

'You Don't Need a Facelift?'

by Dr. David Mobley

Most physicians, who say this in their advertisements, don't know how to do a facelift!

These non-plastic surgeons often have a brand-named or trademarked replacement for a facelift, which is not really a facelift at all.

Frequently, they have invented this replacement themselves. I like to call them "shortcut lifts" because they often involve, well, taking shortcuts.

It is true that not everyone needs a facelift and many patients benefit from non-invasive procedures such as dermal fillers, Botox Cosmetic®, Fat Grafting, Sculptra®, fractional lasers, and mini-lifts.

All of these non-invasive alternatives are performed by plastic surgeons because they work well and are sometimes the best choice for a patient.

Unlike many of our competitors, we don't have to convince a patient they "don't need a facelift" when they really do.

Just in the past month, I have seen advertisements for a "facelift," which can be performed in only 30 minutes and another by a dermatologist that uses only fillers and external devices.

Both use expensive machines with unproven benefit. Both try to lure you into their office with questionable before and after photos and claims of a lightning fast recovery.

Remember, these doctors



aren't board certified plastic surgeons and often don't know how to do many of the gold-standard cosmetic procedures, like facelifts.

Avoid falling prey to clever marketing and inflated promises.

A surgeon certified by the American Board of Plastic Surgery offers a full spectrum of non-invasive and surgical techniques.

They can give you an opinion based on what will actually work best for you, facelift or not.

But, if after reading this, you still prefer a clever name, then you may call my approach the Surelift®, because I am sure you will get the safe, highly effective procedure, which is best suited for your needs.

Dr. Mobley is highly committed to excellence in patient education through his practice Web site and blog at www.sarasotaplasticsurgery.com. Please contact Dr. Mobley at Sarasota Plastic Surgery, 941-366-8897 with questions, or to schedule a consultation.