

HEAD TO MEEHAN'S FOR IRISH PUB FAVORITES & FUN (see p. 10)

For the City of Sandy Springs

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Making the Cut in a Competitive Job Market

Your resume is impressive. On the job application, you leave out your age—they call you in for an interview—and you're on stage. In today's competitive society, job talents aren't enough. There's no question that your professional image is critical.

"It's been a tough couple of years looking for jobs," says Marsha Lewis, age 55, a marketing director from Atlanta. "I'm well-educated and have been a successful business person for over 25 years. My company reorganized and I was left without a job until I took matters into my own hands and put them into the hands of a plastic surgeon."

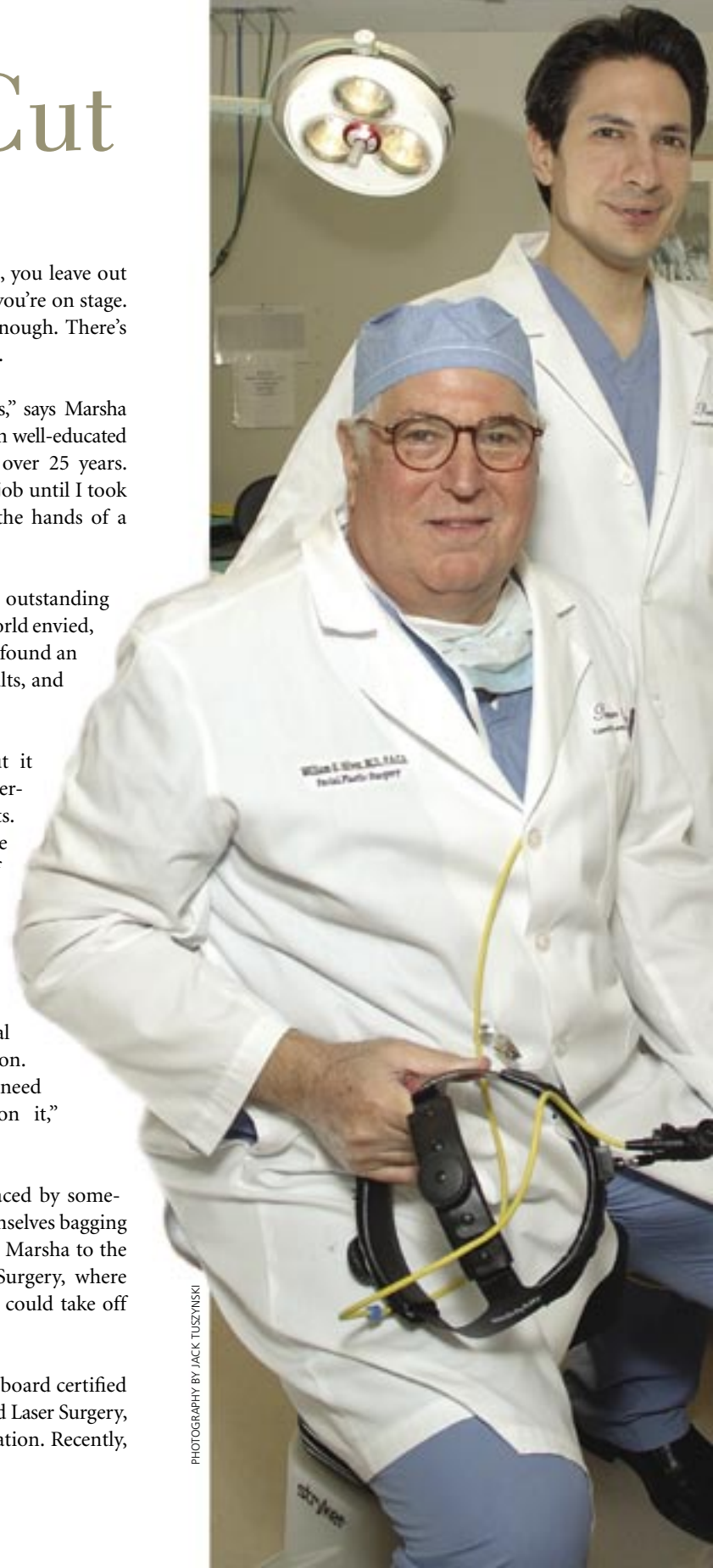
Lewis's story is not uncommon. Because she had outstanding credentials and work experience the professional world envied, she didn't expect a job search to last very long. She found an excellent headhunter who promised her great results, and set out to snatch up a new job.

"I had several good calls from my resume, but it seemed like after I met with the interviewer in person, they were no longer interested," Lewis admits. "It wasn't hard for me to figure out why. After all, the fear of aging had been haunting me for a couple of years now. I was the oldest person other than the founder at my old workplace," she says.

After giving up hope with headhunters, Lewis consulted with her long-time friend Dr. Sandy McKenzie, a counselor, coach and motivational speaker. "Marsha's dilemma is not uncommon. I have 50-year-old clients who tell me they need to look younger because their jobs depend on it," says McKenzie.

"Many suffer daily from the threat of being replaced by someone younger—and the ultimate fear of finding themselves bagging groceries is common," states McKenzie. "I referred Marsha to the doctors at Premier Image Cosmetic and Laser Surgery, where from my own experience, I knew a little nip-tuck could take off 20 years."

Dr. Louis DeJoseph and Dr. William Silver, double board certified facial plastic surgeons at Premier Image Cosmetic and Laser Surgery, often team up together to complete facial rejuvenation. Recently,



PHOTOGRAPHY BY JACK TUSZYNSKI



the two received attention from Fox 5 News and 11 Alive with their new QT Mini Facelift, the procedure Lewis opted to receive.

Requiring very little downtime and giving excellent results, the QT Mini Facelift, reported to be the best facial rejuvenation procedure of the 20th century, was created for people on the go, say DeJoseph and Silver. “It’s for patients who don’t have the time for major plastic surgery. The QT Mini Facelift is just a scaled down version of the traditional full facelift,” DeJoseph explains, “unlike the Threadlift™, LifeStyle® or Thermanage® procedures where results are very temporary and often problems occur from threads breaking or asymmetrical results occur.”

The name “QT” was coined by Silver because the mini facelift provides “quick time” recovery. Silver says, “It leaves you with smaller incisions, less bruising and a quick recovery time of only a few days. Most patients are back to work in three to four days.”

The procedure restored Lewis’ youthful appearance and her confidence. In addition, she landed an executive position with a leading advertising agency in New York within weeks of her mini facelift. “I feel stronger and I love the way I look,” says Lewis. “I look like me—only 20 years younger.”

Is cosmetic surgery really becoming a popular career decision? According to DeJoseph, “More men and women tell me they need to look younger because their jobs depend on it. In today’s society, first impressions are more important than ever before. I’ve definitely seen a major increase in cosmetic surgery for career needs.”

In fact, statistics show an increase in requests for procedures from real estate agents, lawyers, airline pilots and other business

executives in recent years. And the number of men seeking surgery has doubled since 2002.

Silver says, “While people get cosmetic surgery to look better or younger, I see more professionals coming to me specifically to succeed in business because the workforce is changing and they need to stay competitive. I know they say beauty comes from the inside, but I see patients that are depressed, unhappy and uninterested in life because of their outward appearance. They deserve to be happy. I love helping them discover their beauty and regain their happiness.”

Dr. Michael Tolson, board certified plastic surgeon and specialist in cosmetic surgery of the body, works closely with DeJoseph and Silver at Premier Image and Cosmetic Surgery. While Tolson does mostly body contouring, breast augmentation, tummy tucks and liposuction, he says he also sees countless professionals seeking cosmetic work to enhance their career opportunities. “Men and women of all ages come to me for body sculpting because of pressure from our competitive society,” he says. “Body sculpturing after pregnancy, weight gain or loss, or genetic disposition is safe and has less downtime with all the new advances in medical technology and technique. Through cosmetic procedures, patients become confident in their career life, more active socially and they’re happy.”

What about people who have never imagined plastic surgery as a lifestyle choice they would make? McKenzie advises, “People shouldn’t feel ashamed, vain or bad about changing their appearance. It’s no different than wearing nice clothes, eating healthy and exercising. Facial rejuvenation and cosmetic surgery is a blessing to many of us. I’m so thankful we live in a time where surgical intervention is safe and has a relatively little downtime. Cosmetic surgery is not just for the rich and famous anymore.”

For more information about the QT Mini Facelift or cosmetic surgery of the body, call 770-457-6303 or 888-455-FACE or visit www.picosmeticsurgery.com.



Consultations start with a photography session.



Dr. DeJoseph shows a patient a close approximation of her post-operative results.



Surgery is performed in the in-house surgical facility.