



*Thinking About
Plastic Surgery
(and aren't we all?)*

**READ
THIS FIRST**

*Dish Interviews
Ophthalmic
Plastic Surgeon
& BOTOX
Cosmetic Expert*

DR. DEBORAH SHERMAN

Interview & Photographs by Raeanne Rubenstein

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I'm sitting in the doctor's office, waiting to see Dr. Deborah Sherman, one of the nation's leading ophthalmic plastic surgeons. After a short while, the door opens, and in steps a tall drink of water wearing a big smile and a stylish pants suit. Before beginning the interview, she suggests I touch the skin on her face-and not too surprisingly, it's soft- as she would say, soft as a babies bottom. Dr. Sherman expresses herself deliberately, careful that she will not be misunderstood. Still, her words are often punctuated by engaging bursts of laughter and you cannot miss a certain twinkle in her eye. I find myself thinking that it might be a lot of fun to spend some time with her at the corner bar.

Born in Fort Worth, Texas, Dr. Sherman completed her ophthalmology residency at Vanderbilt University, and also completed a fellowship in ophthalmic plastic, orbital and reconstructive surgery at the University of Wisconsin. Dr. Sherman currently practices cosmetic and reconstructive eyelid surgery at the Sherman Aesthetic Center in Nashville, Tennessee.

In addition to performing facial soft-tissue and bony reconstruction after trauma or tumor removal, Dr. Sherman provides a full array of cosmetic procedures including surgeries, BOTOX Cosmetic (botulinum toxin type A) treatment (She is considered a "master" BOTOX Cosmetic injector by her peers), a variety of fillers, light therapies and state-of-the-art skin care peels and topicals. She has been practicing medicine for 15 years; she currently employs 10 people, and performs from 14-18 surgeries a week.

Dr. Sherman also has received numerous community and civic awards for her volunteer work and for the last eight years she and members of her staff have traveled to impoverished areas of Mexico to perform reconstructive surgery on children and adults who have limited access to modern medical procedures.

I spent over an hour with Dr. Sherman discussing medical issues that women like you and I need to know. I'm certain that you all are as confused as I am when it comes to choosing the best skin care products, non-surgical cosmetic procedures, and possibly even surgical solutions that are best for ME, and YOU. Dr. Sherman has shared her truth about these issues with us. Here's what she has to say.....

1) How did you decide to become a doctor?

One of my friends in Texas, his father was an ophthalmologist. One day, I was invited into the operating room, and saw the meticulous detail of eye surgery. I caught the bug immediately and I've never been able to let go.

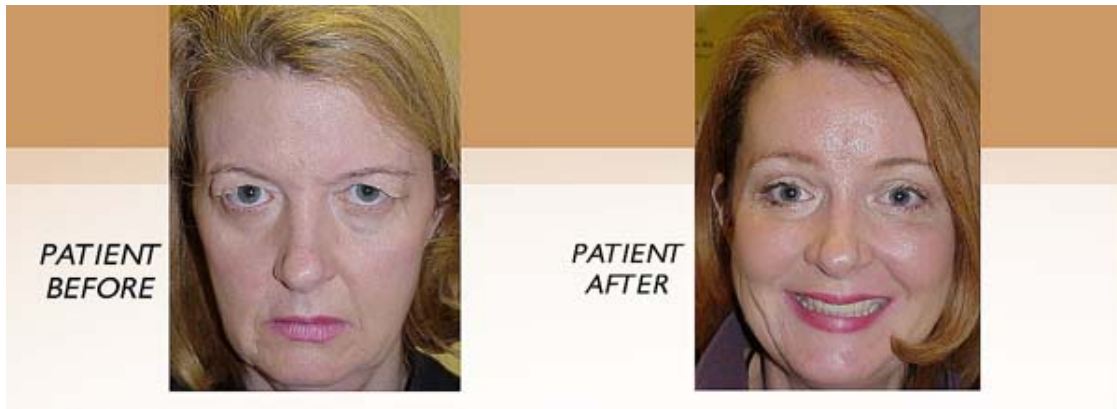
Now, I'm an ophthalmic plastic surgeon who specializes in plastic surgery around the eyes. It encompasses challenges with the aesthetic, so there's the issue of both beauty and the need to reconstruct. So if you have a very meticulous personality like I do, they call me Dr. Deborah Detail, and yet an artistic side, those two merge in the field of Ophthalmic Plastic Surgery.

2) What kind of skin care should a woman in her 20's to her 40's adopt to keep her skin looking young?

First and foremost every woman needs a sunscreen that has UVA and UVB blockers, because if you can stop the sun's harmful rays, you're taking care of a lot of future sun damage and aging factors. I use a 60 SPF every day of my life. It really takes a commitment on a daily basis because everyday we're out in the light photo damage wants to occur. Skin care is a lot about prevention and stimulation of new cells.

Around the age of 30, we start to lose the ability to exfoliate or lose our dead tissue, which tends to build up. So some type of *glycolic or alpha hydroxy acid* will take the dead layer off and leave our cheeks smooth as a baby's bottom. As we get into our 40's, we start to see discoloration and impurities like browns and reds, so there are cell stimulators such as *vitamin C and bleaching agents such as hydroquinone* that we can use. And *Retin A* tends to stimulate new cell growth and that's what keeps us with that purity of complexion. There are even some new topicals such as *Idebenone*, that is one of the most powerful anti-oxidants that there is and its now available in a topical form called *Prevage*. Now there's more than Oil of Olay. Now we have some science to skin care.





3) What are some skin care No-No's?

Tanning beds! That's pure UVA & B that can cause sun damage to your skin and that causes breaking down of the collagen and the elastin. It breaks down the skin and makes it very unhealthy, and it also leads to skin cancer, including basal cell and squamous cell. *Alcohol* is very dehydrating as well as *carbonated drinks*. So the best thing that we can do for our skin is drink water. A lot of anti-oxidants that we take in fruits and vegetables are excellent for our skin. Supposedly, Queen Nefertiti used the anti-oxidant rich peel of fruits on her skin.

4) Is some sun really good for you? If so, how much?

Yes, we need a little bit of sun every day in order to have our skin process our vitamins properly. I always tell my kids that in the time it takes to put your sun screen on, you've had your dose of sun for the day. Just walking from the house to the car is enough.

5) Do any drug or department store skin care products actually work?

There is a cleanser that is very mild called *Cetaphil* that is excellent for all skin types. You can also find alphanhydroxy or one of the fruity acids like lactic acid or glycolic acid in low percentages (percentages can range from 1% to 30%) in over-the-counter products, and they will help you to a certain level. But when you get to a certain level and you want to take your skin to a new higher level, you'll need to increase some of your concentrations and use more powerful topicals. When you buy products at a physician's office, the percentage of the active ingredients is at a higher concentration, so it's more powerful. The only ones that I carry in my office are ones that I've read the research on, and tried myself or my staff has tried; we examine the before and afters and see results. That's the only way that I can honestly recommend that it works.

But having said that, first of all you need to see a physician who specializes in cosmetic medicine, who can analyze your face and your skin type. Right now we're just talking about skin care, but often enhancements can go beyond that because we have people who have loss of tissue in certain areas or they have excess sagging.

6) Labels on beauty products are so confusing. How can you know which ingredients work?

There are key ingredients that one must have-for instance-what's called mechanical sun blockers. *Titanium dioxide*, and *zinc oxide* are now micronized, crushed into tiny micronized form, so when you see them in the ingredients, that is good for mechanical skin block. We also have chemical sun blockers, such as *Parsal 1789* that are good, so yes, there are certain ingredients that are key.

Still, when it comes to looking at ingredients, it's not just ingredients- it's skin types. There's the red-headed, green eyed, fairer than fair woman and then we have people who have a lot of pigment, such as an African American or an Indian person. So it takes a facial skin analysis by a skin expert who can say, "these ingredients will work well for you." You have to analyze the product and the person.

7) What do you think about skin analysis at a department store? Lot's of women do it...

You can't expect anyone at a drug store counter to really understand conditions such as rosacea, infections and other conditions that can effect skin. Yet, on the other hand we have certain aestheticians who have been in the business and who have learned from physicians or other skin care specialists who are excellent, and I find some aestheticians who are superb in making skin care recommendations. You can always ask for a person's training and credentials before trusting your face to them, whether at the store counter or the doctor's office, for that matter.

In our office, you can receive a **COMPLIMENTARY SKIN CARE CONSULTATION** at no charge whatsoever. There are many physicians and aestheticians who will do this. It's really important as you walk along that overwhelmingly long counter and you don't know which product to begin with, to have the knowledge to empower you to know which choice is right. So I really think the first step is to have your own face analyzed.

8) How do you go about choosing the right doctor, both for skin care and for plastic surgery?

Choosing the right doctor is really key! First of all, don't go to a foot doctor to get a face lift, even though they're able to do face lifts legally. It's important to get a doctor who specializes in this and who belongs to certain special organizations such as the American Society of Ophthalmic and Plastic Reconstructive Surgery (known as ASOPERS. Check out their website at www.asopers.org)

It's important to do your homework. Ask the doctor you are considering to show you before and afters because that's a telling sign. Ask, "Is this your work, doctor? Are these your patients?" The second thing is you also want to ask questions, "How long have you been doing this and what kind of training do you have?" Also, if your doctor does the same thing every day, they have a comfort zone, and also they've seen a lot of complications. The next thing I'd want to know is about their character, "Are you honest? Do you have integrity? Are you persistent? Are you meticulous about details?" That doesn't take any intelligence, that takes dedication. A duality of requirements, intellectual acumen and personal character.

9) Is it inevitable that your skin will wrinkle and sag?

First of all, we can't stop time and gravity or the hyper-mobility of certain parts of our face. If you look at my picture from 10 years ago, you're going to see some changes. The journey that I like to help take people on is to have the best face, the best version of themselves that they can be. For example, I have a 50 year old woman patient who says, "I just want to look a good 50, I don't want to look 20." So what do we do about that? We look at the cause of the wrinkles. Some of it's inevitable, but the graceful journey is what we're all about and that's what I'm hearing from my patients.

Sagging skin, nothing short of surgery can correct. It's a tuck and a lift, and all of a sudden we can open up a woman's eyes with a hidden incision, brow lift and a lid tuck called a *blepharoplasty* where we hide the incision right in the crease.

When you think about wrinkles and aging, though, you have to look at the cause of the wrinkle, I call them our sinkers, our sagger, and our squeezers. Sinkers describes a loss of tissue, and when we've lost tissue, especially in our 40's, 50's and 60's, we'll notice that we'll look in the mirror and we look sad sometimes. That's due to the corners of the mouth pulling down, our lips kind of role inside our mouth as we get older. With subtle enhancements with a dermal injectible like *Restilin*, it's basically a natural sugar that you can fill in the creases; it's like caulking. So you can take the down-turned corner of the mouth and tip it up. A lot of women like that. They like to look in the mirror and see a pleasant expression. The second place you tend to look at someone is the mouth, because it tends to move a lot, especially in my case (she adds laughing). The filler is the other "no down time" category.

Restilin plumps and *BOTOX Cosmetic* relaxes so the sinking and the squeezing is taken care of. Squeezing describes the "11" those 2 vertical lines on the forehead that tend to show up when the angry muscles of the face are stuck in overdrive. When I use BOTOX Cosmetic, when I try to frown, not a whole lot's happening; but I can still lift, I can still smile, I've got plenty of expression and my eyebrows move fine. It lasts four months. But that's the beauty of it, because permanent treatments often cause permanent problems while BOTOX Cosmetic has been used in over 75 countries for 20 different medical conditions for 15 years.

The finesse comes in when someone who understands someone's unique facial anatomy, someone who's a master aesthetician or someone who's a master surgeon will use the surgery as a paintbrush and your face as a canvas and create art. So we combine the modalities of surgery and BOTOX Cosmetic and sometimes some filler. You can find a list of well trained serious professionals that have given BOTOX Cosmetic with a certain level of finesse and technique at www.loseyour11.com- and it's listed by zip codes.

I want people to be able to have that natural look but still have someone looking their best. It changes them but it doesn't *over change* them so they look overdone –like a deer in the headlight or the wind tunnel look. This is a message that I've been getting from a lot of people-from celebrities to soccer moms. What's fun for me is to be able to take that age-related issue of facial prejudice and banish it. Gone!

10) What are the best non-surgical techniques?

Sometimes, people want to have a little pick-me-up before holidays, like Valentine's Day. So a quick Glycolic Peel or a Medical Microdermabrasion, things that will only leave you red for 20 or 30 minutes after the procedure are good. These are wonderful things to help the contour of your skin. BOTOX Cosmetic can be used to release the 11 and to smooth out the brow area and give you a rested countenance. The fillers can be used anywhere there's a loss of tissue, at the corners of the mouth, on the nose, and in other parts of the face where there's loss of tissue.

10) Surgical techniques?

Are best left for when you have at least a week's time for recovery.

11) How much do these procedures cost?

Everyone does not need all those categories that I mentioned. Topicals are fairly affordable-they might cost \$30-\$60, but they might last six months, so some people might just do topicals. Then, there are others who might want a quicker boost, so they'll do a chemical peel like Microdermabrasian which is in the \$100 range, and Botox will cost an average of \$300-500 and it lasts about 4 months. As I mentioned before, a full eye lift can cost anywhere from \$1000-5000 depending on the difficulty of the surgery.

Is more expensive better? I can't help but ask. It depends on which procedure, which product and which physician. I have a patient who told me his Botox cost about the same as his daily Grande Latte, about \$5 bucks a day, so it's affordable. You have to remember that your face is the only outfit you wear every day! I find that cost is not so much a factor as quality, track record, and reputation.

Alas, though I still had lots more questions to ask Dr. Sherman, she had to go. After all, it's not really that surprising, she had patients waiting. But before she walked out the door, she added, "Women-we need to empower each other, and we need to do more than that."

And I, of course, couldn't agree more.

*For an appointment at the Sherman Aesthetic Center
in Nashville, TN please call for an appointment at
615-297-5798. Note that she offers a*

COMPLIMENTARY SKIN ANALYSIS AND SKIN CONSULTATION

*for any woman who wants to really
know more about how to care for her skin*