

# Do You Need a Plastic Surgery Concierge?

High-flyers are paying for nip-tuck hand-holders. Do you need a plastic surgery concierge?

BY JOLENE EDGAR PUBLISHED: APR 28, 2023

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## BROKER FACE

*Do you need a plastic surgery concierge?*

BY JOLENE EDGAR

Ready for the knife but don't know where to start? There's a whisperer for that. Plastic surgery "brokers" are consultants who act as matchmakers between patients and cosmetic surgeons, assessing their needs, vetting doctors, making connections, and handholding clients (upon request). To some doctors, such as New York plastic surgeon Umbareen Mahmood, their appeal is clear. "It can be difficult to determine a surgeon's credentials, peel back a social media façade, and critically eval-

uate before-and-after photos," she says. Beyond ferrying patients across a sea of online hucksters, savvy consultants can steer them into uniquely specialized hands in an increasingly niche field. "I see value in this, even for my own wife," says Sam Rizk, a New York facial plastic surgeon known for his undetectable nose jobs and deep plane face-lifts. When she wanted her belly button tweaked, Rizk was unsure where to send her. "I don't look past the neck," he says. "I don't know who does the best belly button." But guess who did: his go-to broker.

Other doctors question

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