

SHOW YOUR WORK

TOP 42
**COSMETIC
DOCTORS**

Cosmetic surgery used to be a quiet, furtive affair.

Today the taboo is lifted. As celebs flaunt their facelifts and boob jobs, the country's top aesthetic physicians have become stars in their own right.

THR explores the bold new frontiers of physical enhancement — from robots to salmon sperm — and the practitioners leading the charge

Illustration by **Neil Jamieson**



Nothing Left to Hide

With recently redone stars proudly detailing their procedures and clamoring to credit their doctors, cosmetic surgery enters its post-shame era **By James Hibberd**

A Kylie Jenner fan begged to know the truth: “You’ve got what I’m looking for,” raved Rachel Leary on TikTok in June. “You’ve got the most perfect natural-looking boob job ever!

What was it you asked for?” And, to the surprise of all, the Kylie Cosmetics founder actually replied — with her exact breast augmentation order and the name of her surgeon, Garth Fisher. Just a month before, her mom, Kris, had been equally forthcoming, crediting surgeon Steven Levine with her rejuvenated look and making him an overnight celebrity.

Kristin Cavallari has revealed the exact number of ccs she had injected for her own breast augmentation (“Everyone thinks I went a lot bigger but I’ve just pushed them up a couple times”). Ricki Lake not only announced on

Andy Cohen’s *Watch What Happens Live* that she had a neck and lower facelift, she gave a “shout-out” to L.A. plastic surgeon Allen Foulad.

And not to be outdone, *Shark Tank* star Barbara Corcoran posted on Threads, “Heard the cool kids were sharing their plastic surgery secrets,” and ran down a whole laundry list of procedures: three facelifts, a brow lift, neck lift, eye lift and something called “ear filler” (which sounds horrifying but simply plumps sagging ear lobes).

The trio of pronouncements came in the wake of many others who have revealed their surgical secrets in recent years (such as Anna Faris, Chrissy Teigen and Kaley Cuoco).

Cosmetic procedures were once only whispered about, carefully timed around the holidays to create the illusion that a restful getaway had erased wrinkles, brightened tired eyes and restored a youthful, refreshed look. So why are celebrities suddenly letting slip

their nips and tucks and making stars of their aesthetic physicians?

Various surgeons and pundits have publicly offered theories: that there’s a generational shift now that millennials and Gen Z have grown up in the era of Botox and fillers; that social media has pushed users toward confessional frankness; or that the publicity is quid pro quo. (“There is definitely, without a doubt, an exchange [in some cases], we all know that there is an exchange,” as one knowledgeable source tells *THR*. In other words, free work for free press.)

And then there’s simply the Kardashians of it all. They certainly have the money to pay full price. But the TV and social stars have evolved under the microscope and in that time have developed a rather liberal concept of discretion.

“These celebs are making it a non-story by taking back the narrative,” says Julie Obst, co-founder of LA Beauty Connect, a

The trend is less common among men. There have been extremely few male stars who have admitted to plastic surgery (Marc Jacobs and Joey Fatone, among them). And while a quick Google Image search will reveal no shortage of A-listers with formerly D-list hairlines, rare are those who will cop to getting a transplant: Joel McHale and John Cena are exceptions. In Cena's case, he said he was "bullied" by WWE fans about his bald spot. "You guys ripped me to shreds for a genetic problem that I can't control," he said during an interview. "I got a problem. I try to fix it. That's what I'm doing."

Despite their historical reticence to admit

"There is something funny about sharing, 'I got my boobs at Saks and my facelift at Neiman's.' "

This increased transparency about procedures is largely hailed as a positive development — it helps puncture impossible beauty standards. Still, some worry it could also persuade more people to get surgery, particularly at younger ages, which can sometimes lead to poor outcomes and regrets. Stars have occasionally been candid about this, as well. Courteney Cox has said, “I have done things that I regret”; Sharon Osbourne dubbed one procedure “a horror show”; and Bella Hadid has said, “I wish I had kept the nose of my ancestors.” Even Kylie once said about her first breast job, “I wish I never got them done to begin with.”

Elycia Rubin contributed to this report.


The physicians Hollywood trusts – and increasingly shouts out – largely agree: Fillers and fox eyes are out, and everyone wants that natural Lindsay Lohan glow

By Beth Landman and Elycia Rubin

Glynis Ablon

With a prime location at the MBS Media Campus in Manhattan Beach, California (where James Cameron shot portions of the *Avatar* sequels), Ablon specializes in surgical and aesthetic dermatology at her Ablon Skin Institute & Research Center. She also serves as an associate clinical professor of dermatology at UCLA and is an on-camera medical consultant for NBC's *California Live*. She believes in regenerating tissues through treatments that include stem cells, exosomes and platelet-rich plasma along with non-invasive, zero-downtime procedures like EmFace: "It uses electromechanical stimulation and radio-frequency heat to lift and tighten skin."

Babak Azizzadeh



He's the facial surgeon other surgeons turn to, a Harvard-trained, world-renowned master of nerve repair and facelifts that don't look like facelifts. Co-director of the facial plastic and reconstructive surgery fellowship at USC's medical school — and a best-selling author — Azizzadeh doesn't just fix faces, he brings them back to life. But if you want Brad Pitt's face, ask someone else: "True facial beauty comes from the harmony and balance of your own features, not someone else's. What will look

facelift blepharoplasty rhinoplasty

jawline breasts tummy tuck

butt dermatology cosmetic dentistry

best is not a copy of another person's face, but a refreshed, natural and more youthful version of yourself."

Sonia Batra

If you're the kind of patient who scrutinizes a doctor's diplomas on the wall, Batra's won't disappoint. The dual board-certified Mohs surgery specialist was magna cum laude at Harvard, graduated from Harvard Medical School, completed her residency at Stanford University School of Medicine and, for good measure, earned a master's at Oxford as a Rhodes scholar. Founder of Batra Dermatology in Santa Monica and a clinical assistant professor at USC, she's acclaimed for her judicious approach to injections and innovative energy-based therapies that stimulate muscle and collagen. Lately, she notes a shift:

"Patients are seeking more natural results in which they look rewound and refreshed rather than altered."

Payman Danielpour



Danielpour is known for his no-nonsense vibe and standout transformations, and he's in high demand for natural-looking breasts. A sculpting pro with a modern edge, he's the innovator behind the Single Incision Mommy Makeover, which combines a tummy tuck and breast augmentation, all with one discreet incision, achieving maximum impact with minimal scarring. "The trend

now is toward smaller, more subtle breasts," he says. "Think the 'ballerina breast,' a term I hear often. Patients frequently mention Jennifer Aniston, Kate Hudson and Taylor Swift as inspirations."

Kay Durairaj



With a waiting room filled with TikTokers and Hollywood insiders, Durairaj is a head-and-neck surgeon specializing in rhinoplasty and blepharoplasty. She's equally respected for her minimally invasive innovations, including her Tinkerbelle Tip Lift, "an elegant, non-surgical nasal tip refinement that mimics

surgical precision and finesse with zero downtime." A trailblazer in longevity protocols, she's riding the wave of regenerative layering techniques. "I combine hyperdiluted biostimulants, platelet-derived growth factors and peptide-rich exosomes to boost collagen, elastin, texture and tone," she says.

Allen Foulad



The mastermind behind Ricki Lake's gracefully refreshed face, Foulad specializes in facelifts, rhinoplasty and facial reconstruction. Patients seek him out for tasteful, balanced

transformations that reflect a broader shift in aesthetics. "It's less about chasing a specific look or radically altering one's appearance," says Foulad. "Patients want to look more refreshed and in harmony with how they feel. The best outcomes now don't announce themselves. They're quietly powerful, enhancing identity rather than masking it."

Karyn Grossman



Grossman has long been a go-to for natural-looking beauty upgrades, drawing a devoted, star-studded clientele that reportedly includes such discerning faces as

THE RISE OF THE \$200,000 PENIS

'Down Under treatments' for men are increasingly common, but there's one procedure that's still kept under wraps. 'They think their boss is going in for a facial, but they're actually getting their penises injected' **By Oren Peleg**



When Beau Butler recently underwent "hole-tox" treatment, he was not shy about the procedure, also known as anal Botox. The adult film star and OnlyFans performer documented the procedure for social media, where it has amassed more than 400,000 views on Instagram since posting July 5. "I get hole-tox for my job and just for overall comfort," says Butler. "A lot of people I know are just too tight," he adds, which can mean anal penetration will lead to hemorrhoids and other complications.

Butler believes that despite more people being open about their procedures, there is still a stigma in the adult film industry against men getting them.

"Every adult female performer has a BBL, boobs, lips, hair extensions," explains Butler. "But with men, it's supposed to be nothing, not even steroids. There definitely is a little bit of a stigma, although I know that everybody's had something done."

For Jason Emer, a West Hollywood dermatologist who specializes in male genital enhancements (or, as he calls his specialty, "Down Under" treatments), social media has been a boon. "All these people are seeing it online, and they're wanting to do it," Emer notes. Beyond hole-tox, one of his more popular treatments is penis enlargement.

To achieve a larger, fuller penis, Emer uses hyaluronic acid filler and polymethyl methacrylate, a kind of medical-grade acrylic. To add a half inch or an inch, the average man will need 20 injections, which go into the shaft, the head of the penis and at the base near the mons pubis. Sound painful? "I use nerve blocks," says Emer, adding they take effect within seconds and leave no lingering pain. (For those keeping track at home: Women receive no anesthesia for an IUD insertion, but

men receive nerve blocks for penis enlargement.)

Twenty syringes of filler is just an average. According to Emer, larger members require more injection, as do men who want more than an inch increase. A man with an 8-inch member who wants to go even bigger may need 60 syringes. As graphically detailed on Emer's X account, one patient received about 120 injections over the course of a year. And at \$750 to \$1,200 a syringe, that adds up fast, with a full penis enhancement treatment running \$200,000 or more.

"When someone says to me, 'Oh, wow, that's very expensive,' I say, 'Well, it's priority,'" Emer explains. You want a Rolls-Royce package? It's going to cost you Rolls-Royce dollars.

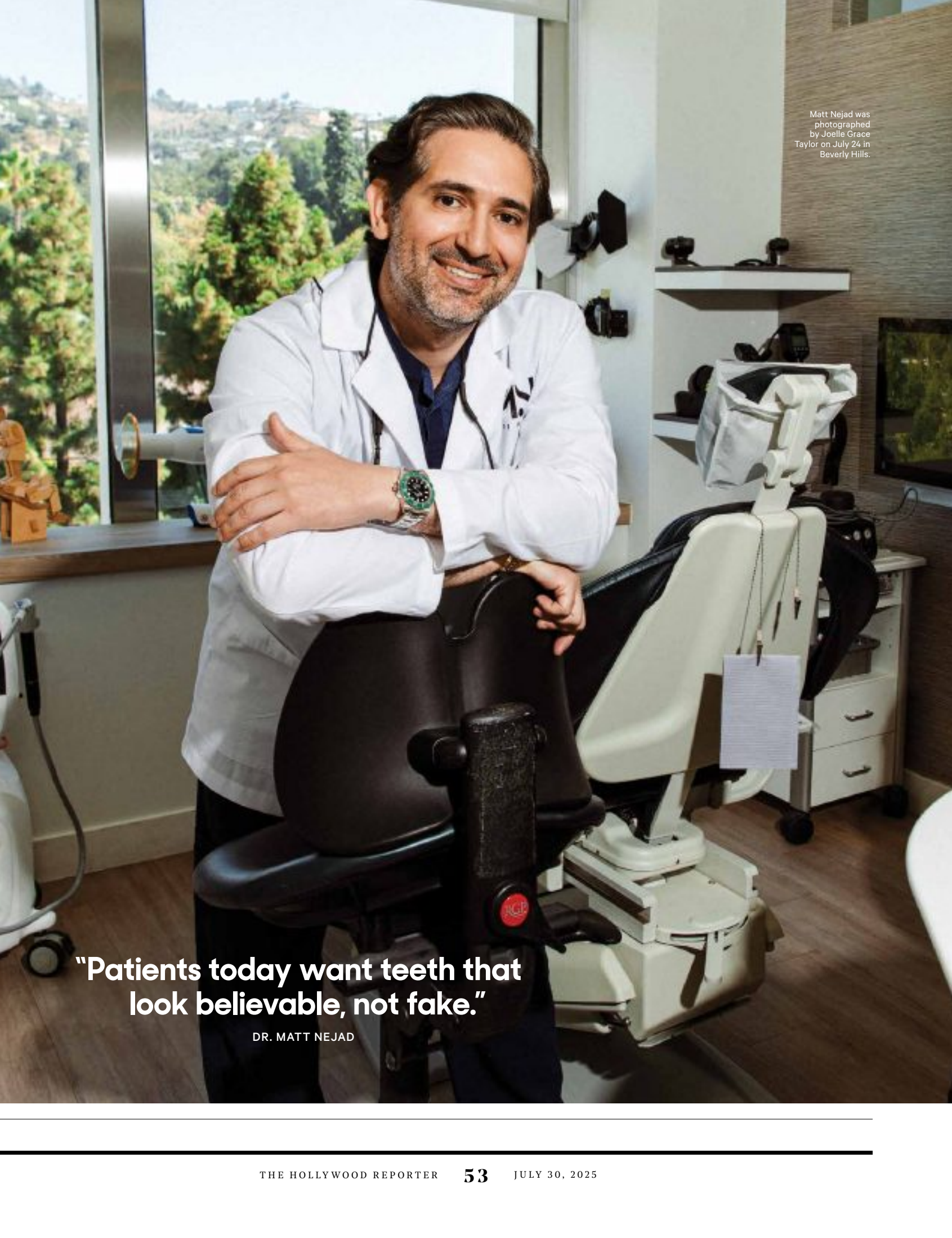
Emer says he has many celebrity patients, including two in Malibu who used to fly him out via private helicopters every four to six weeks for various treatments. And while declining to reveal the name, he also describes one penis enhancement client as a "very successful" Black celebrity in his late 50s who is recently divorced and on the dating scene. "He looks very young and muscular," says Emer.

Despite the doctor giving *THR* some hints about his clients' identities, the Emer Clinic prides itself on its anonymity. Those wanting to avoid public view can enter through the building's parking structure, and appointments are set early in the morning and on weekends when the office is empty.

"Even their personal staff have no idea what I do," says Emer. "They think their boss is going in for a facial, but they're actually getting their penises injected."

Maybe the rich and famous are just like us: insecure about their bodies, except with the money to do something about it.

Illustrations by **Layer 0**



Matt Nejad was
photographed
by Joelle Grace
Taylor on July 24 in
Beverly Hills.

**"Patients today want teeth that
look believable, not fake."**

DR. MATT NEJAD

Gwyneth Paltrow and Molly Sims. She's known for her clinical precision and unwavering commitment to subtlety. Her signature philosophy? Elevate what's already there so you still look like yourself, just more luminous and like you've finally had eight uninterrupted hours of sleep.

Faryan Jalalabadi



Jalalabadi is young (he got his M.D. from UTHealth

Houston in 2015 and completed his fellowship at USC in 2022), and so are his clients, in their mid-40s on average. He's known for cutting-edge facial surgery techniques, including fat grafting to address volume loss. "Because of the normalization and miseducation of hyaluronic acid fillers, most people end up with an overfilled face full of complications," he says. "These products are foreign objects that do not belong in your face. Fat is your own tissue, rich in stem cells, which also improves the quality of the tissue around where it is placed and is much more palatable for younger patients who are not ready for the operating room or facelifts."

John Layke



A rhinoplasty and facelift specialist, he's also the

co-founder of Beverly Hills MD, a cult-favorite skin care line. One trend he's glad to see deflate? The proliferation of Brazilian butt lifts. "We're witnessing a clear decline in the number of BBL requests," he notes, attributing it to a shift toward more natural, balanced enhancements. For him, the future of cosmetic procedures lies in subtlety and longevity.

Marc Mani



To avoid the dreaded telltale scar in front of the ears, Mani



Can You Trust a Doc Who's Not on TikTok?

For top surgeons, social media is increasingly becoming a professional requirement. Not everyone's happy about that **By Gary Baum**

Plastic surgery, until recently, remained a mystery. Clients kept it hush-hush. Doctors were discreet. This was a taboo business and operated accordingly.

Now the realm is unguarded and unashamed. Yet L.A.'s most in-demand cosmetic specialists are mixed about their work's metamorphosis in the era of social media oversharing. "It's a lightning rod, a double-edged sword," says Dr. Garth Fisher, known for his role on ABC's 2000s-era series *Extreme Makeover*. "It's increasing awareness and increasing procedures, but patients also increasingly have unrealistic expectations."

Christine Chiu, star of Netflix's *Bling Empire* and managing partner at her husband Dr. Gabriel Chiu's practice, agrees: "People come in with a lot of misinformation — about price, recovery time, results. We need to reeducate." Explains Dr. Chiu, "Patients used to arrive with a clean slate, an open mind. That's changed. They'll say, 'I love what Kylie Jenner got,' and ask for the same [breast augmentation technique], yet their own proportions are different." His wife, with 1.5 million followers on Instagram, adds, "The point of this work is that it's customized."

Other specialists are more sanguine. Dr. Jason Diamond, who made his name on E!'s reality series *Dr. 90210* two decades ago, now regularly posts and reposts endorsements from such clients as Katy Perry, Nikki Glaser and Chrissy Teigen. "In the past, nobody wanted to talk about what [work] they've done, and that's changing, especially when people can do it on their terms, on their accounts," Diamond says. "It becomes a badge of honor."

Dr. Kay Durairaj, who collaborates with an in-house team on her social output for her 350,000 followers, believes that content generators such as herself — in tandem with "transparent celebrities like Jane Fonda" — make the conversation around beauty ideals more honest: "You don't



Chius Wisely
Dr. Gabriel Chiu and his wife, *Bling Empire*'s Christine Chiu.

"By the time I meet somebody, they've been watching me for months."

DR. ANDI-JEAN MIRO

get these results just by drinking green juice. There are many interventions you can consider. Let's talk about them."

Not long ago, most doctors in the cosmetics space considered platforms like Instagram and TikTok a mere marketing adjunct to their brochure-like websites. "It was complementary," says Dr. Babak Azizzadeh. "Now, it's central." Concur Dr. Michael Newman, "Even if you're referred by word-of-mouth, people still look you up on social media."

Credibility is verified before a consult by scrutinizing accounts' posts for technique, taste and — based on persona — anticipated bedside manner. "I tell a lot of stories about process; it's education," says Dr. Andi-Jean Miro, a cosmetic dentist specializing in veneers, about her social output. "People also get to know me. By the time I meet somebody, they've often been watching me for months."

Of course, doctors' online presentation (or savviness in employing others to help them) doesn't bear any axiomatic relationship with actual scalpel-in-hand creative vision or technical skill. "There's a lot of smoke and mirrors," says Dr. Payman Danielpour. "Expertise is about training and experience, not vamping."

U.S. plastic surgery trade associations have in the past discouraged direct-to-consumer advertising, believing it to be incompatible with medical ethics. However, rules and norms have loosened about promotion as the field has evolved. While some physicians tout starry clientele, it's rarely known whether those celebrities have a business arrangement with their doctors in exchange for the use of their bold-faced names. They may receive complimentary procedures or more direct compensation.

Potential clients should also keep in mind that some doctors may push limits to sculpt their online reputations, hiring outside marketers to generate positive reviews — "You can go to companies based in India for that," one surgeon explains — and siccing lawyers on dissatisfied clients who post negative reviews. (Health care confidentiality laws prohibit doctors from publicly responding to such critics.)

Another issue: the digital fraud of doctoring before-and-after visuals. "The good thing," observes Dr. Charles Galanis, "is that patients are far savvier about noticing when [an image] isn't authentic than they were even a few years ago."



What's Up, Doc? Dr. Jason Diamond regularly shares endorsements from his celebrity clients on his Instagram.

According to many of the physicians who spoke with *The Hollywood Reporter*, video calls' increasing pervasiveness since the onset of the pandemic in 2020 — termed the Zoom Boom among industry insiders — has been one of the most notable shifts in recent years. "As a result, people just became a lot more conscious about their aesthetics," says Dr. Ben Reyhani, a cosmetic dentist. Explains surgeon Michelle Lee: "How you see yourself on Zoom is different than how you see yourself in the mirror, where your brain automatically erases the asymmetries of your face," adding that the use of beautifying filters is now so standard that "people come in, hoping to reconcile that filtered lens to their reality."

Reyhani notes that the current moment in turn offers its own form of accountability, in that social media has "opened your work to not just be judged by your patients, but by every follower who sees the before-and-after photo."

pioneered the Endoscopic Face Lift, or Scarless Lift. "It's popular with entertainers in their 40s and 50s who know it's good to get a jump on aging and are tired of fillers. And they don't have to worry about anyone seeing their scars, even their makeup artists and hairstylists," he says. Another celebrity-approved and officially trademarked technique is Mani's MIST procedure. "I take a patient's fat and extract the stem cells, injecting them liberally throughout the face and neck," he explains. "The cells generate new blood supply and reverse aging changes like sun damage, fine lines, enlarged pores and melasma."

Jon Marashi



Don't let the laid-back Cali energy fool you.

The skateboard-loving doc is also the expert smile architect behind the gleaming grins of Matt Damon, Kate Hudson and Tom Hanks. His guiding dental philosophy? A smile should amplify your natural features — not scream veneers. His most requested celebrity inspiration? Margot Robbie. "She won the genetic lottery," he says, "and the natural beauty of [her smile] resonates with people."

Bernard Markowitz



Widely admired for transforming patients into

"their absolute best selves," Markowitz has been a plastic surgery powerhouse for more than 30 years. He specializes in face and neck lifts and blepharoplasty, using techniques that restore aging tissues to their youthful position, naturally and elegantly. His approach is simple: "Look better, not different. Refreshed, not done."

Guy Massry



Given the complexity of his oculoplastic surgeries, it's a wonder he has

Sarmela Sunder
was photographed
by Joelle Grace
Taylor on July 24 in
Beverly Hills.

**"Ten years ago, it was 60- to
70-year-olds getting facelifts.
Now, it's mainly patients in their 40s."**

DR. SARMELA SUNDER

time to be active on Instagram, where he frequently shares thoughtful insights and guidance — and warnings about fillers (he’s an outspoken advocate of dissolving filler before surgery). An educator and surgical innovator known for his signature brow recon-tour (aka brow lift), Massry prioritizes long-term outcomes over fleeting trends like the notorious fox-eye lift, which he steers patients away from. “Many are unhappy after, and it’s tough to reverse,” he cautions. “I’d think long and hard before doing it.”

Tess Mauricio



Remember when Khloé Kardashian revealed her melanoma scare in 2022? Mauricio was the dermatologist who performed the biopsy on her cheek that caught it early. With a clientele that includes Paula Abdul, Marla Maples and Cardi B, the founder of M Beauty Clinics in San Diego and Beverly Hills is a pioneer in regenerative treatments — everything from PRP, PRFM and exosome therapy to multi-tissue extracellular matrix, nanofat stem cells and hair stem cell-derived secretomes. “These treatments work with the body’s own biology to rejuvenate and repair skin, improve texture, wrinkles and even stimulate hair growth,” she says.

Matt Nejad



The mild-mannered wizard of biomimetic dentistry blends precision science, integrity and artistry to create bespoke, authentic smiles. When he’s not fine-tuning the grins for the likes of Beyoncé and Jay-Z, or Brooklyn Beckham and Nicola Peltz, he’s training dentists throughout the world in techniques he pioneered. Driven by a passion for digital design, CAD/CAM technology and 3D printing, Nejad champions a new era in cosmetic



Not Your Grandma’s Facelift

Good old-fashioned skin stretching is back in vogue — and costs up to six figures. Is it worth it? ‘The price tag alone doesn’t guarantee excellence’

By Elycia Rubin

Facelifts have come a long way from the startled, windswept looks that once abounded on Rodeo Drive. “They used to be looked at as what older women got — grandmothers and women who looked pulled,” says Julie Obst, co-founder of LA Beauty Connect, an elite plastic surgery consultancy. “They were last resorts for people who had aged out of their youth.”

Not anymore. Whether it’s a subtle enhancement or a full reboot, the facelift has become “much more socially acceptable,” and “so advanced in their techniques you can barely tell if a person has had them done, so more people are running out to get them,” Obst says.

Plastic surgeons typically perform two types of lifts: SMAS, or submuscular aponeurotic system, and deep plane. Dr. Sarmela Sunder explains the difference: “SMAS facelifts tighten the superficial muscular layer of the face by lifting and repositioning it, improving sagging in the cheeks and jawline,” she says. “Deep plane

facelifts go beneath the SMAS layer, releasing the facial ligaments that anchor the soft tissues, which allows for a more significant release and subsequent lifting of the face.” Think of SMAS as more surface-level, whereas deep plane goes, well, deeper, often resulting in more dramatic results.

In recent years, some highly sought-after doctors have dramatically raised their facelift fees to over \$100,000. That’s a brow-lifting sum, considering many of the most skilled surgeons charge between \$30,000 and \$75,000. “Some surgeons feel that if patients are willing to pay, they can increase the price accordingly,” says Sunder. “I personally don’t agree with charging exorbitant prices just because you can.”

The higher-priced surgeons are generally found in cities where the cost of living is greater overall. “You’ll pay more in Los Angeles, New York, Miami and London,” says Melinda Farina of Beauty Brokers. But she warns that “higher fees often reflect experience, surgical complexity and demand, not necessarily quality.” As she tells *THR*, “The price tag alone doesn’t guarantee excellence. That’s where proper vetting comes in. There are exceptional surgeons in other regions charging significantly less, but unfortunately, there are also many who overpromise and underdeliver.”

A facelift, she emphasizes, is never just a transaction: “It’s a highly individualized procedure that requires long-term planning, precision and trust. It should never be treated like a trend or a luxury status symbol. And the more people keep speaking about and hyping up a few surgeons, the higher the prices will continue to go.”



Give Me Some Skin Facelifts “used to be looked at as what older women got — grandmothers who looked pulled,” says Julie Obst, co-founder of LA Beauty Connect.

dentistry — one defined by minimal invasiveness and natural-looking results. “Patients today want teeth that look believable, not fake,” he says. “They’re more aware of the subtle details that make a smile feel real and refined.”

Kameron Rezzadeh



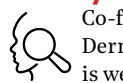
There’s a reason people who crave a natural, rejuvenated look flock to Rezzadeh’s office: His subtle rhinoplasties and facelifts never scream “done.” Surgical restoration is trending more than ever right now, and he’s noticing a shift in his clientele: “I’m doing lots and lots of facelifts in younger patients, particularly those in their 40s.”

David Samimi



As a founding physician at Eyesthetica (The Eyelid & Face Experts), Samimi can claim Academy Award winners and industry leaders among his clients. He’s renowned for his minimally invasive brow lifts, upper and lower blepharoplasty, aka eyelid surgery, ptosis or drooping eyelid correction and facelifts as well as his trademark Restore Technique — a meticulous fat-grafting method that replenishes volume in the temples, cheeks and eyes, achieving filler-free results. “This approach helps me deliver natural, safe and long-lasting rejuvenation,” he says.

Nancy Samolitis



Co-founder of Facile Dermatology, Samolitis is well versed in injectables and lasers and is a leading expert in skin health and medical dermatology. Refreshingly straightforward, she is committed to achieving real results without unnecessary fuss. “There are a lot of treatments buzzing in the

rejuvenative medicine space that sound interesting — for example, PDRN, exosomes and skin boosters,” she says. “But many of them are not approved by the FDA, nor do they have robust data to prove they do anything. I am excited about figuring out which of these is the most effective and useful.”

Ava Shamban



A Harvard-trained dermatologist and laser expert, Shamban has served as assistant clinical professor at UCLA Geffen and is the founder of AVA MD Dermatology, SKINx5FIVE

natural results) as well as precision reductions and advanced body contouring. With the rising influence of the GLP-1 trend (think Ozempic), Slack has seen an increase in patients seeking tummy tucks and breast lifts to address loose skin. “It’s a synergistic process,” she explains. “Patients lose weight and improve their health, and we step in to help complete the transformation.”

Sarmela Sunder



The secret behind some of

modified extended deep plane facelift) and his signature Cupid Lift (a deep plane upper-lip lift), he also specializes in hair transplants. Talei is particularly excited about Hallura. “It’s a new filler coming out of Israel that seems to prevent problems such as filler fatigue,” he notes.

Victoria Veytsman



Acclaimed for proprietary techniques such as her ultra-refined custom porcelain veneers and minimal prep veneer placement, Veytsman combines the science of dentistry with aesthetic intuition at her Manhattan and Beverly Hills studios. Dr. V, as her clients (including Hailey Bieber, Angela Bassett and John David Washington) affectionately call her, is the creator of the Five-Pillar Smile Makeover, an approach that integrates emotional wellness and holistic health. “And this is what excites me most,” she says. “We’re not just designing beautiful smiles, but through oral health, we’re supporting brain health, heart health and even hormonal balance.”

Are there any extreme requests you have to draw the line at?

“Requests for specific celebrity features. True facial beauty comes from the harmony of your own features — not someone else’s.”

Dr. Babak Azizzadeh

clinics and Althaea Skincare. She doesn’t just treat skin, she transforms it, thanks to her command of the latest technologies. “Energy-based devices now include muscle and tissue tightening on the face and body. And injectables have evolved to address facial contouring and bony loss so we can rebuild structure in the jawline, cheekbone, chin and temple,” she explains.

Ginger Slack



A virtuoso in breast and body transformations, Slack practices at UCLA’s Ronald Reagan and Santa Monica medical centers. She is highly regarded for her expertise in complex breast reconstruction (including DIEP flap procedures that use the patient’s own tissue for soft,

Hollywood’s most age-defying faces, Sunder is a Johns Hopkins- and Stanford-trained surgeon who specializes in deep plane facelifts, blepharoplasty, rhinoplasty and nonsurgical rejuvenation. She works to ensure that each transformation genuinely reflects the individual. “This past year, everyone’s been mesmerized by Lindsay Lohan’s refreshed appearance,” she notes. “It’s not about looking like her — it’s about capturing that same natural, radiant glow.”

Ben Talei



With a clientele that includes celebrities, royals and industry tycoons, Talei is among Hollywood’s most sought-after plastic surgeons. Famous for pioneering the AuraLyft (a

NEW YORK

Sean Alemi



An emerging talent in the field of deep plane facelifts, Alemi specializes in neck sculpting — even reducing the submandibular gland to deliver the sharply defined jawline that patients routinely request. (Sienna Miller’s, in particular, is the most coveted reference photo.) He’s seeing younger patients turn to surgery after too many heat-based devices and fillers backfired. But don’t ask for “cat eyes.” He warns, “There is nothing natural about changing the canthal tilt in an aggressive way.”



Hair Today, Hair Tomorrow

Forget toupees or that trip to Turkey: Top hair-restoration doctors are touting less invasive treatments that, coupled with the latest tech innovations, lead to real regrowth **By Elycia Rubin**

In an image-obsessed industry, maintaining a robust head of hair isn't just about vanity — it also signals success and staying power. Check out any over-50 star still working — nearly all have full, Samson-like manes to match their career stamina. And an unknowable number have gone to great lengths, and great expense, to preserve it.

A possible miracle drug — think GLP-1 for hair — might be cropping up. Earlier this year, scientists at UCLA discovered a new molecule, PP405, that reportedly awakens dormant follicles after applying it to the scalp at bedtime for a week. Approval for mainstream use, however, might take a few years.

In the meantime, early detection of shedding is crucial. “If you catch hair loss in earlier stages, patients do much better and require less intervention,” says Robert Finney, a board-certified cosmetic dermatologist and hair-loss expert. “If you wait, the same result isn't always possible and you may have to do and spend more.” He recommends seeing a dermatologist for proper diagnosis. “Although there are many causes of hair loss, the most common type we encounter is genetic: androgenetic alopecia (AGA), and it's progressive. If not addressed, eventually those hairs will be gone forever.”

Patience also is key. “Treating hair loss should be viewed as a marathon, not a sprint,” adds Finney. “Men who are suffering from AGA

require prescription medications as early as possible. For women, three signs that it's actually genetic are: ponytail thickness has slowly declined over the years, the part has subtly widened, or the hairs at the front become wispy and break easier.”

When treating mild hair loss in men and women, Finney is a proponent of the FDA-approved classics: finasteride (via prescription and may reportedly affect libido) and minoxidil, available OTC for less than \$15: “Whether orally or topically, they can often be all you need.”

For later stages, incorporating regenerative in-office treatments can make a noticeable difference. Says Alexander GolBerg, a double board-certified physician specializing in functional and aesthetic medicine: “I'm seeing incredible results with a combination of

Platelet-Rich Fibrin (PRF), low-level laser therapy (LLLT) and exosomes, paired with targeted IV therapy to nourish the body from within.”

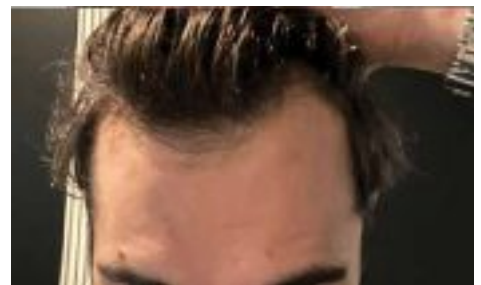
EXO is one of the newer, patented exosome-infused hair care lines offering real regrowth, which has “been shown to stimulate dermal papillae cells, follicle stem cells as well as the follicle itself,” says Dr. Robin Smith, co-founder and regenerative medicine pioneer. “In our clinical evaluations in men and women across all ages, we are seeing extraordinary growth and reduction in shedding, independent of the cause.”

Finney also recommends ultrasound and laser treatments, such as TED/Transepidermal Delivery and Keralase, respectively (\$600 to \$1,500), with the bonus that they're injection-free. He also offers ScalpStim Pro, his blend of dutasteride and growth factors used with microneedling and ultrasound to deliver ingredients directly to the follicles.

Several at-home options also are worth trying. Finney is a fan of Plated and Kerafactor serums used in combination with the Current Body LED Hair Growth Helmet and Ladoura low-level laser therapy devices. But as the \$8 billion hair restoration industry continues to explode, buyers should beware. “Many OTC products rely on buzzwords like biotin, caffeine or obscure herbs. While not harmful, they're rarely effective on their own,” GolBerg says. “If it sounds too good to be true, like ‘overnight regrowth’ or ‘miracle oils,’ it probably is.”

Even in cases of advanced thinning or visible balding, there's still a path forward. “While transplants remain an option, many of my patients now prefer a less invasive approach. We can improve density without surgery. I've seen some truly transformational results over time,” adds GolBerg.

As for transplants, which can cost upward of \$40,000, Finney poses a warning: “It should always look natural, and if it doesn't, you picked a bad surgeon or flew to Turkey [where fees are much lower]. A Turkish hairline is visible a mile away because they create perfectly straight hairlines, and it's an unnatural look. A good surgeon will stagger it and use follicular units with a varying number of follicles to make the procedure imperceptible.”



Hold the Line This follicular-challenged male, a patient of Dr. Robert Finney, was already on topical or oral finasteride and minoxidil and had stalled — then he turned to Finney's ScalpStim Pro treatments.

Macrene Alexiades

Sienna Miller doesn't just inspire Alexiades' clients — she actually is one. So are Nicky Hilton and Brooke Shields, the latter having turned to the Harvard-trained dermatologist after a tattoo mishap left her brows orange. Alexiades leans on lasers and such active ingredients as peptides, amino acids and hyaluronic acid to restore glow. "Let's face it," she says. "My patients look better now than they did in their 20s."

Sherrell Aston

A legend on the East Coast, Aston ran the Manhattan Eye, Ear and Throat Hospital, where many of the top plastic surgeons trained, and is rumored to have tweaked the faces of Catherine Deneuve, Carolina

What innovations and new technologies are you excited about?

"The addition of regenerative medicine and gene-editing therapies." Dr. John Layke

Herrera and Pamela Harriman. He is as comfortable with men's visages as women's, and word is he worked on Sting and Trudie Styler, as well as Anna Wintour and her then-partner Shelby Bryan. A master of the SMAS technique, he's noticed a surge in lateral subcutaneous brow lifts, which preserve the hairline. And he says good riddance to the recent fad for buccal fat removal, because it's "a good way for a 20-year-old to look 40."

Doris Day

The veteran dermatologist, who shares a name with Hollywood

royalty, treated Barbara Walters and still sees Vanessa Williams, and thinks the backlash against injectables has gone too far. "There is a lot of fearmongering that comes from those who regret overdoing it, and plastic surgeons are feeding into it," she says. "So now people trying to reverse injectables and plastic surgery is the new trend." She believes in getting to the root of wrinkles, rather than trying to simply erase them. "I look at where the line is coming from and get rid it before it occurs," she explains. The tool she is most excited about is the Sofwave, which tightens and lifts with

ultrasound. "The biohacker Bryan Johnson even got his own machine to use at home," she notes. But it's Lindsay Lohan's youthful eyes that are being requested, not Johnson's.

Dendy Engelman

Engelman is bullish on the latest Korean energy devices, which she says are less expensive and avoid the fat atrophy of earlier machines. Plus, they're more comfortable. "They are way less painful and great for those who don't need a \$250,000 facelift," she says. She's noted a recent shift in focus toward the neck

FROM NOSE JOB TO NO JOB

You think you look better, but fans and casting directors might not agree **By Seth Abramovitch**

Back in 1996, Howard Stern peered over *Private Parts* director Betty Thomas' shoulder as she reviewed dailies and didn't like what he saw. He felt his nose looked too big.

"He wanted me to remove one shot taken from his 'bad side,'" Thomas told *The Hollywood Reporter* in 2020. "I said, 'I can't remove the shot.' Then he went and got a nose job right after that — and it was before we did the reshoots. You can notice [his nose change] in the movie."

Stern is hardly the first star whose aesthetic tweaks have thrown curveballs mid-production. Some have even derailed careers entirely. Most famously, *Dirty Dancing*'s Jennifer Grey saw her incipient stardom go up in smoke after two rhinoplasties, undertaken in the early 1990s at the urging of her mother, left her unrecognizable to people who'd known her since childhood.

"Overnight I lose my identity and my career," Grey wrote of the chapter she refers to as "schnozzaggeddon" in her 2022 memoir.

To adapt, Grey veered toward supporting roles and voice acting. Grey's was a cautionary tale, and her name became synonymous with taking plastic surgery too far. In 2007, *The New York Times* referred to Ashley Tisdale as suffering from "a minor case of Jennifer Grey syndrome" after the *High School Musical* star underwent a deviated-septum procedure, the results of which shocked fans.



"Schnozzaggeddon" *Dirty Dancing* star Jennifer Grey wrote that after her rhinoplasties, "I lost my identity and my career."


Far more common problems, however, are fillers and Botox, whose plumping and paralysis can read as uncanny and emotionless on camera. "I have done fillers and it's been good, and I've done fillers and it's been bad," *And Just Like That* star Kristin Davis said in June 2023. "I've had to get them dissolved and I've been ridiculed relentlessly. And I have shed tears about it. It's very stressful."

Freakier Friday star Jamie Lee Curtis, meanwhile, raised eyebrows with a July 26 *Guardian* interview in which she decried a "genocide of a generation of women" who have "disfigured themselves" through "chemicals, surgical procedures and fillers." Curtis says she regrets undergoing an eye procedure in her early 20s at the urging of a cinematographer, who complained of the "bags under her eyes."

Even for reversible procedures, production schedules don't have time to allow faces to return to normal — leading to awkward, sometimes devastating moments on set. "We brought back a fan-favorite character a season later for an episode and they had obviously gone overboard with Botox and lip fillers," says one leading Hollywood casting executive. The shoot went on as planned. "But the producers were not happy and we never brought that actress back. They just would not consider her," the pro says. "She was young, so what she had done was even more jarring."

"The biggest issue is females who have had face work taking themselves out of the running for projects that are time-period specific," says another top casting director. "Just for the obvious reasons that eyes didn't get done then and filler wasn't invented yet."

The executive adds that it's not a woman-only thing, citing one male star "who had his face completely redone and looked unrecognizable. Unfortunately, he took himself out of the running for a lot of work."



Allen Foulad was
photographed
by Joelle Grace
Taylor on July 24
in Beverly Hills.

"The best outcomes now don't announce themselves. They're quietly powerful, enhancing identity rather than masking it."

DR. ALLEN FOULAD

and jawline. “I love the trend of balance,” she says. “Botox was used mainly on the forehead and for fillers on the cheeks, but now the lower face is having a moment.”

Brett Kotlus



When rapper Doechi wore visible face tape to this year's Grammys to lift the corners of her eyes, ophthalmic surgeon Brett Kotlus

saw it as a watershed moment. “People have certainly become more aware of eyelids, and they are asking for that subtle upward tilt,” he reports. This is not to be confused with the fox eye, which plays down the arch and picks up the edge of the brow (à la Bella Hadid) and is so last year. He sees a big increase in upper blepharoplasty, which, unlike lower lid surgery, can now be done under local anesthesia: “It’s become a

no-brainer, so people are starting to do it at 35 to 45, to get ahead of it.”

Michael Kraus



The natural wave also has influenced dentistry, with patients increasingly requesting to keep their own teeth but make them lighter or opt for veneers that appear natural. “They are very cautious about

getting results that are too bright,” reports Kraus, who has enhanced the smiles of Georgina Chapman, Matthew Perry, Grace Jones, Stephanie Seymour, Walt Frazier and Victoria Clark. “People are very hung up on symmetry,” he notes. “Even Tom Cruise was bothered by the unevenness of his front teeth and had them done three times.” Fillers, however, present their own challenges. “If you have filled

What to Do About ‘Ozempic Body’

Now that the whole town is hooked on GLP-1 weight-loss drugs, surgeons are scrambling to fight the sudden sagging **By Ingrid Schmidt**

For all the miraculous effects attributed to GLP-1s like Ozempic — from craving suppression to fighting inflammation — Hollywood’s favorite drugs do not defy the law of gravity. As they’ve grown in popularity and availability, so has the need for treatments that target that drooping skin that follows rapid weight loss.

Surgeons like New York-based Macrene Alexiades have made a specialty of it. “I have successfully treated and reversed GLP-1 sagginess in my patients with radiofrequency treatments for skin laxity reduction, combined with PRP plus artful strategic filler placement to restore key areas of atrophy,” Alexiades tells *THR*. “Usually two treatment sessions, a month apart, is enough to achieve a full correction and restoration.”

Dermatologist Simon Ourian, meanwhile, focuses “on restoring collagen and muscle mass, which are often depleted during rapid weight loss.” He says, “We use our proprietary [hyaluronic acid-based] Neustem regenerative protocol to rebuild structural support, enhance muscle tone, and restore vitality to the face and body without the risk of overfilling. For the body, we combine regenerative solutions with energy-based skin tightening and contouring to address loose skin and improve definition in areas like the abdomen, arms and thighs.”

Paul Jarrod Frank recommends second-generation scarless skin removal — a technique known as Ellacor fractional micro-coring — to treat crepey skin on the face, neck, arms, abdomen, legs and back. “Unlike microneedling, which punches holes in the skin and delivers heat, Ellacor punches holes and literally cores out just under a millimeter of skin, done thousands of times over each area to remove a significant percentage



Core Work Paul Jarrod Frank treats GLP-1-related sagging with a technique known as Ellacor fractional micro-coring. Below: Image Skincare’s Vol.U.Lift cream.

with each treatment,” the dermatologist explains. “The advantage is that you are removing, lifting and tightening skin without having to do a more aggressive surgical intervention. Holes close in 24 hours, with full recovery in five days.”

Beverly Hills dermatologist Rhonda Rand (Angelina Jolie is a longtime client) leans into a combo of facial fillers, plus “radiofrequency microneedling to help tighten the skin and high-intensity focused ultrasound to stimulate collagen at deeper levels.” She tells *THR*, “In severe cases of facial wasting, even a facelift would be appropriate. When the skin is sagging so much, noninvasive procedures may not be enough.”

GLP-1s have also ushered in a new wave of skin care products. Chicago-based plastic surgeon Julius Few (who has collaborated with Gwyneth Paltrow for Goop) recently added a \$300 topical DermaReverse serum to his product line “designed specifically for GLP-1 users experiencing GLP Face” as well as a \$195 Skin Tightening + SPF 30 with Dermatight to target sagging and laxity on the body. Image Skincare, which has a strong Hollywood following, has introduced \$134 Vol.U.Lift, developed by the company’s plastic surgeon co-founder to address volume loss, sagging and other side effects of GLP-1 usage.

Launching a whole new industry? Add it to that list of miraculous effects.



lips but they later become smaller, the proportion can look whacky.”

Lyle Leipziger



To show patients what they might look like after a facelift, Leipziger, chief of plastic surgery at North Shore University Hospital and Long Island Jewish Medical Center, has them lie down and look straight up at a mirror to counter gravity's effects. He also asks patients to bring photos of themselves over the years to study the trajectory of their droops. “It gives me a better understanding of how skin will re-drape,” he explains. He has perfected techniques for breast augmentations and lifts, incorporating internal molding and suspension alongside electrocautery to tighten tissue and stave off sagging.

Steven Levine



When Levine attended NYU School of Medicine, he could never have imagined that one day a patient of his would spark a media firestorm and turn him into a star. Despite not having posted on Instagram in five years, Levine has amassed hundreds of thousands of followers since Kris Jenner named him as the facelift surgeon responsible for her transformation. Countless others, including doctors, have taken to social media to weigh in on his “deep plane” facelift method, even though Levine is actually known as an SMAS surgeon. “I try to ignore all the press,” he says. “My only focus is the patient in front of me. He or she doesn't care who I operated on yesterday or last week. They want to make sure I do the best job for them.”

Marc Lowenberg



Once seen mainly on the privileged, veneers have become more

mainstream, according to Lowenberg, who treats Amanda Peet, Julianna Margulies and Chris Rock. He attributes the shift to social media. “In the past couple of years, I've seen so many people take loans to get them,” he observes. While younger patients may lean toward a more natural look, he says, many still opt for higher brightness. “People who are aging want more of a pop because, as you get older, your teeth get darker. Senior patients are coming in after decades to get a new set, and younger first-timers still want a dazzling smile.” Lowenberg adds that brighter teeth illuminate an aging face, and “Those people have the attitude that if they are spending a lot of money, they want bling.”

Robert Raimondi



Raimondi's patients are willing to give up a little luster on their teeth for a more natural appearance and are becoming much more active in the aesthetic process. “They will go to any lengths to be involved, so we implemented a new flow in the past eight months, where we create a digital version of their smile and they make changes to it,” he explains. A temporary set is then made, and the interactive process is repeated. “The process is actually fun,” he says. The trend leans toward less boxy chompers, with more curves: “It's a shift to less prominent and more inviting.”

Anetta Reszko



These days, Reszko's office follows a proactive, regenerative approach, emphasizing definition and softness over traditional volume placement. And nobody asks for Kybella injections anymore. “We're moving away from fillers and fat-fighting treatments,” Reszko explains. “Instead, we



SALMON SPERM: SPAWN TO BE WILD

No, it's not a joke. Celebrities like Jennifer Aniston and Denise Richards really are lathering their faces in fish ejaculate

Forget snail slime and bird poop. The latest miracle goo slathered on celebrity faces is salmon sperm — or, as it's more politely known in the beauty biz, polynucleotides. And yes, it's exactly what it sounds like.

Kim and Khloé Kardashian, Miley Cyrus, Charli XCX, Denise Richards and even Jennifer Aniston have reportedly dabbled in this piscine potion, which originated in South Korea, where a company called Rejuran has been injecting salmon DNA fragments (chosen for their uncanny similarity to human DNA) into faces for over a decade. The goal? Glow, plump, camera-ready skin. Think trout farm meets red carpet.

In the U.S., where the treatment isn't yet FDA-approved for injection, the salmon sperm serum is typically applied topically — usually after a microneedling or laser treatment to help it sink in deeper. It's gained such popularity that Beverly Hills dermatologist Harold Lancer warns against “cheap knockoffs made out of a crappy trout.”

Among the true believers is L.A. derm Ava Shamban (whose clients include Angela Bassett and Michelle Yeoh), who uses it as part of a three-step glow-up: microneedling, followed by salmon DNA, capped with a carboxy gel mask. “It stimulates collagen and reduces inflammation,” she says. She compared the mask's effect to a hyperbaric oxygen treatment, for that fresh-from-the-womb finish.

Shamban isn't alone. Beverly Hills cosmetic doctor Simon Ourian (famously linked to the Kardashians) calls it a solid option for short-term luminosity and hydration, but warns it's no fountain of youth: “Results typically last just a few weeks.”

Meanwhile, New York-based Paul Jarrod Frank (Madonna, Marc Jacobs) offers a \$1,500 version but admits it's not his go-to anti-aging tool. “There are other treatments with more consistent, clinically backed results,” he says. Still, for younger patients seeking a quick glow before a big night out?

Fish sperm, apparently, is the catch of the day. —I.S.

From left: Charli XCX, Kim Kardashian and Jennifer Aniston are reported users of polynucleotides.





RED CARPET READY IN 12 HOURS

When it comes to recovery time, patients are become less and less, well, patient

By Ingrid Schmidt

Those in the spotlight can't afford to stay outside of it for long. Many are demanding near-immediate gratification following cosmetic surgery, pushing recovery time ever closer to zero. "There are some people who won't settle for anything less" — or rather more — "than 12 hours of healing," says Beverly Hills dermatologist Harold Lancer (Margot Robbie, Victoria Beckham, Christina Ricci, Kim Kardashian). "If they can't have the procedure at 7 a.m. and look great at 8 p.m., they're not happy. Other people will tolerate 36 to 48 hours of healing. Ninety-six hours is pretty much where it ends." As a result, hard-core procedures that require long periods of recovery — such as CO₂ laser resurfacing or extreme chemical peels, which require six to eight weeks — are becoming less popular. "The newest laser on the block is the AuraLux 2910," notes Lancer, "which is highly maneuverable to almost zero healing downtime."

In more and more cases, doctors are able to accommodate patients' impatience. Simon Ourian says that his clients "want body shaping without downtime," driving demand for "injectable butt contouring and energy-based skin tightening for abs and arms." For her part, dermatologist Macrene Alexiades (Sienna Miller, Brooke Shields, Hollywood makeup artist Gucci Westman) increasingly turns to the new neurotoxin BoNT/E, in development by Allergan Aesthetics, for everything from liquid nose jobs and facelifts (often in combination with Botox) to a trend of injecting the trapezius muscle to improve the neck and shoulder line. Though its effects don't last as long as Botox (about two to three weeks), it boasts a nearly immediate onset, measured in hours. "When we don't have the luxury of waiting for Botox to kick in, this is great for treating my patients right before an event or if they are in front of the camera the next day," she says.

focus on rebuilding skin from within using growth factors, peptides and exosomes — bioactive molecules that mimic those naturally produced by our own fibroblasts." These ingredients stimulate stem cells, replace aging cells, initiate new skin tissue formation and decrease inflammation. Adds Reszko: "We are replacing cells that are 30 or 40 years old and making new skin."

David Rosenberg



Rosenberg appreciates the new candor among high-profile patients who proudly credit their plastic surgeons. "It's an incredible change, and I benefitted from that," he says, referring to how Kelly Ripa name-checked him in her book, in addition to other welcome celebrity callouts. "It's very generous to their fans to be so honest," he says, "because many people have had work and say it's just skin care products." He is one of the best known practitioners of the deep plane facelift, which leaves the skin and muscle attached. "Lifting the muscle up with the skin is like redrawing a bed sheet, so that symmetry is all done together," he explains. He has recently introduced the "mini deep plane," a version for people in their late 30s, that stops sagging before it begins. It doesn't require as much surgery, but, unfortunately, does require as much money.

Larry Rosenthal



Laminates have become less prone to breakage thanks to advancements in materials, explains Rosenthal, who is reputed to have refined the smiles of Donald and Melania Trump, Wayne Gretzky and Janet Jones, and Vera Wang. "Before, if you used something stronger, it would look too thick and opaque," says Rosenthal, "But now, it's much

more translucent." He's also using advanced laser techniques to treat gummy smiles, allowing him to recontour soft tissue after veneers are in place and even to stimulate bone growth. "We can save teeth," he says. "Nothing before has done this."

Lana Rozenberg



"I like to contrast," says Rozenberg. "If you have a square face, I want to give you more oval teeth. If you have an oval face, I think more square teeth look better," says the dentist, who has improved the mouths of Colin Jost and Scarlett Johansson, Helena Christensen, Justin Theroux and Kim Cattrall, among others. "I choose a color that is the same or darker than the whites of someone's eyes — you never go lighter," she says. She has received bizarre requests over the years. "The wife of a Russian oligarch wanted her teeth to be a triangle shape and very large in the front, and I refused," she recalls. Soon, she might not be making all cosmetic decisions on her own, however. "AI can now tell you what type of teeth will be the most flattering for your face, and we will have that technology in '26," she says. Rozenberg has also brought top oral surgeon Nicholas Toscano into her practice. Not only has he been the dentist of record for a slew of model agencies and Victoria's Secret models, he has upped the bites of Hillary Clinton and Nancy Pelosi.

Robert Schwarcz



The social media labeling of "hunter" vs. "prey" eyes is not lost on oculoplastic surgeon Schwarcz, who is said to have upgraded the stares of major runway models. To give the more predatory, heavier appearance, he injects fat into the upper

lids and under the brows. “It looks more masculine,” he reveals. He also replaces filler with fat, and rather than remove deposits from under eye bags, he repositions them and grafts additional fat to fill in hollows. “I place it in the cheek eyelid junction so that it becomes a seamless transition,” he says. He also works from above: “People are getting more comfy with brow lifting and how it opens the upper eye area.”

Robert Silich



“Everybody can be a star on social media these days, so they are creating their own celebrity and want to look less cookie cutter,” says Silich, who has chiseled quite a following, from Oscar winners and studio heads to New York elite and international royals. A third-generation surgeon, he refuses to discuss his clientele and has

a strict no-social-media policy. Lately, he has noticed more attention being paid to the neck and lower face. “Even my 12-year-old niece just complimented the jawline on a boy,” he says. Luckily for Silich, those areas have long been a specialty of his, along with a mastery of natural-looking SMAS lifts.

Darren Smith



“Instead of extreme alteration, people are now seeing plastic surgery as a part of wellness,” says Smith, who specializes in body tailoring. “Over the past

18 months, I’ve seen a significant shift toward a more natural appearance; people want just a little more volume in their breasts to fill out clothing.” The trend is a bit of a relief, he says, because he had been turning down people who would come in asking to look like AI renderings of themselves. “What they wanted would have looked preposterous on an actual human,” he says.

Howard Sobel



“We are close to a cure for male pattern and female pattern baldness,” assures Sobel, who has

perked up the skin of Edie Falco, Katie Couric, Julia Hart, Carol Alt and Bethenny Frankel. His current favorite machine is the Alta TED, which uses ultrasound to penetrate exosomes and growth factor into the scalp. “Before, we used PRP and needles, which was a whole production with drawing blood, and it was painful,” he says. “This is relaxing and actually delivers more growth factor.” He sees a decline in traditional fillers and a move toward dilute Sculptra, which builds your own collagen. “The gratification isn’t as immediate because it takes months,” he notes, “but it’s a more natural way to go.”

Is there a formerly popular procedure you are rarely asked about anymore?

“Liposuction, because of Ozempic and other weight loss meds becoming increasingly accessible.” Dr. Tess Mauricio



In Your Face Simon Ourian uses AI imaging and 3D morphing to help plan interventions and visualize results.

THE ROBOT WILL SEE YOU NOW

Cosmetic surgeons are increasingly relying on AI and advanced technology to plan – and help perform – procedures

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.

Simon Ourian, founder of Epione Beverly Hills (Lady Gaga, the Kardashians-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.”

“The future is exciting,” says Ourian, “and we’re already preparing for it.” —I.S.