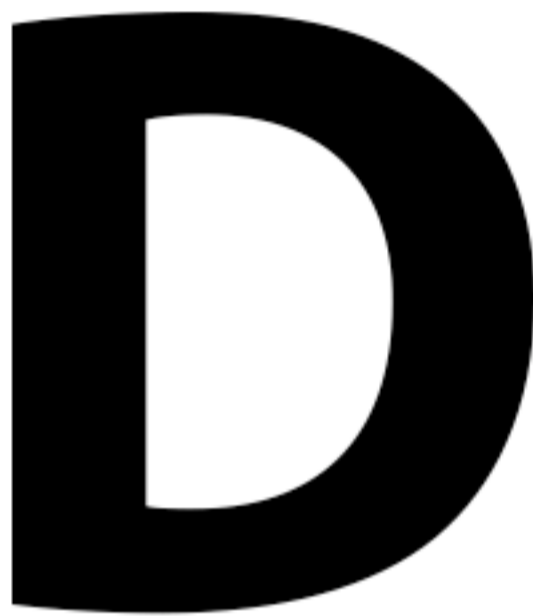


*The Insider*

A portrait of Sam Rizk, MD, a facial plastic surgeon. He is a man with short dark hair, wearing black-rimmed glasses and blue medical scrubs. He is sitting in a dark leather chair with gold-colored studs, leaning forward with his hands clasped on a dark surface. The background is a plain, light blue wall.

Subtle,  
artistic  
touch

*Facial plastic surgeon  
Sam Rizk, MD, delivers  
5-star services  
on Park Avenue.*



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ouble-board certified facial plastic surgeon Sam Rizk, MD, may be based in New York City, but his influence can be felt across the globe. Beauty seekers travel from near and far to see Rizk because of his reputation for natural-looking results and trademarked rapid recovery facial rejuvenation procedures. Rizk is also invited to speak about such advances in Rome, London, Rio, Dubai and other international locales, where he has developed a following among both patients and physicians.

Dr. Rizk's tony Park Avenue office has become a destination spot for travelers in need of nip, tucks and pampering. His staff caters to out-of-town and out-of-country patients, providing a concierge service for hotel reservations, car service, round-the-clock private nurses, salon appointments, restaurant reservations, and even theater tickets. You can have a neck lift, see Cyndi Lauper's Tony-winning musical Kinky boots and dine at Le Bernardin, and when you return home you will look refreshed, but no one will know exactly why. Rizk is best known for his subtle artistic touch and balanced natural results.

A well-lit waiting area and spacious treatment rooms decorated with original artworks and photography from Picasso, Miro, Horst P. Horst, Ormond Gigli, and Andy Warhol create a five-star ambiance. Still, safety remains the No. 1 priority. His private surgical suite received the Gold seal of certification for the Joint Commission - the highest level of accreditation that is available.

Rizk opened up to WOW NOW about his approach to facial plastic surgery and the advances he is most excited about.





### *What do you consider the most challenging facial plastic surgery procedure?*

I basically do three operations – face and necklifts, eyelids and rhinoplasty. Nose reshaping is by far the most complex procedure because I must take aesthetics and function into account while delivering.

### *Is there an ideal nose?*

Each procedure must create a nose that is in harmony with the person's face. When I perform a rhinoplasty, it is not a standard stamped procedure. This may mean a dramatically smaller nose if you are starting with a disproportionately large one, or it may be a very subtle result. I never do the same operation twice.

### *What do you consider when developing a surgical plan for a rhinoplasty?*

Bone structure, skin type, age and ethnic background all play a role. African, Middle Eastern/Mediterranean, Latino-Hispanic and Asian patients tend to have thicker skin that requires specialized techniques to resculpt

**“The use of a 3D telescope makes for a safer, more precise surgery with less bruising, shorter downtime and an easier recovery.”**



the nasal tip instead of the cartilage-excising techniques used on individuals with thinner skin. Sometimes in these cases, the nasal tip is quite bulbous or there is a lack of support, which creates a more complex operation.

### *How does 3D High-Definition Technology lead to a quicker recovery?*

With this technology, a 3D telescope is connected to an imaging system so I can see muscles, blood vessels and other structures during surgery. This makes for a safer, more precise surgery with less bruising, shorter downtime and an easier recovery. This is the main reason I refer to my procedures as rapid recovery. I also use tissue glue to provide a faster and more comfortable recovery. My facelift patients actually look presentable within a week or so. Because of increased visibility, the surgery is more precise as tissue is not distorted by swelling during the procedure.



## What other advances in facial plastic surgery excite you?

Platelet-rich plasma (PRP) is a powerful new addition to our anti-aging tool kit. Increasing the number of platelets and growth factors in the blood can have regenerative effects on the skin and slow or reverse the signs of aging. Platelets and growth factors found in the blood stimulate stem cells, and PRP contains three to five times as many of these substances as normal blood. I use PRP treatments in areas where soft tissue fillers, neurotoxins and lasers aren't always effective, such as around the eyes and mouth to add plumpness and improve skin texture.

## What trends are you seeing among patients?

Facebook, Instagram and all of the social media outlets are driving people to the plastic surgeon's office. You can't just tear up unflattering photos anymore. Instead, they are posted for everyone to see for eternity. The American Academy of Facial Plastic and Reconstructive Surgery recently reported a 31% increase in requests for surgery as a result of social media photo sharing. I think this is just the tip of the iceberg, and we will continue to see more people who pursue surgery because they don't like the way they look across digital platforms ■

**SAM RIZK, MD, FACS**

MANHATTAN FACIAL PLASTIC SURGERY



Map

