



ELIZABETH LOCKE JEWELS

Dr. Joseph Niamtu III
11319 Polo Place
Midlothian, VA 23113

August 12, 2009

Dear Dr. Niamtu,

For years, I would say "when I reach THIS decade- (you know the one, where time becomes the enemy you did not expect) I WILL have my face done". That time came and went and I was still looking at someone in the mirror I did not wish to be me.

Friends know that when I say I'm going to do something, they can consider it done. Why did I hesitate when it came to my face? In my work, I see many clients seeking to recapture lost youth by reshaping or freshening their appearance via plastic surgery. I hesitated to follow through myself because I had not seen one face that prompted me to inquire discreetly about the name of the doctor.

Last year, I finally saw a face that intrigued me and I hitched up my courage to ask. The answer led me 120 miles to Richmond, not Los Angeles or New York or Paris. My face had found a true artisan and from the moment I walked in your office, there was not a moment of hesitation.

Everyone on your team greeted me like a life-long friend, with smiles and warmth. Your office is a "destination" for folks like me who see beauty as a nuance, not a gaudy show.

An energy and laser-like focus directed at MY face, plus dedication to your trade became immediately evident when we met. Scheduling, the surgery itself, and your post-op attention to my concerns all highlight a consummate professional at the top of his game. You're an artist who loves his work and my face is just one of your many masterpieces.

Thank you for giving me the feeling I am the best I can be! I laughed when I saw your logo- LOVE THAT FACE- but now I know I am part of your tribe who "gets it". I DO love my face and am proud to call you my friend. When I receive a compliment, I just reach for one of your cards. I intend to send you many uncertain prospects so they too can become part of Dr. Joe's tribe who LOVE THAT FACE.

All the best,


Susan Claiborne Mathews