

COVERING ATLANTA AND THE SOUTHEAST

SUMMER 2003

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Courtesy of
Dr. Larry Lefkoff

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JENNIFER LOPEZ

From Buckhead

DR. LARRY LEFKOFF CERTAINLY LOGS IN HIS SHARE OF TRAVEL TIME. THIS REMARKABLE ATLANTA-BASED PLASTIC SURGEON MAINTAINS A BI-COASTAL PRACTICE.

It's not unusual for today's top doctors to practice at two locations, perhaps one in the city and one in the suburbs. Larry Lefkoff, M.D., however, happens to cover a bit more ground to see his cosmetic surgery patients. For years, he has been performing surgery on both the West Coast and the East Coast.

With practices in both Atlanta and Beverly Hills, he makes the cross-country commute almost monthly. The Atlanta based plastic surgeon actually enjoys the air travel and uses the travel time to relax and get a certain amount of work done.

It requires discipline and organization to coordinate both practices. To avoid any jet lag, Lefkoff maintains structure and routine in his daily activities. An hour of daily running and exercise is a minimal requirement. The commute is handled like clockwork. He is well familiar with the Delta flight schedules to L.A. and can tell you the best flight and times to travel. He has a car waiting on him at LAX, ready for the short drive to his office or hotel.

THE L.A. CONNECTION Just how did Dr. Larry Lefkoff end up in two places instead of one? It's a matter of circumstances. It began with his five-year residency at Emory University in the mid '80s. Lefkoff was then selected for a

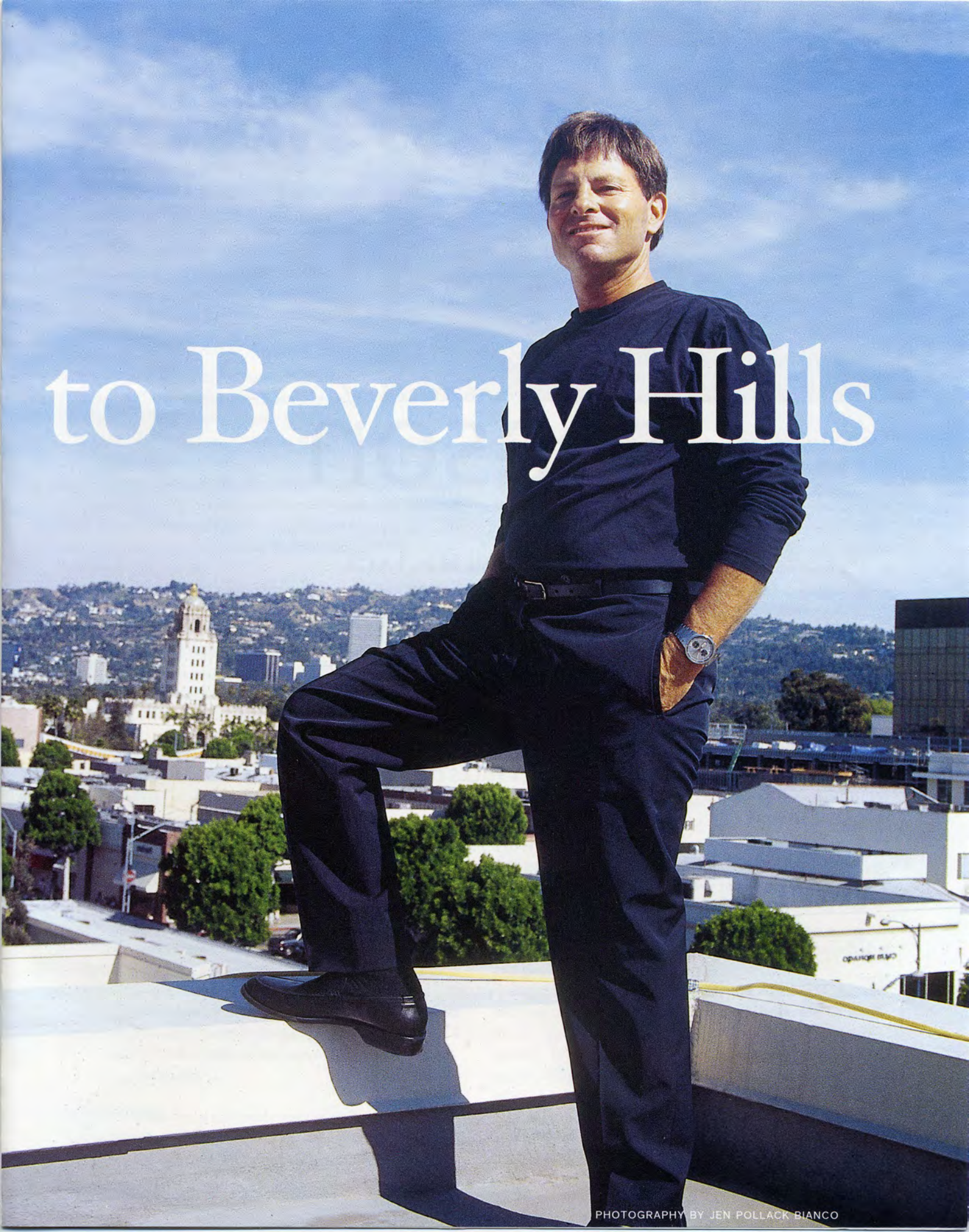
facial plastic surgery fellowship in Beverly Hills, California, under the guidance of renowned Beverly Hills plastic surgeon Dr. Frank Kamer, where Lefkoff received the "best of the best" facial plastic surgery training.

As many of his colleagues have said, Dr. Kamer is a master of surgical skills and ability. His judgement is incredible. Dr. Lefkoff states, "There could be no greater surgeon to have served as my mentor. He passed along his amazing skills and taught me great judgement."

Lefkoff was honored when Dr. Kamer encouraged him to join him in private practice at his clinic. Soon Kamer's good will, along with Lefkoff's skills and reputation, opened the doors to great opportunity and a thriving practice.

With many years of the California life, Dr. Lefkoff and his wife Bindi created a special world for themselves and their two young children. However, an ongoing yearning to return home, close to family, a lifetime of community and the Atlanta lifestyle, triumphed and the Lefkoffs moved back to the South.

Simultaneously as Dr. Lefkoff was making the move to Atlanta, his Beverly Hills practice was still scheduling patients for surgery. It dawned on Lefkoff: Why not practice in both cities?



to Beverly Hills

PHOTOGRAPHY BY JEN POLLACK BIANCO

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So it became off to Los Angeles every four to six weeks. Each visit can be for a few days or a couple of weeks. The time is spent in surgery, in the office with new patients, following up with surgery patients or treating a long following of collagen and Botox patients. The travel time is incidental to the real business at hand: making a positive impact in people's lives through facial cosmetic surgery.

Lefkoff seems to have an ability to direct his career by making wise choices. At 46, he certainly has shown great foresight in making those decisions.

THE AGING GAME "Whether it's Buckhead or Beverly Hills, Sandy Springs or Santa Monica, Marietta or Malibu, everyone has the same issues with aging," Dr. Lefkoff says. "Most do all they can to take care of their bodies and minds. They act and feel young. They exercise and try to maintain a fit body. But, all too often, many begin to see the changes in the mirror and it's most noticeable in the face. They look tired, aware that their facial tissue is sagging, and often become frustrated with the facial aging process. And thus the conflict develops: I feel young, but I look old.

"Facial cosmetic surgery is a wonderful means to resolve this conflict," he continues. "My patients, in general, are motivated people. If there were a cream, a pill, or an exercise that could restore the aging face back to youth, I have no doubt most, if not all, would seek these aids."

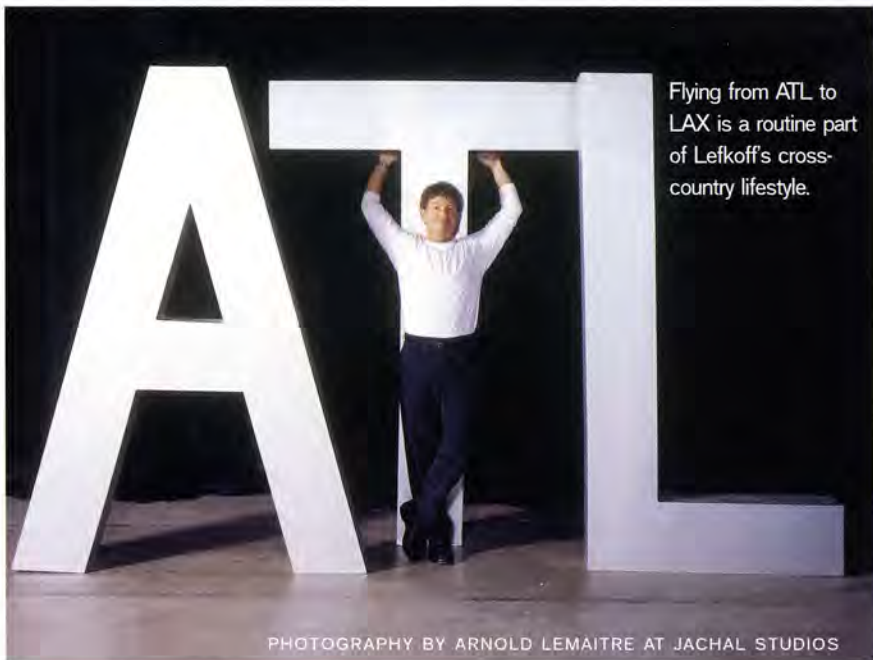
Unfortunately, at this time, no such wonder exists. As such, here is where Dr. Lefkoff's talents come into play.

WISE COUNSEL When it comes to the rationale behind cosmetic surgery, Dr. Lefkoff makes his opinion clear. "Do it for you, do it because you want to," he says. "This is something you do for you and only you." Dr. Lefkoff will tell you up front, "You can certainly live your whole life without the surgery. It is not something you need, rather something you want, maybe even the ultimate luxury or pamper.

"If all else is well in your life, facial plastic surgery can serve to refresh and invigorate your inner vitality," he says. "But it should not be seen as a cure for some psychological ails."

Dr. Lefkoff is quick to admit that his work is only part of the package. Personality and style contribute much to his surgical results. Hairstyle, make-up, clothes and body complete the impression and appearance of youth and vitality. Dr. Lefkoff states that fortunately his patients really do like themselves; they are confident and happy people.

ONE-ON-ONE From the initial consultation through the complete recovery, Dr. Lefkoff is involved in every step. Almost immediately after introductions, Dr. Lefkoff encourages patients to sit



Flying from ATL to LAX is a routine part of Lefkoff's cross-country lifestyle.

PHOTOGRAPHY BY ARNOLD LEMAITRE AT JACHAL STUDIOS

with him in front of a mirror. Elbow to elbow, they sit and point out their areas of concern. Dr. Lefkoff examines the facial tissue, discussing the skin elasticity, muscle tone, bone structure and any asymmetries. Together, doctor and patient map out a plan of action.

Oftentimes, the plan is straightforward and obvious. Other times, the decision is unexpected. One patient thought she needed an eyelift to eliminate a tired and angry appearance. When Dr. Lefkoff gently pulled her brow upward, she appeared rejuvenated. What she actually needed was an endoscopic browlift – not an eyelift.

In another case, a patient thought she might need a facelift. Dr. Lefkoff said she looked wonderful exactly as she was. Upon his recommendation, they agreed to revisit the issue at a future date.

SURGICAL ART It is Dr. Lefkoff's sense of aesthetics and judgement combined with his surgical skills that have put him in such high demand in Atlanta and L.A.

Critical to the process of planning for plastic surgery is ensuring that the patient's expectations are reasonable, says Dr. Lefkoff, who takes a conservative approach to reaching "achievable goals" without unreasonable risks.

Dr. Lefkoff emphasizes the importance of not changing the facial character, eye shape, smile and expression of the face. "Aesthetically, I would be more pleased with a surgical result that appeared as a restful vacation than to have others whisper and gawk at the changes."

As for the finished look, the greater the elasticity of the skin and tissue, the better the results will be. "The benefits of catching the aging process at an early age cannot be overemphasized," he says. "Healthy, elastic tissue gives a far better result. By catching the aging process early, the patient oftentimes can delay and often prevent the signs of facial aging."

A large majority of Dr. Lefkoff's patients are between the ages of 45 to 60, although he adamantly states that he does not operate on age but on tissue. He often encounters patients who



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feel they must have a procedure just because they are reaching a certain age. He often sees 45-year-olds who would benefit from a facial aging procedure while, on the other hand, he might send a 55-year-old away who looks perfectly fine and needs absolutely nothing done. Although Dr. Lefkoff would like to remove age from the decision process, he is seeing younger patients who might benefit from smaller, less invasive procedures.

FOREVER YOUNG As for facial cosmetic surgery, we are living in a unique time. This is a time when baby boomers are turning 50 at the rate of one every seven seconds. This might be the most self-indulgent, youth obsessed generation in history. And one thing is for sure: this is one crowd whose self image does not include a turkey neck. Not long ago, cosmetic surgery was the exclusive province of the rich and famous. But with the advancing age of youth clutching baby boomers, there has been a wide growing acceptance of the desire to redo oneself and a greater willingness to challenge that age-old myth of growing old gracefully.

Dr. Lefkoff will also tell you that this is more than just about the aging actress and the jowling ladies who do lunch. Even men, increasingly driven to keep up appearances in a corporate world getting younger and leaner by the quarter, are showing up for consultations in record numbers.

The reward for Dr. Lefkoff is seeing the dramatic effect that plastic surgery can have on a person's life.

"Knowing what a positive impact good surgery has on a patient's self image has given me a passion for my work," Dr. Lefkoff says. "It is a thrill and an honor to practice medicine that can produce such happy patients."

Having a bi-coastal practice just doubles the pleasure.

PHOTOGRAPHY BY JEN POLLACK BIANCO



Dr. Lefkoff enjoys the best of both worlds.