

What Patients Actually Want in 2026

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Haute Beauty

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We live in a culture that puts pressure on looking young. Between celebrity headlines and filtered social feeds, the message can feel constant: don't age, don't slow down, don't change. But in Dr. Rizk's view, for many accomplished, highly engaged patients, aging isn't about vanity, it's about wanting their appearance to match how they actually feel: confident, capable, and fully themselves. Many of the patients he meets can be described as "pro-agers," people who respect aging, but don't want their reflection to feel out of sync with the strength and clarity they feel inside.

Moving Beyond the Cycle of Maintenance

One of the most common frustrations Dr. Rizk hears is the feeling of constantly "chasing" aging with injectables. Neurotoxins and fillers can be useful tools, but over time, the cycle of frequent visits and temporary fixes can start to feel reactive. Instead of moving forward, some patients feel like they're always managing the next change.



Dr. Rizk's Live Surgery at Baker Gordon Symposium, 2025

Photo Credit: Dr. Sam Rizk

Dr. Rizk's deep plane facelift reflects a different philosophy. Rather than repeatedly addressing surface concerns, it focuses on deeper structural shifts in the face. When performed well, he sees it as a single, thoughtful procedure that restores balance and helps patients step out of maintenance mode and simply live.

A Structural Philosophy Rooted in Education and Technique

That structural approach is central to both his private practice and his educational work as a faculty member at the Baker Gordon Symposium, under the leadership of Dr. James Stuzin. Performing live surgery in that setting carries real responsibility; techniques are examined closely, and methods that stand the test of time earn respect. At Baker Gordon, Dr. Rizk demonstrated a deep plane approach that avoids cable sutures, a technique he developed to improve durability while preserving natural facial movement. The discussion that followed his facelift, including around midface elevation, reinforced what he sees in practice: when anatomy is respected, results last. Dr. Stuzin described it as the best deep-plane approach for elevating the midface.



Dr. Rizk's Live Surgery at Baker Gordon Synopsium, 2025

Photo Credit: Dr. Sam Rizk

This year, Dr. Rizk also presented the first live demonstration of tissue glue use in a facelift at a surgical conference – part of his continued focus on refining both outcomes and recovery.

Precision, Restraint, and the Experience of Pro-Aging

For Dr. Rizk, what matters most is how these principles translate to the patient experience. A deep plane facelift, under his care, is never about dramatic change, but about precision, restraint, and individuality. Patients don't look overfilled or "done"—they simply look rested and balanced. What often follows is a quiet shift in confidence: less fixation on appearance, less reaction to trends, and more ease in simply being seen.

For Dr. Rizk, pro-aging isn't about rejecting aesthetic medicine or doing nothing at all; it's about choosing approaches that align with a patient's values, lifestyle, and long-term sense of self. In a world of constant intervention, a single, well-executed solution can feel surprisingly liberating, and after more than two decades in the field, he maintains that thoughtful, anatomy-driven care isn't about resisting age, but about moving through it with confidence.

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