

Forget Everything You Know About Facelifts—This Surgeon Changed the Game

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Bridget Mulroy

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Forget Everything You Know About Facelifts—This Surgeon Changed the Game Photo by([@NYCFaceliftMastercourse/Instagram](https://www.instagram.com/NYCFaceliftMastercourse/))

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It's a narrative we've all heard before: facelifts that pull too tight, filler fatigue that leaves faces bloated, and the telltale signs of surgery that beg the question—why go under the knife at all? But thanks to advancements in technique and a wave of aesthetic minimalism, a new philosophy has taken root in plastic surgery circles: natural is not only beautiful—it's the gold standard. At the forefront of this evolution is Dr. Sam Rizk, a double board-certified facial plastic surgeon whose name has become synonymous with nuanced, hyper-personalized rejuvenation.

This past Oscar season, 13 of Dr. Rizk's patients graced the red carpet. While headlines praised their radiant, refreshed appearance, none mentioned the words "plastic surgery." That's the beauty of Rizk's signature deep plane facelift: it's transformative without being obvious.

Sculptor Meets Surgeon

Dr. Rizk isn't just a surgeon—he's an artist. A formally trained sculptor turned physician, he takes a highly individualized approach to every face. Each lift is customized based on the patient's bone structure, anatomy, and ethnic identity, ensuring the results honor their uniqueness rather than masking it.

His approach is anything but one-size-fits-all. Rather than pulling the skin back in a flat, horizontal plane—a hallmark of traditional facelifts—Rizk uses a vertical vector that restores youthful volume while maintaining natural movement. The result? Snatched skin without the tight, wind-swept look that has long plagued surgical aesthetics.

This vertical lift technique addresses sagging from a deeper level, lifting the SMAS (Superficial Musculoaponeurotic System) layer along with the skin. It not only enhances areas like the jawline, cheeks, and nasolabial folds but does so in a way that mimics the face's natural aging trajectory—just in reverse.

The Revolution in Recovery

One of Dr. Rizk's most groundbreaking contributions to facial surgery is his use of advanced tissue glue to seal deep facial layers post-surgery. Unlike traditional facelifts, which often involve painful post-op drains and extended downtime, Rizk's technique drastically reduces swelling, bruising, and healing time. Many of his patients are back at work in a week and camera-ready within two.

The glue also minimizes complications like fluid buildup and scarring, creating a smoother, more comfortable recovery. This innovation was recently demonstrated live during the 59th Annual Baker Gordon Educational Symposium—an industry event that drew global surgeons eager to adopt his techniques. The procedure left audiences stunned, not only because of the results but because the patient, just days post-op, looked remarkably refreshed and at ease.

A Modern Response to a Modern Problem

In the age of injectables, more patients are expressing what experts are calling "filler fatigue"—a condition marked by overuse of dermal fillers that leave the face looking distorted or unnatural. Add in the popularity of weight loss medications like Ozempic, which can cause significant facial volume loss, and the need for more effective, long-lasting solutions has never been greater.

Dr. Rizk's deep plane facelift answers that call. Especially for patients experiencing the deflation and laxity associated with rapid weight loss, his approach restores structure, tightens sagging tissue, and revives natural contours. For many, it's a welcome alternative to the cyclical maintenance required with fillers.

And patients are getting younger. Where the average age of facelift patients once hovered around 55 or 60, Rizk now routinely performs surgery on individuals in their early 40s. These patients aren't trying to turn back the clock—they're freezing it.

Redefining Beauty Standards

Rizk's work also carries a deeper significance. He challenges the outdated stigma that plastic surgery is synonymous with vanity or deception. Case in point: Jennifer Fessler, a cast member of *The Real Housewives of New Jersey*, proudly shared her recent deep plane facelift and rhinoplasty, both performed by Dr. Rizk. Just two weeks post-op, she was glowing, her face free of bruises and swelling—a testament to the finesse behind Rizk's methods.



Jen Fessler from RHONJ shows off her facelift and rhinoplasty performed by Dr. Rizk. Photo by (@DrDamRizk/Instagram)

This type of transparency is rare in a world where celebrities often attribute their youthful looks to green juice and yoga. Fessler's honesty—and her confidence—resonates with a growing audience that values authenticity over illusion.

A Global Reputation

With more than 3,000 facelift cases and 6,200 rhinoplasties under his belt, Dr. Rizk's expertise is unmatched. Remarkably, over 50% of his patients come to him for revision surgeries, seeking his skill to correct subpar results from previous procedures. Nearly

25% of his clientele travels from outside the U.S., with 20% coming from outside New York. His results speak louder than any advertisement could.

Dr. Rizk's work has inspired a new era in aesthetic medicine—one rooted in artistry, anatomical precision, and respect for individual beauty. As he continues to train fellow surgeons and refine his techniques, it's clear the future of facial rejuvenation is not just about looking younger; it's about looking like the best version of yourself.

In the age of selfies, high-definition cameras, and endless social scrutiny, the most striking transformation is the one that feels invisible. Thanks to Dr. Rizk, looking refreshed no longer means sacrificing authenticity. His deep plane facelift isn't just a procedure—it's a movement.