

## What You Need to Know When Considering Plastic Surgery-Philosophies for the New Generation

This article will provide our readers with a bit of insight into the philosophies of an up and coming Beverly Hills plastic surgeon. Learning a little about the personal journey of our featured plastic surgeon will allow us to understand where he has acquired his perspective.

Dr. Shahrad Rahban, affectionately known as "Tidy" by those who are close to him, has a life story that is, in some ways, much like other Iranian immigrants. His family came to Los Angeles shortly before the 1978 Revolution, when he was four years old. Although a good student from a very early age, and always creative and artistically inclined, it was not until his high school years that Dr. Rahban began to recognize his true passion and talent. While attending Beverly Hills High School, he began to excel in the discipline of architecture, and during his last two years in high school, he received several awards for his work.

After high school, Dr. Rahban found himself at the University of California, Los Angeles, where he ultimately received his Bachelor of Science in Biochemistry. In addition to graduating summa cum laude and with Departmental Highest Honors, he earned several other honors, including early membership into Phi Beta Kappa. He was also the recipient of one of the most prestigious awards presented at UCLA—the College of Letters and Sciences Undergraduate



Dr. Shahrad(Rady) Rahban

Award. Only three students received this award—an award given to students exemplifying dedication to community service and to academic excellence. Very early on, Dr. Rahban realized that he had to pursue a career that would blend art and science, mind and hand. He realized that he wanted to become a plastic surgeon, and that is, indeed, what he became.

Dr. Rahban attended medical school at the University of California,

San Diego. There, he continued to excel academically, graduating in the top 10% of his class, and obtaining honors in over ten courses. Fluent in Spanish, he was extremely active as a volunteer, serving as a translator and as an assistant in medical missions across the border in Mexico.

After medical school, Dr. Rahban returned to Los Angeles, where he completed his training in plastic and reconstructive surgery at the University of Southern California. There, he was exposed to the full spectrum of both cosmetic and reconstructive surgery. Training in Los Angeles, he had the opportunity to visit many well known and respected plastic surgeons and, as such, he believes that his training was truly unique.

Dr. Rahban's numerous accomplishments and his impressive resume afforded him the opportunity to join the prestigious practice of Dr. Garth Fisher, the plastic surgeon featured on the hit ABC television show "Extreme Makeover." Dr. Rahban has worked closely with this nationally recognized expert, and he has learned many of Dr. Fisher's techniques. Dr. Rahban's office is fully equipped with a certified surgery center, where all outpatient surgeries are performed. He also works at Cedars' Sinai Medical Center, where he performs various reconstructive surgeries, including breast reconstruction for those who have suffered from breast cancer.

In addition to his passion for plastic surgery, Dr. Rahban has many other interests. He loves the outdoors, which he enjoys while cycling or snowboarding. His passion for photography has taken him around the world in search of the perfect picture. But his charismatic personality, and his innate ability to engage people, are his truest gifts. It is this that sets him apart in his field, and it is what his patients love most about him.

In interviewing Dr. Rahban, our goal was to gain a bit of insight into his philosophies regarding plastic surgery. He said, "I believe that the key to looking your best is feeling your best. That means leading a healthy lifestyle and taking care of your mind and body. Only then, when plastic surgery is approached from the right mindset and with good judgment, can it be a wonderful addition to looking your best."

There is no question that looking good leads to more confidence, which, in turn, leads to feeling better about oneself. A strong self image is an extraordinarily powerful state of mind.

We also asked Dr. Rahban what advice he would give to patients interested in plastic surgery. He stated, "Education is power. The more patients know, and the better informed they are about the procedure they are having done, the better the outcome of the surgery will be. I take great care and spend an extraordinary amount of time making certain that patients understand every detail about the very important decisions they are making. I also believe

that patients must connect with and trust their surgeon. If they do not, they should find another doctor, no matter how skilled that patient believes his or her doctor is."

Dr. Rahban believes that plastic surgery today is much different than it was years ago in that the overall experience tends to be much better, and the rate of patient satisfaction is, overall, quite high. This, he believes, is because patients are more familiar with what to expect from their surgery, partially as a result of watching television shows featuring plastic surgeries and from speaking with their friends who have undergone various procedures, and also as a result of advances in both surgical and anesthetic techniques.

Dr. Rahban told us that, "Peoples' approach to plastic surgery has changed considerably in the last five years. With the aid of shows like 'Extreme Makeover' and 'Dr. 90210,' as well as instant access to the online information that is now available regarding virtually every surgical procedure, more and more people are seeking the assistance of a plastic surgeon. Plastic surgery is no longer exclusively for the rich or for the Hollywood celebrity, but is now also for the average person next door." In addition, increasingly, more men are seeking plastic surgeries such as nose jobs, liposuction and face lifts. It is much more accepted today, and is no longer associated with some sort of stereotype.

We also asked Dr. Rahban about what types of procedures are

most commonly performed today. He said that, "Surgery today tends to be 'age related.' In other words, younger patients (in their 20's and 30's) often undergo procedures such as nose jobs, breast augmentation and liposuction. As patients enter their 40's and 50's, and as women move beyond their child bearing years, breast lifts and tummy tucks become more common. In addition, eyelid and brow surgery is common

among patients in their 40's and 50's. As patients enter their late 50's and early 60's, facelifts become increasingly popular." Dr. Rahban concluded our interview with some final thoughts for those who may be seeking plastic surgery. He said that, "The key to an 'Extreme Makeover' is to really enhance every aspect of one's image."

This means that in addition to plastic surgery, patients should also focus on things such as losing weight, working on their self image and self confidence (with the help of therapy, if necessary) and improving their smile with dental work, such as obtaining veneers. Patients may also want to consider Lasik, and may want to enlist the help of an "expert" on makeup, hairstyle and clothing. It is only when you focus on every aspect of your image, both internal and external, that you can truly achieve an "Extreme Makeover."

If you have questions for Dr. Rahban please contact him at:  
 Office: 310-330-9999, or  
 www.beverlyhillsplastic.com  
 website: radyrahban.com

به استئصال توروز 1996 برومی



**راهِ-اَز-زَندَگی**  
**Rah-E-Zendegi**

بهرت سلامت و جوانی بیشتر  
 به استئصال توروز 1996 برومی



فکرش شادمان بودم  
 جوانم جوان امروزی  
 و پوستش به نام آرزوم  
 چهره‌ام زیاده‌ای در چهره‌ام

بهرت سلامت و جوانی بیشتر  
 به استئصال توروز 1996 برومی

March 9, 2007