

# Introducing The First Facelift That Doesn't Leave A Visible Scar

By SUZANNE TAKOWSKY

Double Board Certified in Head and Neck Surgery and Facial Plastic and Reconstructive Surgery, Paul S. Nassif, M.D., F.A.C.S., has introduced the ultimate in the fight against aging: The "Anti-Gravity Facelift."

**This innovative cosmetic procedure achieves natural-looking results in the shortest recovery time and is drawing rave reviews from both patients and peers.**

The "Anti-Gravity Facelift" is effective for women and men of all ages. It softens smile lines and enhances cheekbones, with no visible scars," Nassif explains.

**"It corrects hollowness under the eyes which develop as the face begins to age. This procedure rejuvenates the entire midface and patients are exhibiting a youthful appearance, with a natural look."**

Nassif is co-medical Director of the Spalding Drive Cosmetic Surgery and Dermatology facility in Beverly Hills. Along with his partner, Cosmetic Dermatologist Dr. David Amron, patients receive the ultimate in skin rejuvenation and patient care. Eyelid surgery, skin resurfacing, lip and chin augmentation, jaw and neck sculpting, nose reshaping and facial reconstruction following trauma or cancer surgery are specialties. They have developed one of the finest state-of-the-art cosmetic surgery and dermatology centers in the country. Many high-profile patients choose this progressive, multifaceted center for their surgeries.

Nassif's extensive training in reconstruction, facial contouring

and procedures to counteract effects of the aging face have catapulted him to the top of his field. A renowned lecturer to colleagues, he teaches UCLA medical students and residents at Claude Hudson Free



Dr. Paul Nassif

Clinic in downtown Los Angeles and also residents at the VA Medical Center. His innovative surgical techniques have been published in 12 medical manuscripts across the country. An assistant clinical professor in facial plastic and reconstructive surgery at the USC and UCLA Schools of Medicine, he is on staff at Cedars-Sinai Medical Center, UCLA Medical Center and Century City Hospital.

Nassif's "Anti-Gravity Facelift" has brought media recognition from local and national magazines across the country. Requests for television interview are extensive: KTLA Channel 5 News, KCBS' *Women 2 Women* and he was spotlighted by *Good Morning* and KCAL Channel 5 News, Los Angeles, along with

**"This procedure softens smile lines, enhances cheekbones and corrects the hollowness under the eyes which develop as tissues in the face begin to age and sag."**

segments of Discovery Health/The Learning Channel.

"My emphasis is to achieve natural results with the shortest possible recovery time, with minimal to no scarring," Nassif states. "The Anti-Gravity Facelift works because facial muscles are lifted vertically — opposite to the pull of gravity — instead of the "wind-blown" look, he said.

Maintaining a successful surgical practice takes up only a portion of this man's busy day. A native to Los Angeles, he is a concerned and involved community leader. Philanthropy plays a large part in his life and he strongly supports the Lymphoma Research Foundation of America, Race to Erase MS, C.O.A.C.H. for Kids, Arthritis Foundation and Portraits of Hope (a program enhancing the quality of life for hospitalized children).

A project close to his heart: "Face to Face," a national domestic violence program offering pro-bono consultation and surgery. Nassif helps victims in their healing process from the **outside-in** by taking away the physical reminders of their abuse.

"When women look in the mirror and see their broken noses or visible scars, they relive the trauma," Nassif says. "I chose a speciality in facial plastic and reconstructive surgery, which I use to help erase this pain." **W**



before



after

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