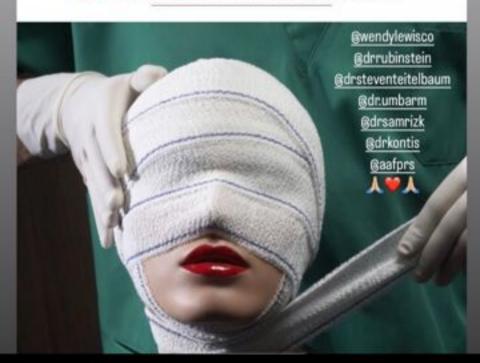
Do You Need a Plastic Surgery Concierge?

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

BY JOLENE EDGAR PUBLISHED: APR 28, 2023

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BROKER FACE

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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," the m she says. Beyond ferrying patients Theda across a sea of online hucksters, plastic savvy consultants can steer them the Ar into uniquely specialized hands Plastic in an increasingly niche field. "I gery, see value in this, over for my own (or ev wife," says Sam Rizk, a New York that p facial plastic surgeon known for cialist his undetectable nose jobs and (meet deep plane face-lifts. When she certifi canted her belly button tweaked. photo 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.

tors question

Other doc-