

PLASTIC SURGERY

More than Skin Deep

West End Facial Plastic Surgery employs cutting-edge procedures and at-home skincare treatments to help every patient look and feel their best.

When contemplating facial plastic surgery, many people wonder what their new face will look like. Familiar? Unrecognizable? Strange?

Dr. Robert Schmidt understands these concerns. A fellowship-trained, double board-certified plastic surgeon and founder of West End Facial Plastic Surgery, he strives to produce natural-looking results for patients wary of drastic change yet eager to correct or improve their features.

“There’s a perception that cosmetic surgery will make you look overdone,” he says. “Our goal at West End Facial Plastic Surgery is to restore your appearance to what it used to be, not to make you look like someone else.”

Whether beautifying appearances with brow lifts or helping clients breathe more easily with rhinoplasties, Dr. Schmidt ensures patients achieve their goals while also enhancing their quality of life.

A Comprehensive Skincare Plan

While traditional facial surgery remains central to Dr. Schmidt’s practice, he has witnessed a recent surge in demand for treatments like injectables, laser resurfacing, microneedling, and radiofrequency procedures. Less invasive and less expensive than traditional plastic surgical procedures, these treatments serve clientele who are eager to age gracefully with less downtime.

One such cutting-edge treatment is PrecisionTX®, a minimally invasive procedure that sculpts the jawline and neck for a third of the cost of a traditional facelift. Administered in-office with local anesthesia, PrecisionTX zaps fat cells with

lasers inserted into tiny incisions under the ear and chin. As the skin warms, collagen production ramps up, generating a tightening of the skin over a period of six months. The one-hour procedure produces striking results and requires just a weekend of downtime—ideal for people desiring a quick recovery with gradual results.



Beyond high-tech procedures, West End offers its own line of pharmaceutical-strength, FDA-regulated skincare products. Made with high-quality ingredients, these products are designed to enhance the efficacy of West End’s in-office treatments. “Home care is so important,” says Lita Tipton, the practice’s certified master aesthetician and skincare maven. “I’m like a fitness trainer for a patient’s skin, offering home care recommendations to

maintain the work we do in the office.”

Within that suite of products is an oncology skincare line for cancer patients, whose skin—often dry and compromised by radiation and chemotherapy—can’t tolerate products containing additives and fillers. Tipton’s personal experience with cancer inspired her to pursue certification in oncology aesthetics. Today, she sees this niche treatment area transforming the spa and beauty industries. “This is about more than symptom relief and appearance recovery,” says Tipton. “Human touch is incredibly healing for cancer patients.”

Delivering personalized, intentional treatments for each patient is central to West End’s philosophy. “We’re all about making people’s lives fundamentally better, as best we can,” says Dr. Schmidt. “Whether they’re trying to recover from an injury or improve a feature that’s been bugging them all their lives, people come here to have a positive experience with a doctor—and that’s what we promise.”

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Dr. Robert Schmidt
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