

By a Nose

William E. Silver, MD on Rhinoplasty,
Article written by Carrie Santiago for
Chai Magazine, October 2003

The only thing missing from Wendy Pollack's wedding keepsake album are the photos she intentionally left out - the ones with her "old" nose.

For Pollack, who is now 35, the surgery was something she wanted since she was a pre-teen. "It was so long ago, I don't even think about it anymore," she says. "But it was important to me at the time and I would do it again."

Pollack says she didn't even have the "typical Jewish nose," but a flat, wide one.

"I was teased about it all the time," she says. She was about 12 when she began asking her parents if she could get a nose job. Her father, long-time Atlanta plastic surgeon William E. Silver, MD, finally agreed to go ahead with the surgery over Christmas break during Pollack's last year of high school.

I had to wait until my nose was fully grown,"



Pollack says. "But, even if my dad wasn't a surgeon, I still would have wanted to have it done. Silver, who is Jewish and a native of Atlanta, has a long list of Jewish clientele besides his daughter. He specializes in facial plastic surgery and has become an expert in rhinoplasty, having reshaped more than 7,000 noses over the past 32 years.

"It's more than just changing someone's appearance. It's about confidence and image," Silver says. "In a lot of cases, it's like turning an ugly duckling into a swan."

Things have changed dramatically since the first nose reshaping surgeries took place in Europe, when the operations weren't about self-image but about avoiding anti-Semitism.

The "nose jobs" performed today are based on

the pioneering work of Jewish physician Jacques Joseph, known as the "father" of modern facial plastic surgery. Born Jakob Lewin Joseph, he was the son of Prussian Rabbi Israel Joseph. He practiced in Berlin in the late 1800's and brought attention to his work after reshaping a young man's extremely large nose.

Joseph was ridiculed and scorned by many of his peers, who thought cosmetic surgery was a waste of a physician's skills. As a rejoinder, Joseph noted that cosmetic surgery was not about vanity but about helping a person whose looks caused social or economic problems.

In Joseph's day, many German Jews had rhinoplasty to help them to fit in better in an anti-Semitic society. But that's not what's bringing Jews to the plastic surgeon today.

"When anti-Semitism was a bigger problem there were a lot of Jewish people changing their nose," Silver says. "Today, it's rare to have someone come in that doesn't want to have a Jewish nose. Today, it's all about beauty, beauty, beauty."

And it's not just about the "Jewish" nose. Caucasian patients still make up the majority, but we're seeing a lot more ethnic groups," says Julius Few, a plastic surgeon on Chicago's upscale Gold Coast and an assistant professor of surgery at Northwestern University.

"There's been a lot of innovation and now we're able to apply standards that allow a surgeon to maintain a patient's strong sense of identity and cultural solidarity, but still have the desired result of improving their appearance."

Image Shaping News

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William E. Silver, MD, FACS, Louis M. DeJoseph, MD, Michael A. Tolson, MD, FACS

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Two Licensed Aestheticians Join Staff at Premier Image's Skin Care Center

Alla Gershon and Lee McNaughton bring extensive knowledge and experience in medical skin care to Premier Image.

Alla, originally from Riga, Latvia, graduated from Beauty College of Georgia in 1978 and was certified as a medical aesthetician with a post graduate diploma from The International Dermal Institute. She has 25 plus years of experience in the beauty industry as hair and image designer, skin care therapist and salon owner.

Lee graduated from the International School of Skin and Nail Care. Her training and background include extensive skin care study in Murad Skin Care System, over 10 years of professional medical skin care experience, and two years as a skin care salon owner.



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For "M," a 39-year-old Atlanta professional, wife and mother of three who agreed to share her story without revealing her identity, the plastic surgery she had as a teenager made a subtle improvement in her looks - and a major change in self-image.

"my mother and sister had their noses done and they kept saying to me 'You've got to do it', she recalls.

"Right after surgery I was wondering what I got myself into," she says. "Now, I'm so glad I did it because my nose is so natural-looking. It looks so much better."

Being emotionally prepared for surgery is an important aspect of rhinoplasty, Silver emphasizes.

"You really have to do it for the right reasons and you have to be prepared for the discomfort and the down time," Silver says. "A lot of these reality TV shows make it look so simple and easy for the patient."

"It's more than just changing someone's appearance. It's about confidence and image."

William E. Silver, MD

Both Silver and Few say they have had to turn away patients who were not emotionally prepared for surgery.

Janet Davies, Silver's practice administrator, counsels patients what to expect physically, emotionally and mentally after rhinoplasty.

"There's a lot involved," Davies says. "This isn't like getting your hair dyed. The day your dressings come off, you're not perfect."

While most of the bruising and swelling are gone in a matter of days, it takes about a year for the nose to take its final post-surgery shape.

Nearly a dozen people were interviewed for this story - and all said they would do the procedure again, despite the cost and discomfort.

And some of them who had the surgery when they were teenagers are facing a similar dilemma as parents

"My three-year-old has my old nose," Pollack says. "I don't know what we're going to do when she's old enough to have her nose done, because I doubt my dad will still be practicing then".



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Summer's Coming...Are You Ready?

In an age where people are focused on feeling and looking their best, more and more are turning to plastic surgery. No matter how hard we work at improving our body through exercise and diet, we can't control heredity or aging - the two factors that cause problems for our body image.

Frequently asked questions:

1. Can liposuction and breast augmentation be performed at the same time? If so, how long is the recovery time? Both procedures can be done safely at the same time. Recovery time is normally 3 to 5 days for the breast augmentation. Recovery time for liposuction will vary depending on the area and extent of liposuction.
2. I would like to have a tummy tuck. I weigh around 190 lbs. I was recently told by my doctor that I need to lose 20-25 lbs. I have lost some weight, but do I need to lose all of it before I have surgery? It is always best to be at your ideal weight, but not required. A tummy tuck will improve your body contours. Often, once the patients see that their bodies are in proportion as a result of the surgery, they are more determined to lose the rest of the weight because of their improved self image.
3. I have belly fat that will not go away even after losing weight and exercising. I have stretch marks and loose skin. What can I do? Liposuction will only remove the fat, leaving the loose skin as is. The only way to get rid of the sagging skin is with a tummy tuck.
4. I have built up muscle on my thighs, buttocks and stomach through exercise. I still have fat in these areas that I would like removed. Will liposuction break down any of the muscle that I have built up? Is it a bad idea to have liposuction on my stomach if I plan on a future pregnancy? Liposuction only removes the fat cells and has no effect on the muscles. It will have no effect on your pregnancy, but if you gain weight, fat will return in these areas as well as other areas of your body.



It's Magic!

Often our patients tell us that the results they achieve from procedures performed by our doctors here at Premier Image seem almost magical! So, we were really surprised to have magician Arthur Atsma entertain the staff at our recent holiday party

Arthur had us staring in amazement as he had objects appear and disappear, right before our eyes! His bag of tricks kept us laughing hysterically as he continuously tricked one staff member after another.

"Amazing, extraordinary, funny, very entertaining!" said Dr. DeJoseph.

He really made a big impact on our party. We highly recommend him if you're planning a party or an event and want to ensure that your guests are thoroughly entertained. You can contact him at arthur@atsmagic.com

