

Building the Perfect You

So you have a beautiful car that just screams "I'm successful!" every time you speed down Santa Monica Boulevard. And your Prada shoes announce just how much taste and style you have each time you strut through Starbucks. Sorry to break the news to you, Mr. Wonderful, but it's not your material goods that's gonna get you laid in this town. It's all about having a beautiful body and chiseled good looks. And, believe it or not, you can have it all for about the same price as a few pairs of those fab shoes you wear. *IN Los Angeles* visited Beverly Hills surgeon Dr. Peter Cheski to get the details on what it takes to build a beautiful body and a marvelous mug without so much as lifting a dumbbell. Read up, get a tuck, and then kick back and wait for those fit and fab circuit boys to start chasing you around at the next big party.

A native of Ontario, Canada, Dr. Peter Cheski obtained his medical degree in 1992 from the University of Western Ontario, and specializes in plastic surgery. He is on staff at Cedars-Sinai Medical Center and Brotman Medical Center; and is a member of the American Society of Cosmetic Surgery and the American Academy of Otolaryngology. He is one of eight doctors on staff at the Beverly Hills Surgical Institute, and also has his own offices on Bedford Drive.

Cheski performs anywhere from three to six surgeries a day, and is his own best advertisement: Fit and healthy, he was nevertheless bothered by his abdomen and flanks—"love handles." He decided to have liposuction, the most common procedure he performs—on both men and women.

IN: Why is lipo the most common plastic surgery procedure for men, how does it work, and are you pleased with yours?

Dr. Peter Cheski: Since the '80s it's really, really taken off. It's a great procedure and it's easy. I look at it no differently than dyeing your hair or plucking your eyebrows. It removes the fat and tightens the skin to the muscle. In areas like the chin, as we age, the skin under your chin—even if you maintain your weight—gets looser with time, so you can get a double chin, which is fat, or you can get loose skin—turkey gobbler appearance.

If you do lipo, that skin will adhere to the muscle underneath the chin, so that as you age, it will not droop the way it would if you didn't have lipo. We remove the fatty plane between the skin and the muscle. The lipo I had is the best thing I have ever done. I had a little bit around the midriff. Doing the lipo was very quick, very easy. I was happy with it immediately.

How much does lipo cost and what is the recovery time?

Lipo around the abs or flanks is between \$3,000 and \$4,000. If you spend that money, most people become more dedicated to exercise and diet, so when you lose weight, you won't lose it from that area, but surrounding areas.

The recovery is very quick. You can get back into activities after three or four days. I had mine on a Friday afternoon, did a little shopping on Saturday, went out for dinner, and was back to work on Monday. On Tuesday I was in the gym.

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Cheek and chin implants seem to be very popular with men these days. Why is that?

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What is "facial rejuvenation."

I have a lot of men who have the facial rejuvenation procedure: brow-lifts, a lot of looseness around the eyes, drooping eyelids, and the cheek tends to droop and you get a little jowling. After the surgery, they feel more confident, more energetic, and they feel they can compete better in the workplace. It's the old kind of "dress for success" statement taken to a new level.

How much is facial rejuvenation?

The eyes are \$3,000 for the uppers or the lowers, and \$4,500 for both uppers and lowers.

What about full face-lifts and how much are they?

A full face-lift is between \$10,000 and \$12,000. Many men are getting full face-lifts, but not as many as women yet. And younger men. I've done face-lifts on men as young as their late 20s—actor types. They would have a drooping brow or some jowling. It's a very minimal change. Some have double chins. If the chin is loose enough, as I said, you can remove the skin with lipo, but if it won't tighten up with lipo, they need to have a neck lift.

Is vanity going too far?

I don't think so at all. If you have something that bothers you, that you have the ability to change, I think it's a great thing to do. If you can fix it and make yourself feel better, you should have the option to do so.

What about plastic surgery junkies?

Very often my patients come back for more. They have a positive experience, much like going to a restaurant and having a good meal. Those patients who come back and want too much, however—that's not a healthy thing. I see that on occasion, but not too much. Patients who get the best results are those who want to do a little bit at a time. You wouldn't even notice, because there's not a lot of big, dramatic surgery. That's the way we're going in the future. No one wants to come in and look like they had a face-lift.

For more information or a free consultation, contact Beverly Hills Surgical Institute at (310) 888-0086.

