

## Richmond's Favorite Cosmetic Facial Surgeon Gets a Facelift... For His Office!



To celebrate his 25th year in practice, Dr. Joe Niamtu recently opened a luxurious new addition to his cosmetic facial surgery office on Huguenot Road. The new office offers significant advantages for patients by combining the comfort of a high-end spa with the safety and technology typically found at the hospital level. And the advantages to Dr. Niamtu are important as well. One of his favorite features is the addition of a second, fully accredited surgery center. "For a busy surgeon, having just one operating room is a drawback because it increases waiting times and limits the number of surgeries that can be performed," says Niamtu. "With the addition of our second accredited operating room and expanded onsite recovery suites, we can offer patients more surgery options with less waiting. Our goal was to have the onsite surgery centers function as a mini-hospital, and we have achieved that completely."

By having their procedures done in Niamtu's surgery center instead of a hospital, patients typically save on costs, decrease the risk of infection, and enjoy a greater level of privacy. There's even a private waiting room dedicated exclusively to post-operative patients who may still be swollen or in bandages.

Because Dr. Niamtu teaches cosmetic surgery procedures to other doctors from around the world, the new office also functions as a teaching center for his courses and seminars. Closed circuit cameras are built into the operating room so observing physicians can watch instructional procedures throughout the office or over the Internet. "Teaching new techniques is a rewarding experience and I wanted to be able to interact globally with other surgeons," says Niamtu. "Having the sophisticated equipment in our new office has made this a reality." The addition is also equipped with Dr. Niamtu's own computer imaging system that shows patients what they can expect to look like after surgery, and skin scanners that reveal hidden sun damage.

As high-tech as the features of his new office may be, it's clear that Dr. Niamtu also appreciates the value of style and luxury for his patients. "Soothing every aspect of the human senses is important to us," he reveals. "We commissioned innovative artwork, installed aromatherapy throughout the office, used comfortable lighting, and provide relaxing music for tranquility."

Little things like elegant vanities instead of sinks, high-end furniture instead of typical "waiting-room" fare, and the installation of a soothing water wall, all make for a truly unique and



inviting environment. There's even a gourmet coffee bar and 12 wide screen TV's throughout the office for patient education and enjoyment. "We have always provided concierge-level care to every patient," says Niamtu. "Now we're able to do it in a concierge-level environment as well."

## What's NEW In Cosmetic Facial Surgery?

With the struggling economy and new layoffs announced in every headline, "luxury" businesses are feeling the pinch. But according to cosmetic facial surgeon Dr. Joe Niamtu, in some cases, it's having the reverse effect. "I've worked on quite a few people who have been laid-off recently," he comments. "They come in and say 'I really shouldn't be doing this right now, but when else am I going to have three weeks off for recovery?' Or they want to look younger in order to get a new job or keep the one they have."

What else is Dr. Niamtu seeing these days? "A lot of men," he smiles. "Cosmetic facial surgery is definitely not just for women any more. Men are finally coming to realize the importance of looking better and feeling better about themselves. It's very good to see that."

Another hot topic on the cosmetic surgery front is an exciting new drug called Latisse™. Just approved by the FDA last month, Latisse™ is an eyelash and eyebrow enhancer that is applied topically, once a day, to stimulate thickness and growth. "It's rare to find a product that creates such dramatic results," says Niamtu. "I've had patients with diminished eyelashes or eyebrows from chemotherapy or other reasons, that have seen results in just one to two weeks. I predict this product will really take off."

To find out more about any cosmetic facial procedure, call Dr. Niamtu at 934-FACE (3223) to schedule a free consultation, or go to [lovethatface.com](http://lovethatface.com).

