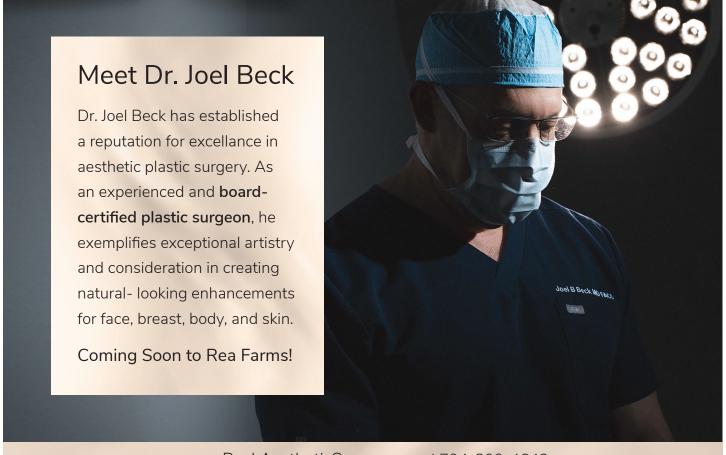


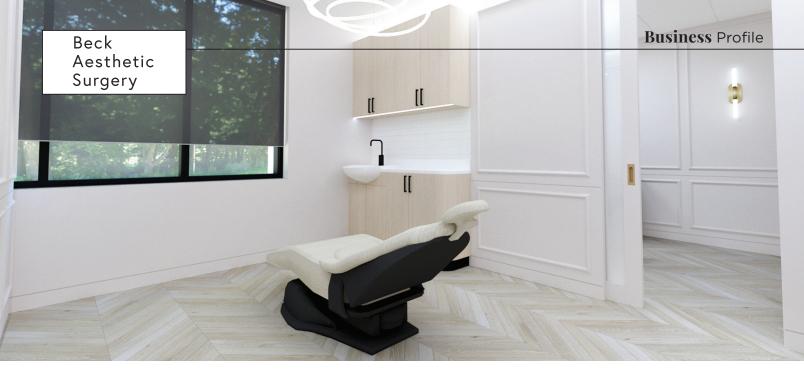
r. Joel Beck is bringing the West Coast to Charlotte. As a board-certified plastic surgeon and founder, he operated a successful private practice in California for almost two decades before moving to Charlotte. "I was ready to be near family, and enjoy the lifestyle that this city provides," he says. Starting from scratch, he opened a smaller office in the Novant Health Matthews Medical Center. It wasn't long before they were bursting at the seams. "We outgrew it within two years," Beck says. In

speaking with him and his staff, this rapid growth comes as no surprise. The Beck Aesthetic Surgery experience includes not only beautiful results, but also compassionate, patient-centered care from the first consultation to the last follow-up appointment.

It is no secret that California is on the cutting-edge of aesthetic surgery, and Dr. Beck is excited about the techniques he has honed and brought to Charlotte. As he describes one of his specialties—regenerative fat grafting—



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the passion he has for his profession is evident. "There is information coming out that regenerative fat grafting to the face not only improves facial appearance immediately, but also slows down the aging process by providing regenerative cells and repairing decaying tissue. It is exciting to be a part of that new movement." Other procedures that Dr. Beck has had the opportunity to perfect over the years include skin removal after massive weight loss and face lifts. "These aren't simple surgeries, and they take time and skill to do correctly," he says. "The way we approach it is unique, and takes into consideration what the best approach is for each individual situation."

In addition to the extensive training and experience that Dr. Beck and his staff have, patients can expect to be treated with respect and kindness. When asked what sets him apart, Dr. Beck did not hesitate. "I think I'm a good listener. I have the ability to hear and understand exactly what the patient wants." This translates in to results that the patients are happy with—whether they envisioned a subtle, natural appearance or a more dramatic change.

"Above all else, I want our patients to know that they are our top priority. It's important for me to be real for them, and to build relationships. I want them to feel completely at ease during what could otherwise be an anxiety-inducing experience." This "patient-first" mentality has given Dr. Beck a reputation for being honest and trustworthy. His patients report feeling comfortable and confident throughout their experience at Beck Aesthetic Surgery.

Dr. Beck's new flagship facility is under construction and set to open at Rea Farms in December. It will offer a medspa, consultation lounges, surgical follow up suites, dedicated aesthetic and laser rooms, and quiet space for patients to relax before and after treatments, as well as two operating rooms with overnight observation—a huge benefit for patient safety. All of this will be housed in space that will transport patients to Cali. "It's going to have the relaxing, yet elegant vibes you'd expect to see in California." He's excited to expand his practice and give his patients an environment that visually matches his standard of care.

Services:

Breast, Body, and Facial Surgery

Injectables

Lasers

Skin Rejuvenation

Hair Restoration



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