



# The Doctor's In

With so many plastic surgeons in New York City, it can be surprisingly difficult to find one. Some doctors seem overly eager to put their patients under the knife. Some seem greedy, recommending unnecessary treatments. And, worst of all, some have caused their patients less-than-satisfactory outcomes.

It is refreshing, then, to find a doctor who is completely honest about his opinions and abilities. **Dr. Marc Zimble** is not afraid to turn clients away if they don't seem compatible with each other or if they request a procedure out-

side of his realm of expertise---head and neck surgery.

"No one wants to go to a doctor for a nose job and find out this is only his second rhinoplasty," **Zimble** says. "Good plastic surgeons specialize. There are two reasons doctors try to do everything: they're either just beginning their careers or they let their egos get in the way and are unable to let a patient go."

But even though **Zimble** performs many cosmetic head and neck surgeries, he is interested in reconstructive procedures as well. Roughly half of his practice is devoted to



Mohs Reconstructive Surgery for skin cancer patients. Since nearly eighty percent of these cancers emerge on the face, scalp, or neck, **Zimbler's** role as director of facial plastic and reconstructive surgery for the Department of Head and Neck Oncologic Surgery at Beth Israel Medical Center provides a vital service. It also helps keep his technical skills sharpened.

For cosmetic procedures, **Zimbler** often sees the best results on patients who combine dermatologic treatments with plastic surgery. In conjunction with a facelift, for example, patients may also undergo dermabrasion or laser resurfacing for scarring—all of which **Zimbler** refers to other trusted specialists if the treatment is outside his realm of expertise. "Why do I want to start lasering when I know the best person in the city for that?" **Zimbler** says.

Still, because of his experience dealing with the ravages of skin cancer, he has developed strong feelings on the subject of skincare. "You can spend a lot of money on Botox, creams, and injectables, but if you just don't go in the sun," he interrupts himself, "Think of a car. If it sits in the garage all the time it will be in perfect shape. You have to think about your face in the same way." Of course, most of us won't be spending our lives in a garage any time soon, so **Zimbler** performs a number of anti-aging procedures, in addition to educating his patients on sun damage.

Today, **Zimbler's** patients have been getting younger and younger, opting to start out with smaller procedures earlier than they used to. The lower eyelids are popular among young people who want to reduce puffy bags. "A lot of people start with the eyes and after they see those results, they decide to go for the whole facelift," **Zimbler** says. The eye surgery is popular because it takes only a small



*This page, left: Dr. Marc Zimbler recommends La Roche-Posay Anthelios for daily sun protection. The brand's moisturizing sunscreens as well as a range of antioxidant serums and cleansers are available at his Fifth Avenue office. - Below: For problem skin, Dr. Zimbler recommends the Obagi Nu-Derm system (two products from the larger line are pictured here), available with a prescription. Opposite: Dr. Zimbler at his office on 990 Fifth Avenue.*

incision to remove the fat from below the eye, and then only about a week of recovery time.

And for those not yet ready to go under the knife, **Zimbler** can recommend a number of fillers Juvederm, Restylane, and now Evolence—to maintain a youthful plumpness in the face. **Zimbler** is especially looking forward to Evolence's forthcoming Evolence Breeze. "It's going to be a home-run," he says. "It's like collagen, but when used on the lips, collagen can turn out a bit chunky." When it becomes available in the U.S. **Zimbler** expects the Evolence Breeze dermal filler to provide a much more natural looking lip enhancement.

With puffed cheeks, over-stretched faces, hard-looking lips, and other bad plastic surgery jobs so surprisingly visible, I asked **Zimbler** why doctors continually agree to operate on these individuals? He told a story about a recent client who had come in the office fresh off the operating table, with bandages wrapped around his head, still swollen and bruised from new facial implants. The man was unhappy with the results and wanted **Zimbler** to reverse them.

"I told him he needed to wait until he healed, that it would only get worse if he had more surgery so soon," he says. **Zimbler** knew there would be other doctors happy to profit on this patient's vulnerability, but he strove to encourage the man to wait out the healing process.

In the age of the "Octo-Mom," such questions about doctors' ethical responsibilities to their patients are all too prevalent. "There's a real thing called Body Dysmorphic Disorder," **Zimbler** says. "Someone who's having fourteen nose jobs has a psychological disease. I've learned to spot it immediately." Which is why when a patient goes to see **Dr. Zimbler**, they can trust that his consultation and recommendations will be based solely on his professional experience and an honest opinion. ♦



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