. I really cannot even believe the results. I feel truly beautiful for the very first time in my life! >>

Rhinoplasty

<< A bad face lift
is obvious to all.
A good face lift
is known to one,
but admired by
many. >>

STEVEN J. WHITE, MD



Before

After surgery by Dr. White



Before

After surgery by Dr. White



Before

After surgery by Dr. White



Before

After surgery by Dr. White

Breast enhancement

Breast Lift and Breast Reduction A breast lift, or mastopexy, is performed to restore the youthful appearance of the breast after pregnancy or weight loss. Lifting the breast, elevating the nipple, and decreasing the size of the areola create this more youthful look. Breast reduction is a similar procedure except that the breast is also reduced in size. With both procedures, Dr. White takes great care to sculpt the breast into the most aesthetically pleasing shape. His closure techniques together with his particular postoperative care instructions help to maintain the shape and minimize scars.

Breast Augmentation Dr. Steven J. White offers the latest advance in breast implants: the "Optimized, Rapid Recovery" Breast Augmentation, the culmination of over a decade of experience which allows him to optimise every aspect of the procedure. His goal is to create the most beautiful breasts for each patient. The operation seems deceptively simple – making the breasts bigger by putting in implants. Achieving exceptional results, however, requires detailed pre-op planning, precise surgical technique, and careful follow-up. Dr. White's "Optimised, Rapid Recovery" Breast Augmentation does just that ; in a series of 7 steps.

Step 1 involves listening carefully to understand what the patient is hoping to achieve.

Step 2 entails taking several measurements of the breasts and chest, paying close attention to asymmetries, which are surprisingly common. Selecting the proper size implants is one of the most important aspects of surgery. Dr. White believes this is best achieved by matching the implant to the patient's tissues and chest wall and then adjusting the size according to the patient's desires.

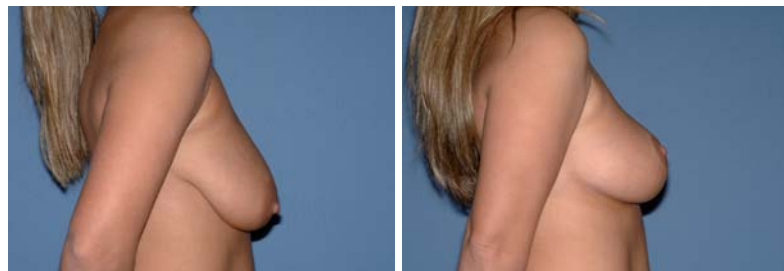
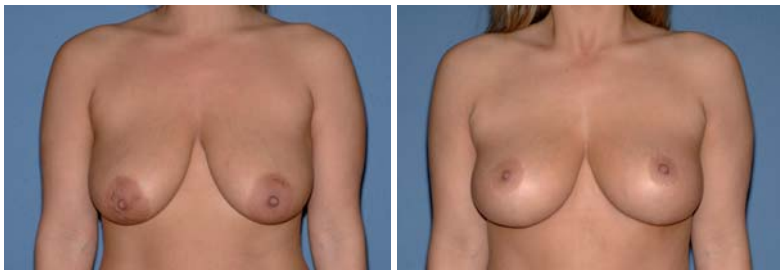
Step 3 is comprehensive education. Every patient is thoroughly informed about the procedure and what to expect. The next three steps occur during surgery.

Step 4 involves precise surgical dissection (not blunt dissection) to create the "pocket" under the muscle for the implant. Dr. White's specially designed instruments allow him to use the smallest incision to minimise the scar.

Step 5 is when he uses "sizers" to carefully match the implant to the patient's tissues to create the most natural look for each patient. Step 6 is to sculpt or shape the breast tissue (when needed) to achieve the prettiest breasts.

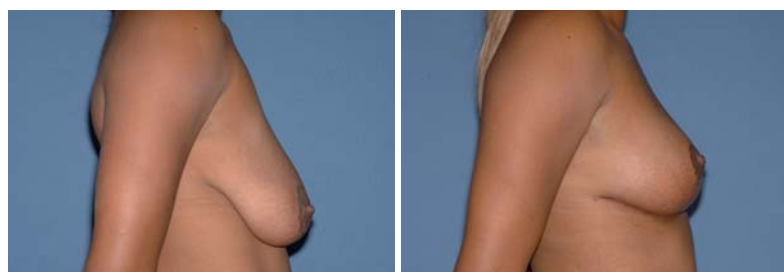
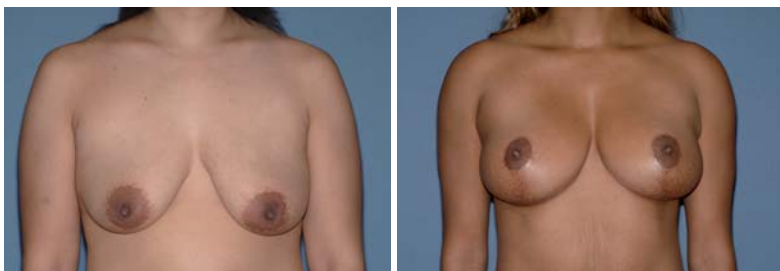
Step 7 is the follow-up care. Dr. White has developed a comprehensive post-op program for rapid recovery and exceptional results. His precise surgical technique avoids bruising and minimises pain so his patients can enjoy a quick recovery. They begin range-of-motion arm exercises on the day of surgery. Many patients feel so good they go shopping or out to lunch the next day.

Breast lift



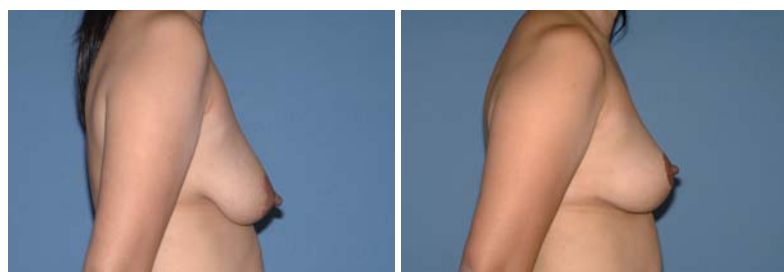
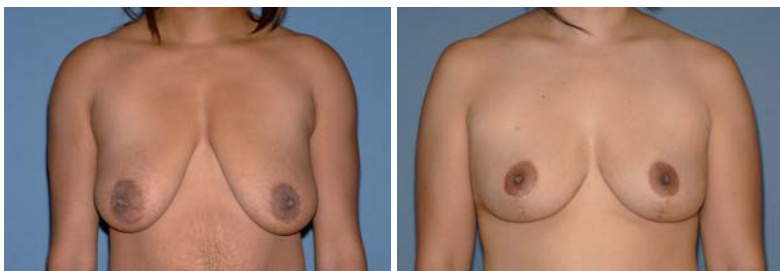
Before

After surgery by Dr. White



Before

After surgery by Dr. White



Before

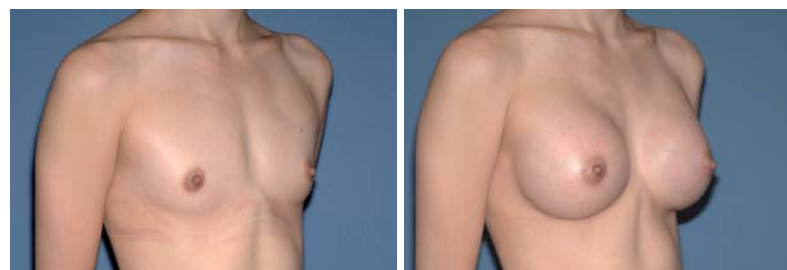
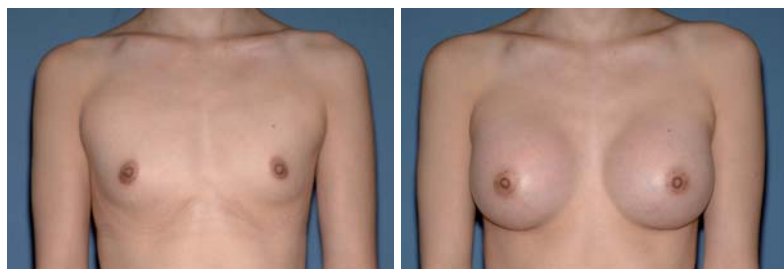
After surgery by Dr. White

<< Dr. White is so incredibly passionate about what he does and it shows in his results. I can describe the outcome of my surgery in one word: perfection! >>

<< My goal is to produce results so natural that people will think as she walks by: She looks great...Did she or didn't she? >>

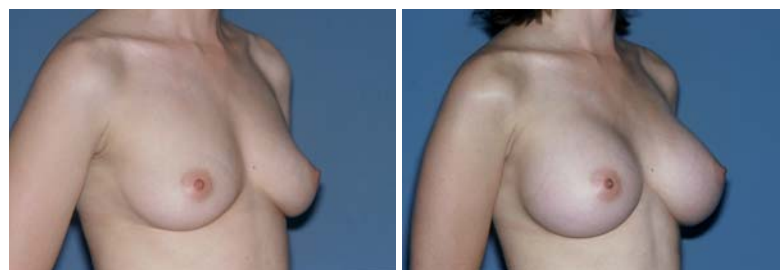
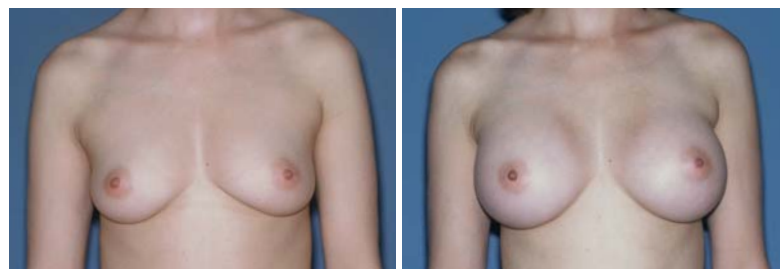
STEVEN J. WHITE, MD

Breast augmentation (implants)



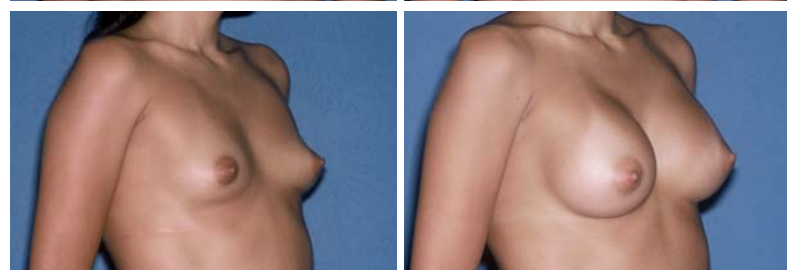
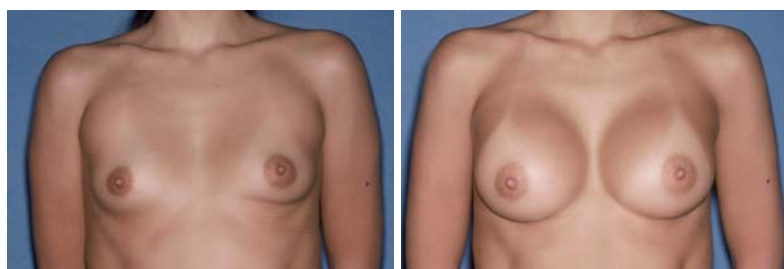
Before

After surgery by Dr. White



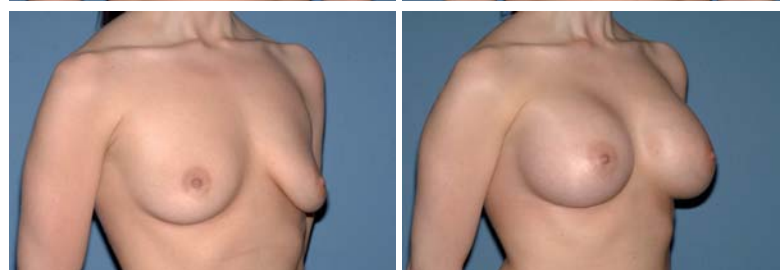
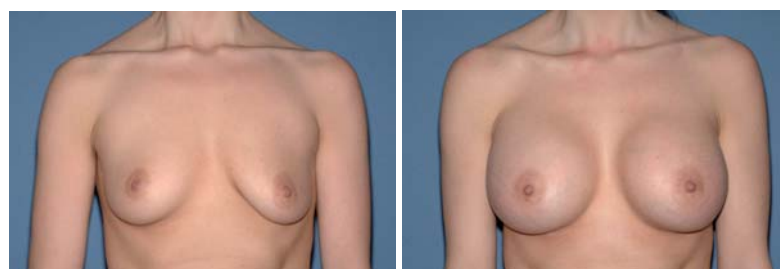
Before

After surgery by Dr. White



Before

After surgery by Dr. White

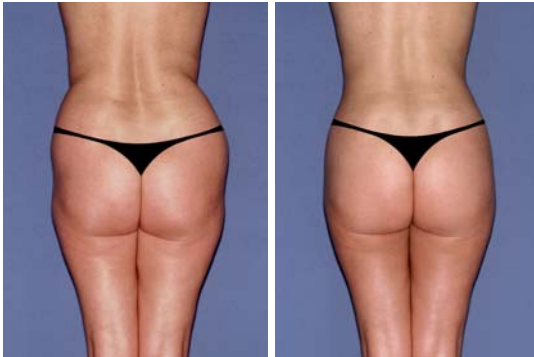


Before

After surgery by Dr. White

Body contouring

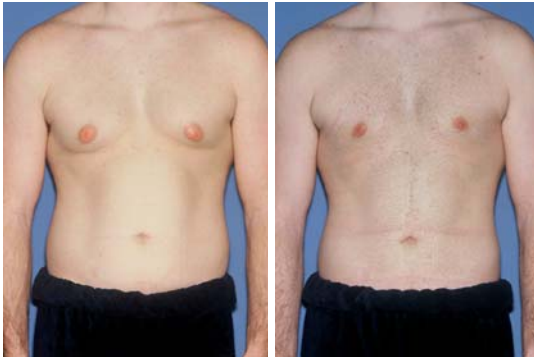
Liposuction



Before

After surgery by Dr. White

Liposuction of chest and torso



Before

After surgery by Dr. White

Breast augmentation and tummy tuck



Before

After surgery by Dr. White

Liposuction Body sculpting with liposuction has continued to grow in popularity for both men and women. Dr. White believes that success in liposuction is determined by three factors: the amount of fat removed, the improvement in overall body shape and contour, and the smoothness of the skin after liposuction. He optimises each aspect using his advanced Circumferential Micro-Lipo Technique. His specially designed, custom-made cannulas (hollow instruments for fat suction) allow him to create a more natural look with less chance of unevenness. The circumferential approach allows for even greater fat removal and better body sculpting while using his very small diameter cannulas for smoother contours. A tumescent (superwet) technique is used to minimize blood loss and allow larger volumes of fat to be removed more safely. Recovery is faster and most patients are able to return to work after several days.

Male breast reduction Breast reduction for men is performed to correct a condition known as gynecomastia, or male breast enlargement. It is very common, yet seldom discussed. Just as many women in our society are self-conscious about having small breasts, so too are many men concerned about having enlarged breasts. Dr. White has developed a technique to treat gynecomastia that leads to impressive results with fewer, less noticeable scars. He uses special liposuction instruments for greater fat and tissue removal so that direct excision of tissue is rarely necessary. Many men choose to add liposuction of the torso as well to diminish the abdomen and love handles for an even greater physique.

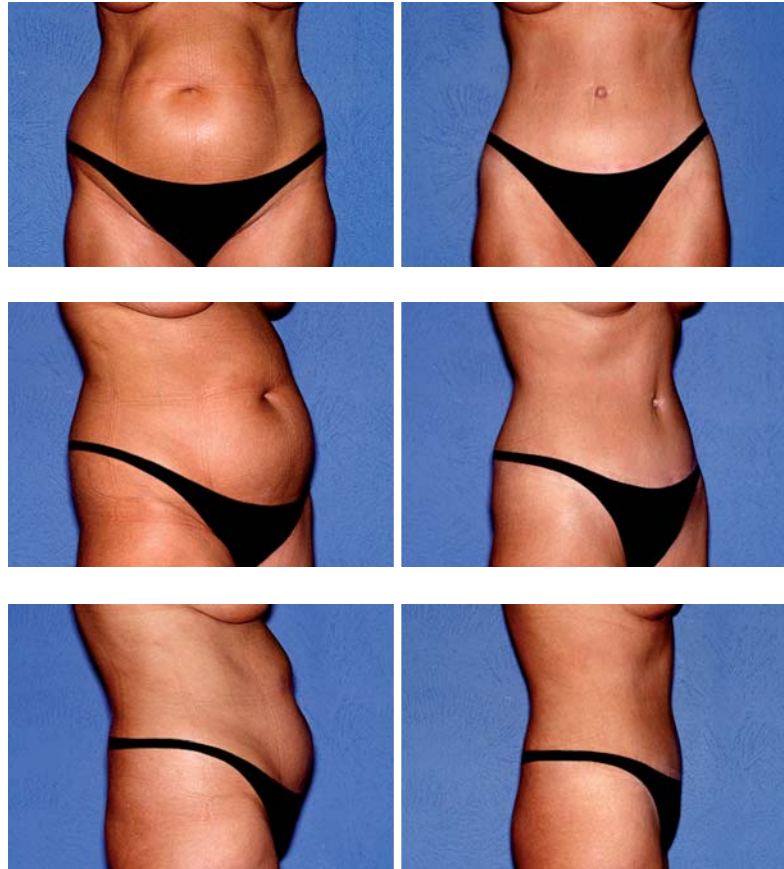
Tummy tuck Dramatic results can be achieved with a tummy tuck since it narrows the waist, tightens the tummy, and removes excess skin and fat. As an added bonus, any stretch marks or unsightly scars below the navel are typically removed at the same time. Although the traditional tummy tuck procedure often results in an "unnatural, operated look," particularly in the upper abdomen and around the umbilicus (or belly button), Dr. White has perfected several techniques in order to obtain a more sculpted abdomen and a more natural-looking belly button. This takes more time in surgery; however, he believes the final result is worth this extra effort. For most patients, a fine scar is well hidden beneath the bikini line. Due to his refined techniques and his special postop protocol, most patients enjoy a quick recovery and are usually only taking Tylenol for discomfort for just two days after surgery. Combining a tummy tuck with liposuction or a breast enhancement procedure can lead to even more outstanding results.

<< Every time I look in the mirror
I say a special thank you to the man
that has given me the hourglass
figure that I have always dreamed
of – but never thought possible.
I look better at 50 than I did at 25.
I love it, thank you Dr. White! >>

<< A tummy tuck – done well – is a fabulous operation. Patients are often amazed by the results. They usually drop two or more dress sizes and can't wait to wear a bikini again. >>

STEVEN J. WHITE, MD

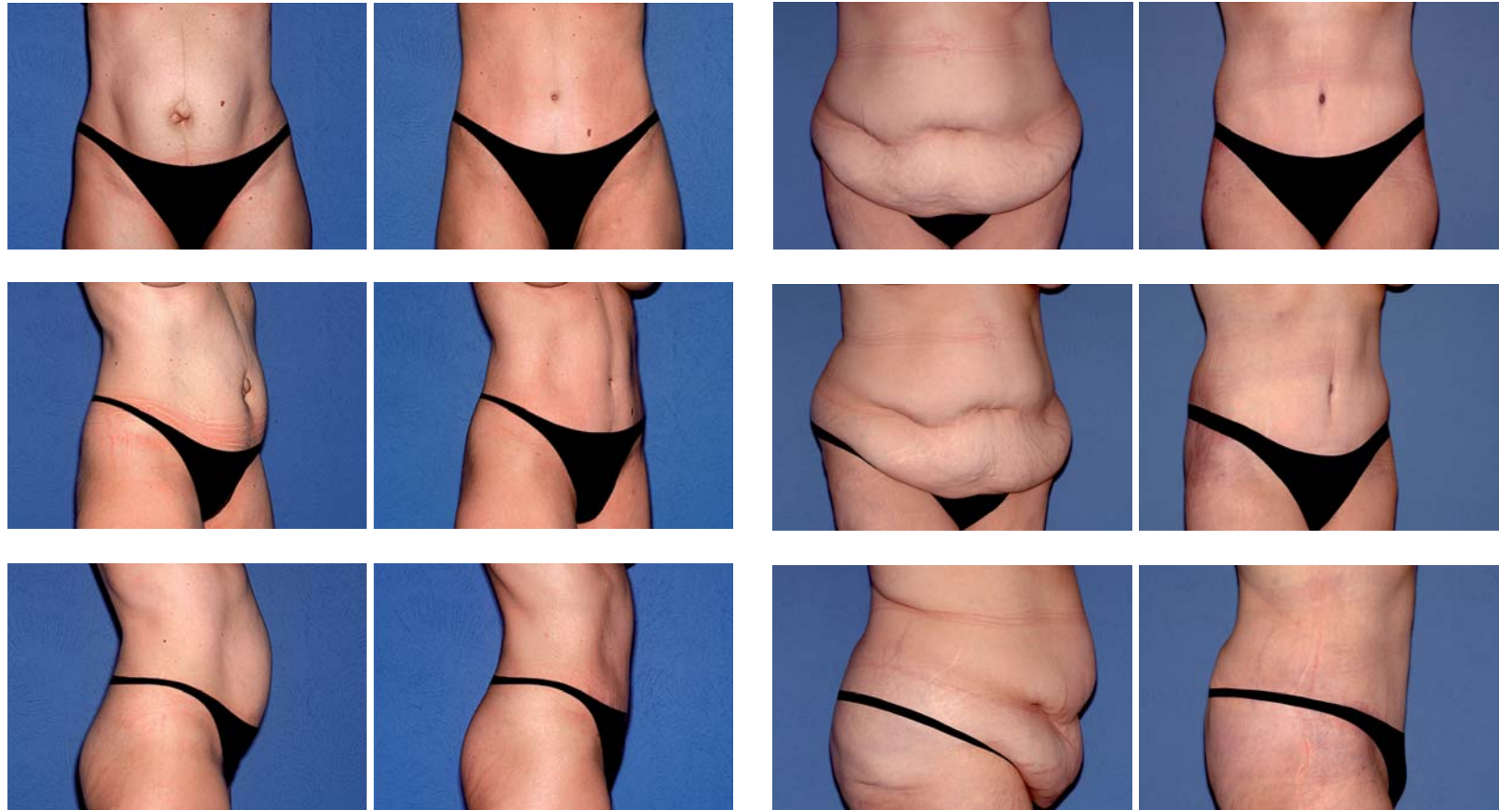
Tummy tuck



Before

After surgery by Dr. White

Tummy tuck



Before

After surgery by Dr. White

Before

After surgery by Dr. White

Conclusion

Expert advice, personal concern, and trusted experience ; these are the hallmarks of Dr. Steven J. White and USA Plastic Surgery. By using innovative techniques, state-of-the-art technology, and specialised instruments, Dr. White is able to offer his patients beautiful results with less discomfort and rapid recovery.

He believes the most important factor in choosing a plastic surgeon is the quality of their results. Credentials, education, training, and experience are very, very important. But it takes more than credentials to achieve natural results – attention to detail and artistic judgment are also critical. Dr. White knows that performance counts – both in the operating room as well as after surgery. He is well-known for his commitment to excellence as well as his outstanding patient care. Discover the difference at usaplasticsurgery.com.

Steven J. White, MD on Beauty Beauty is a look that pleases the eye. It captures our attention, draws us in, and creates an irresistible urge to gaze and stare. Looking at beauty brings joy. It makes us happy.

It can take many forms; Art. Nature. People. Almost anything.

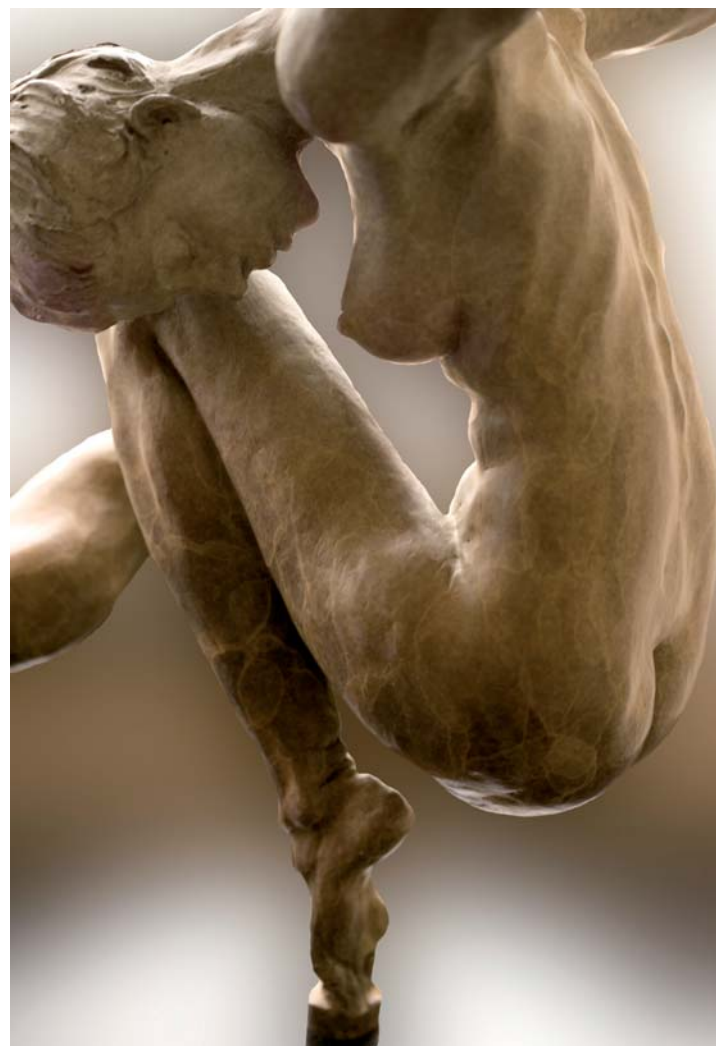
Beauty, like art, can speak to each of us in different ways. It is indeed in the eye of the beholder. And yet true beauty is that rare and special quality that we all admire. Its appeal is universal and undeniable.

A beautiful person is someone blessed with the combination of features that come together to form a look that we admire. It is balance and proportion artistically expressed in the human form. Although each individual feature may not be perfect, the collective effect is indeed beautiful.

Beauty is a quality we long for. It is our desire, our wish, our goal. It is that which we seek and strive to obtain. It drives us to want to look our best. Looking good makes us feel better about ourselves.

This is the essence of plastic surgery - to bring joy to the individual by enhancing their beauty. Seeing how a small change on the outside can lead to a big change on the inside is the true reward for a plastic surgeon.

The most beautiful woman Andie MacDowell personifies beauty, style, and elegance. She has a beautiful face, a gorgeous smile, radiant eyes, and a knock-out figure. She has curves in all the right places. But yet her beauty transcends her appearance. She exudes warmth and charm. She is genuine, sophisticated, and immensely talented. Even her voice is distinctly beautiful and unique. She is glamorous and yet down to earth. She has that special quality that sets her apart. A timeless modern beauty. Captivating, engaging, and truly beautiful.



One of Dr. White's favorite sculptures from his collection.

<<The goal of plastic surgery is to safely create long-lasting changes which appear natural, not 'over-done.' The surgeon's focus should be to take the time necessary to optimise each procedure. Patient safety and the quality of the final result should be the guiding principles for every operation. >>

STEVEN J. WHITE, MD