

# The New Trend in Cosmetic Surgery

State-of-the-Art Cosmetic Surgery Center/Medi Spa  
One-Stop Beauty with Concierge-Level Service

An Interview with  
Gregory J. Stagnone, MD, FACS



It's one of the fastest-growing trends in cosmetic surgery today. In addition to offering full-service cosmetic surgery procedures, ultramodern "supercenters" like the Plastic Surgery Center of Dallas now offer patients state-of-the-art laser treatments, Botox, wrinkle fillers, and medical skin rejuvenation to enhance their appearance and rejuvenate the skin.

It's a powerful combination of surgical and medical expertise and scientifically advanced products that allows patients to achieve their best and most youthful appearance – in a relaxing and pampering environment. In fact, medical spas have become the fastest-growing niche in the spa industry in the last two years, according to the International Spa Association.

Thanks to rapidly-expanding technology that offers new and less invasive ways to rejuvenate the face and body—with minimal or no downtime—the number of surgical and nonsurgical cosmetic procedures in the United States increased by 44 percent in 2004 to a total of nearly 11.9 million, according to statistics released in March 2005 by the American Society for Aesthetic Plastic Surgery (ASAPS).

What could the right procedure do for you? Many Dallas residents—as well as clients he's attracting from all over the world—are finding out with the help of skilled artisan Gregory J. Stagnone, MD, FACS.

But make no mistake: while it may be the patient's face or body that benefits from his expertise, "it's very often their spirit that receives an even bigger lift," says Dr. Stagnone. "Feeling and looking your best often has the effect of helping us perform better in all areas of life—both business and personal relationships."

## State-of-the-Art Facility, Compassionate, Experienced Care

As a leading center for cosmetic surgery and nonsurgical enhancements, the Plastic Surgery Center of Dallas was developed around the central concept of concierge level service with a focus on patient education to fully prepare for surgery and recovery. Created with the mission of providing the ultimate experience in patient comfort and care, it now attracts patients from all areas of the U.S. and even other countries, including Asia, Europe, Africa, Latin America and the Middle East.

In fact, the facility combines the best of both worlds: an AAAASF-

accredited surgical suite, fully equipped like a hospital operating room, in the privacy and ease of an office setting. Full general anesthesia to light sedation are delivered by board-certified M.D. anesthesiologists to optimize safety. Patients are conveniently dropped off and picked-up at the operating center door for the ultimate in privacy.

Because Dr. Stagnone maintains privileges at some of the finest hospitals in the Metroplex, overnight and extended post-operative stays are available there for patients when medically advisable. Many out of town clients, as well as those desiring a more private recovery, choose to stay at the Center post-operatively. Some patients prefer to recover in private luxury at one of many hotels that are located close to the facility, often with the services of an overnight medical professional to oversee their care.

## The Art of Science and Medicine

If you're looking for a cosmetic surgeon who will promise he will make you look like Pamela Anderson's twin sister, keep on shopping.

But if you want a board-certified, experienced professional with a sterling reputation, impeccable safety record and a commitment to the highest level of patient care...one who will take the time to thoroughly educate you, answer all your questions honestly and frankly, and will nurture you every step of the way, towards realizing your own beauty potential, you've found your man.

This Dallas cosmetic surgeon has built a reputation based on a winning combination of excellent results and extraordinary customer service. His practice focuses on cosmetic surgery of the face, breasts and body, emphasizing techniques that create natural results without the tell-tale signs of surgery.

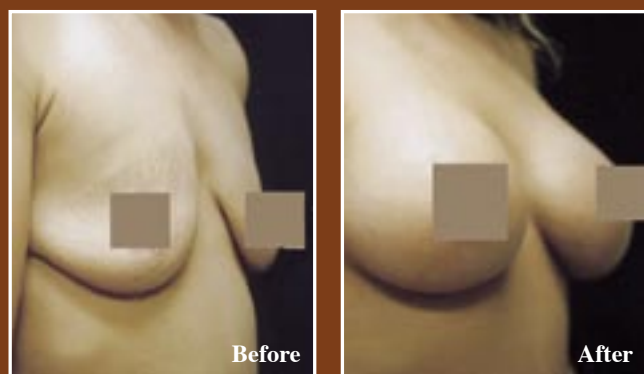
"I've modeled my office philosophy on the concept that every patient should have an extraordinary experience: one that I myself would want, as close to perfect in every way," says Dr. Stagnone.

That philosophy is evident from the moment you enter the Plastic Surgery Center of Dallas' elegant, comfortably appointed office. No rushed consult here. Instead, you'll be warmly welcomed and greeted like an old friend. Everyone on his professional staff is relaxed, personable as well as efficient and knowledgeable.

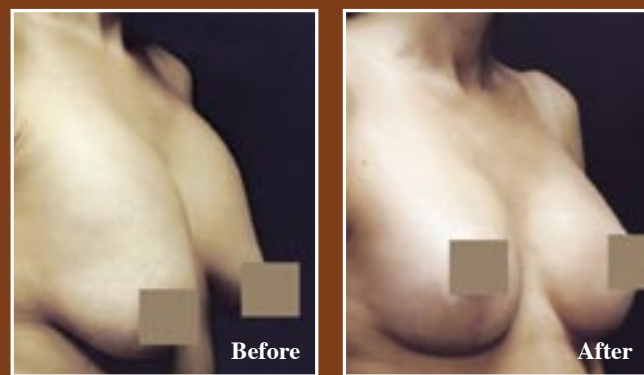
## Beautiful Breasts

In the last 14 years, Dr. Stagnone has developed a sterling reputation as a preeminent specialist in the area of breast augmentation and breast lifts. As a result of his proven expertise in the area and word of mouth from happy clients, he now performs a number of more complex corrective breast surgeries as well as artistic reshaping of the aged breast.

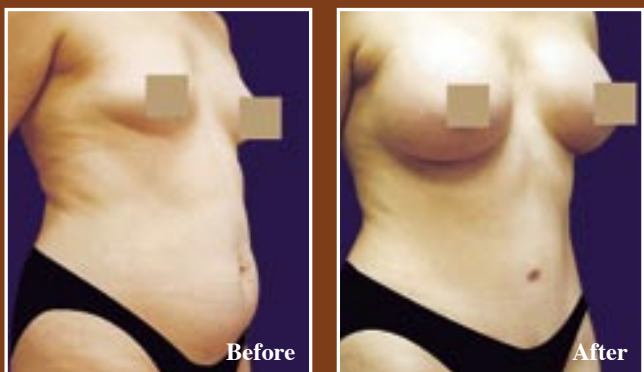
Patients now come to Dallas from around the world to receive their personal breast transformations at the hands of the master. Breast size is selected based on careful measurement to achieve proper and realistic breast dimensions. Extensive catalogues of before-and-after photos from results obtained by Dr. Stagnone are used to demonstrate realistic options. Clients are encouraged to bring in pictures they find aesthetically appealing to guide the process. As a natural extension of this expertise, a large portion of Dr. Stagnone's practice is devoted to liposuction, abdominoplasty and other body lifting procedures which go hand in hand with breast enhancement. In fact, about one-third of Dr. Stagnone's consultations today are with patients interested in having more than one procedure simultaneously. "Patients really like combining procedures because it minimizes downtime, maximizes results, and offers significant financial savings too," he says.



Breast augmentation with saline implants to restore volume



Correction of unfavorable augmentation with pocket modification, breast lift and switch to gell implants.



Total body contouring with breast augmentation, abdominoplasty and waist sculpting with liposuction.

## Male Patients Increasing

Interestingly, Dr. Stagnone has noticed another trend in his practice in recent years: a steady increase in the number of male patients. In fact, his No. 1 source of male patients is the spouse or boyfriend of a happy female client. "I see a lot of men whose wives have undergone a tremendous transformation, and the guys just want to keep up!" he says with a chuckle.

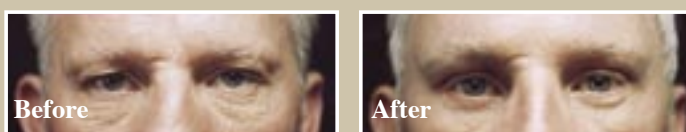
Men are commonly interested in more subtle procedures with limited downtime such as eyelid surgery. A number of male patients are interested in procedures such as body contouring, nose reshaping, and liposuction. At the Center, a highly advanced Mentor system is often utilized for Ultrasonic Liposuction (UAL), which involves the use of high-energy sound waves to soften and liquefy fat before it is removed. The technique is especially effective in areas where fat is firmer and more difficult to remove with traditional liposuction such as male 'love handles' and chest.

Dr. Stagnone always emphasizes to his liposuction patients that surgery is only a part of the process, not a quick fix. "I ask my patients to continue the process of developing a healthy lifestyle with weight maintenance and/or weight reduction and respect for their physiology. It makes for a happier and a healthier patient in the long run," he says.

### Male Cosmetic Surgery: Liposuction and eyelid surgery are among two of the most popular procedures.



Ultrasonic liposuction for 'love handles'



Upper and lower eyelid surgery with forehead lift

## CosmeticSurgeryDallas.com

### The Internet and Cosmetic Surgery

"Since we started our website in 1997 it has grown to one of the ultimate information sites in cosmetic surgery," says Dr. Stagnone. The site contains detailed information on almost every procedure available with links to a variety of specialty sites. "Now that everyone has a digital camera, Internet consultations are increasing. It is possible to establish operative plans, quote fees and even schedule procedures under the right circumstances." Dr. Stagnone emphasizes that in-person consultations are still required to confirm the surgical plan, but patients are clearly drawn to the privacy and convenience of the Internet to start the process of learning. [CosmeticSurgeryDallas.com](http://CosmeticSurgeryDallas.com) is clearly one of the premier sources of information in its field.



## A Passion for Rhinoplasty

Given his reputation for breast and body surgery, it is surprising that Dr. Stagnone's current passion is rhinoplasty. It's a procedure that requires not only professional expertise and years of study but also a surgeon who is meticulous with a subtle flair for artistry. "To achieve consistently excellent results in nose reshaping requires an aesthetic sensibility and a complex three-dimensional artistry," he remarks. "It took me nearly a decade to be really happy with my skill with this particular procedure...and to understand the subtle nuances that go into creating a beautiful nose."

Dr. Stagnone uses computer imaging with his patients to ensure that their expectations are realistic as well to show them all the possibilities they have for their new noses. "Refining and improving a patient's facial appearance is fascinating work that demands a detailed understanding of facial beauty



The Art of Facial Reshaping: Combining refinements of nose, eyes, lips, chin, neck and even permanent makeup can dramatically enhance facial beauty



and balance. Each patient is different and each one requires a customized, personalized approach. Yet in each case, the goals are always the same: to ensure that the facial features work in harmony and proportion to each other to achieve the best possible result."

Towards that end, Dr. Stagnone's patients often choose to combine nose reshaping with other facial cosmetic surgery procedures such as chin enhancement, eyelid surgery and/or neck contouring. "Of all my before-and-after pictures, my favorite ones to look at are the ones involving facial procedures. It's rewarding to play a part in these physical transformations and to watch them get excited about their appearance when they look in a mirror. It's really fun... after 14 years, I still wake up every day and look forward to going to the office. I come to work every day honestly happy to be here!"

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 Gregory J. Stagnone, MD, FACS



Patient education enhances each consultation at the center.

## Extra Care Every Step of the Way

A major defining characteristic of Dr. Stagnone's practice is his strong commitment to patient education. "Before my patients sign up for any procedure, they will understand what the entire process involves from start to finish," he says. "I believe in creating an environment with no surprises."

Towards that end, Dr. Stagnone and his staff spend an unusual amount of time with clients, making sure that each patient understands his or her options for any procedure they are considering. In addition to an in-depth preoperative visit, patients receive their medical prescriptions in advance—along with an individualized patient information package that includes pre and post-operative instructions, descriptions of every step of the surgical process, and a written description of all potential risks and benefits.

"We spend 30 minutes minimum of doctor time and staff time of over an hour performing detailed measurements on each patient or doing computer imaging, evaluating before-and-after pictures, and providing instruction on what to expect for surgery, how to prepare, and what to expect afterwards," he says.

As an example of this comprehensive preparation, Dr. Stagnone encourages his breast surgery patients to try on appropriate implant sizes so they understand what the end result will be. "We teach people that they can't bring in a centerfold and order a pair of breasts that will make them look like that model. We explain the nuances of the patient's own unique anatomy and show the results that people can obtain based on different starting points," he says.

This type of personalized attention can often be difficult to find in other cosmetic surgery offices where busy doctors are performing reconstructive as well as major cosmetic procedures. In fact, Dr. Stagnone voluntarily gave up reconstructive procedures in 1997 so he could concentrate solely on major cosmetic procedures. "What this does is allow us to keep a volume that's extremely safe and sane—and take special care of every client in a way that's rarely hurried or frenzied," he says.

## The Right Choice for Natural Beauty

Sandy Robinson\*, a global marketing exec for a Fortune 500 company, interviewed many qualified surgeons before she found Dr. Stagnone.

A client for more than 10 years, she originally went to him to have her nose reshaped after it was broken in an accident and had a facelift at the same time. A few years later she went back for liposuction and, most recently, a browlift. “He’s not just a cosmetic surgeon; he’s a true artist,” she says. “There are a lot of brilliant surgeons out there who are qualified, but I was looking for a certain chemistry...the feeling that my surgeon really understands me and my goals.”

Robinson was also impressed by the fact that the majority of Dr. Stagnone’s staff have been with him for many years. “Almost everyone who works for him has been with him a long time. That tells me that he treats his staff well and that they see the value in his work and the importance of what he does,” she says. “From the minute I walked in, they all treated me like family.” Plus, she adds with a smile, “They’ve all had work done by him, and they all look fantastic—whether they’re in their 20s or their 40s!” she says.

She also appreciates Dr. Stagnone’s candor in that he always tells his patients the truth, not just what they want to hear. “If he feels a procedure is unnecessary or not in a patient’s best interest, he’ll actually turn them away,” she says. Dr. Stagnone agrees that honest appraisal is a cornerstone of his practice philosophy. “We are very, very selective about offering surgery to our patients. We only offer what we truly believe will make patients happy and is likely to give them an excellent result,” he says.

Robinson feels that having the services of a talented professional like Dr. Stagnone helps her remain competitive in a fast-track career where she works with many younger executives. “I’m not a plastic surgery junkie. There are people out there who become obsessed with it,” she says. “But there’s no getting away from the fact that we live in a competitive society and that looking and feeling your best plays an important role in success.”

Thanks to her “secret weapon,” Robinson now looks much younger than her actual age but in a completely natural way. After her most recent brow lift, she adds, “I hosted a party and everyone told me how well-rested and great I looked. Not one of them realized I had had some work done. That’s what I like about his artistry...he doesn’t make you look like a different person—just like yourself, the best you can be.”

\* Name has been changed to protect patient confidentiality.

## About Dr. Stagnone

Dr. Stagnone graduated Phi Beta Kappa at the University of New Mexico in Albuquerque as well as Alpha Omega Alpha, the medical society that comprises the top 10 percent of medical students. Following prerequisite training in General Surgery at the University of New Mexico Health Science Center, he completed training in Plastic and Reconstructive Surgery at Southern Illinois University. There he trained under Dr. Elvin Zook, president of the American Society of Plastic Surgeons.

Board Certified by the American Board of Plastic Surgery, he is a member of the American Society of Plastic Surgeons, The American Society for Aesthetic Plastic Surgery and the Dallas Society of Plastic Surgery. He is also a Fellow of the American College of Surgeons (F.A.C.S.) But it’s the unique combination of impeccable credentials, talented artistry, integrity, warmth and genuine caring that attracts loyal, long-term clients and staff.



## Spa Services Booming

The single biggest trend Dr. Stagnone has seen in recent years has been the explosion in the demand for non-surgical rejuvenative procedures as Baby Boomers discover that anti-aging procedures are quick, easy and effective.

Botox, Restylane, Microdermabrasion and Sculptra can all be used to treat fine facial lines and wrinkles. Best of all, such procedures can often be performed during the lunch hour, allowing busy patients to maintain a fresh, youthful appearance while on the go.

In addition, permanent laser hair removal, permanent makeup, laser facial rejuvenation, glycolic peels, laser tattoo removal, laser spider vein treatments, and medically-based skin care treatments are also available at the Center to help patients look better without surgery.

Physician-prescribed skin care products can be used alone in a customized at-home program or in combination with light or medium chemical peels, microdermabrasion, and laser treatments. The end result is smoother, firmer skin with a healthier glow and no surgical downtime.

In truth, many patients who come to the Center initially for skin care services ultimately turn to more dramatic surgical procedures. “A lot of people like to come in and kind of dip their toe in the water and get something done that’s not a big commitment in order to get to know us. From there, as trust develops they evolve into choosing an aesthetic surgical procedure when they’re ready,” Dr. Stagnone says.

## Medi-Spa Services

**BOTOX**  
**Restylane**  
**Skin-Care Products**  
**Collagen**  
**Permanent Make-Up**  
**Medical Microdermabrasion**

**Glycolic Peels**  
**Laser Hair Removal**  
**Laser Tattoo Removal**  
**Laser Spider Vein Treatments**  
**Photo Facial Rejuvenation**  
**Sculptra**



## Leading-Edge Procedures in a Family Atmosphere

Articulate, personable and quick to smile, Dr. Stagnone is clearly proud of the talented people who work with him and eager to share the credit for his success. “Our staff is one of the best you’ll ever meet. Each individual has been selected for their exceptional personality and the entire team works together seamlessly,” he says. “The atmosphere here is so upbeat that it truly makes my job a pleasure day in and day out. And our patients sense this,” he says.

That infectious spirit has created an office that is such an enjoyable place to be that three of his staff are actually former patients who provided creative work proposals to be employed at the center. For example, Jeanne Ford, a surgical tech and laser hair specialist, is a former paralegal who earned the credentials to enter the medical field following surgery by Dr. Stagnone.

“Without exception, everyone here loves what they do and loves coming to work every day,” she says. “This is a very special group of people who really enjoy creating a nurturing, inviting atmosphere that makes the patients feel cared for and taken care of.”

As a Registered Nurse, Dr. Stagnone’s wife, Sandy, has also been an integral part of building the successful practice. Her previous critical care experience from the University of Texas Southwestern Medical Center served as a major asset to the Center. In the past, she has assisted in the operating room as well as in the counseling and post-operative recovery of patients.

The business staff, as well as some of the anesthesia group, while not pictured, have been with Dr. Stagnone since he entered practice in 1991.

## Letters to the Office

*Dear Dr. Stagnone & Staff:*

*Goodness, where do I start? You are all wonderful! I wanted to write and let you all know what a wonderful experience my breast augmentation was at your facility. Starting from the initial consultation I had with Dr. Stagnone to the end of the entire process, you have all been exceptional. I had researched breast augmentation for almost two years. When I heard about Dr. Stagnone and decided to come in to discuss the process, you all made me feel at home and completely comfortable right when I walked through those doors. I have two friends that received breast augmentation who had highly recommended Dr. Stagnone and I now know why.*

*My personal thanks goes out to Alexis for answering all of my questions with such gratitude; Michelle, for also answering all of my numerous questions and for being so informative of the surgery process before and after; and last, but not least by a long stretch, Judy, for showing me the ropes on the exercises and being so considerate. I want to thank Janae, I think it is, for feeding me crackers and 7-Up after my surgery and for walking me out to the car so safely. If I have her name wrong please forgive me as I blame my forgetfulness on the anesthesia... ha! I love the staff at Plastic Surgery Center of Dallas and will recommend you all to anyone!*

*Sincerely yours,  
Emily*

*Dear Dr. Stagnone:*

*I am writing this letter in thanks for a very special group of people, your staff. I had cosmetic surgery in your new, and very comfortable office on November 16, 2004. On the day of my surgery I was quite nervous, but was greeted by your warm, gracious staff. Even though the office was busy and the phone was ringing off the hook, I was greeted as if I was the only person of importance. I appreciate your attention to detail in preparing me for surgery and answering my last minute questions, but Michelle was a life saver! She worked dilligently not only to calm me, but to calm my mother Jenny who was present for my surgery, and also very appreciative of her patience. After speaking to my Mother about my time in the recovery room, I was pleasantly suprised to find that she had been informed that not only was I doing well, she would be allowed to see me when I was fully awake. This meant to me that I was not hurried or pushed in any way to wake up before I was ready, but was even more suprised when my mother was complimented on my manners. This attitude and environment shows me that there are still people who appreciate and participate in a higher level of customer service, and just basic human respect. I would recommend your office to other friends and family members, not only because of your level of competency, but because your staff also operates on that same level.*

*Thank You,  
Jodi*