

Next-Gen Robotics Revolutionizing Plastic Surgery

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July 30, 2025



Dr. Simon Ourian uses AI imaging and 3D morphing to help plan interventions and visualize results.
Courtesy of Subject

Humankind created machines — could they one day repay the favor, or at least give us a boob job? The groundwork is already being laid. It has become customary for A-list doctors to serve up a personalized cocktail of lasers, radio-frequency and ultrasound devices (combined with injectables and skin boosters) to avoid or largely postpone going under the knife. Meanwhile, with the advent of AI and 3D modeling, aesthetic procedures such as breast augmentation and rhinoplasty can be simulated in detail to help envision outcomes and predict potential complications based on the analysis of personalized patient data. The leap from there to full-fledged robotic surgeons is not so far-fetched.

Dr. Simon Ourian, founder of Epione Beverly Hills (Lady Gaga, the Kardashian-Jenners and Megan Fox are clients) underlines the revolution of tech-enhanced consultations with “AI imaging, 3D morphing and virtual planning that help patients visualize realistic results, boosting trust and satisfaction.” He adds that “while robots are not yet performing procedures, I anticipate that in the next few years, we will see them taking over some basic and repetitive tasks in our practices such as mapping, marking or assisting with energy-based treatments.”

Robots have so far proven helpful in a few specific contexts. Piezo rhinoplasty — a minimally invasive technique that uses ultrasonic vibrations to sculpt bones and cartilage — has been “a key precursor to robotic-assisted microsurgery, by introducing and normalizing several foundational innovations that robotic systems are now building upon,”

says New York-based facial plastic surgeon Sam Rizk, who counted 13 clients on the red carpet during the 2025 awards season. “It has allowed us to make smaller incisions and more hyper-targeted adjustments than we ever thought possible. As technologies evolve and robotic dexterity continues to improve, it’s important for surgeons to lean in and embrace these changes. Robots won’t ever be able to replace surgeons, not by a long shot, but they will absolutely enable us to do more for patients than we ever thought possible.”