

OFFICE O F THE SURFACE

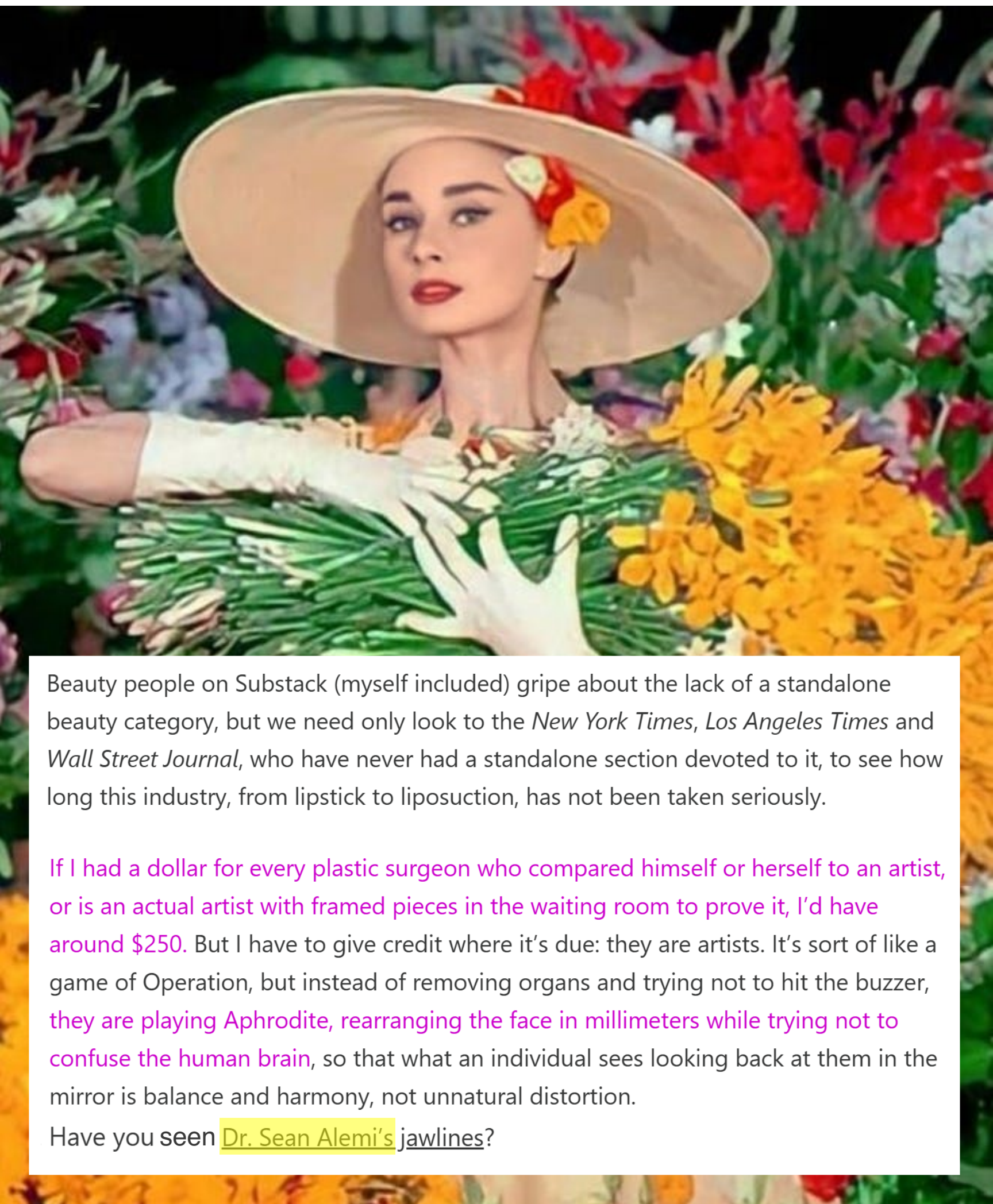
Vol. 87 - Giving the Facelift Its Flowers

An inflection point, and the 21 face-focused plastic surgeons all over my texts.



JAMIE ROSEN | BEAUTY NOTES

AUG 21, 2026 · PAID



Beauty people on Substack (myself included) gripe about the lack of a standalone beauty category, but we need only look to the *New York Times*, *Los Angeles Times* and *Wall Street Journal*, who have never had a standalone section devoted to it, to see how long this industry, from lipstick to liposuction, has not been taken seriously.

If I had a dollar for every plastic surgeon who compared himself or herself to an artist, or is an actual artist with framed pieces in the waiting room to prove it, I'd have around \$250. But I have to give credit where it's due: they are artists. It's sort of like a game of Operation, but instead of removing organs and trying not to hit the buzzer, they are playing Aphrodite, rearranging the face in millimeters while trying not to confuse the human brain, so that what an individual sees looking back at them in the mirror is balance and harmony, not unnatural distortion.

Have you seen [Dr. Sean Alemi's](#) jawlines?