

## CINCINNATI + HEALTHCARE PROFILES

# Changing the Dialogue

A patient-centered ethos leads the charge at Advanced Cosmetic Surgery & Laser Center.

Jon Mendelsohn, M.D., FACS, is no stranger to facial plastic surgery's reputation in pop culture: Botched facelifts and mishappen noses on celebrities are two common examples patients cite.

But he and the team at Advanced Cosmetic Surgery & Laser Center are on a mission to revise that narrative—starting with education.

"Fear usually drives why people don't inquire about ways to enhance how they look and feel," says Dr. Mendelsohn, a double board-certified facial plastic surgeon and medical director of the center. "That's where education comes in. Once people understand their options and listen to other patients' experiences, they can make a better, more informed decision."

At Advanced Cosmetic Surgery & Laser Center, Dr. Mendelsohn has established a patient-centric philosophy, leading the team of doctors, nurse practitioners, and physician assistants to deliver treatments tailored to patients' goals.



## THE RIGHT CHOICE

With both a surgical and nonsurgical division, the center serves patients seeking help with a range of cosmetic concerns. Studio A, the nonsurgical wing, offers fillers, lasers, and skin treatments to help patients achieve their desired look while safely treating the underlying cause of concern.

"Many patients begin with nonsurgical treatments in their 20s and 30s and may decide to seek surgical treatments later, while surgical patients may have nonsurgical treatments for other concerns," says Dr. Mendelsohn.

Under local anesthesia and performed in-office in the center's AAAHC-accredited surgical center, surgical treatments utilize cutting-edge practices to provide the best results with the least disturbance to daily life. Take the advanced facelift, where Dr. Mendelsohn repositions soft tissues and tightens underlying muscles through minimal incisions around the ear, or the blepharoplasty, where, in under 30 minutes, he removes excess



eyelid skin and fat for a more natural, refreshed appearance and offers a 10-year guarantee.

The all-encompassing nature of Advanced Cosmetic Surgery & Laser Center is an asset, but it's the niche focus of the practice, Dr. Mendelsohn contends, that ensures patients receive the highest level of specialized care.

"Many times, there are multiple options for treatments," he says. "Because of our expertise, we're able to solve patients' problems through whatever options they prefer."

## AUTHENTICITY IN THE PROCESS

In addition to education, transparency is a guiding tenet of Advanced Cosmetic Surgery & Laser Center. Recognizing patients' desire to see the facial plastic surgery journey, Dr. Mendelsohn began filming real patients from initial consultation through recovery. Now a bona fide series titled True Selfies, the videos are produced in-house and include interview, surgical, and post-op footage, capturing patients' candid reactions and Dr. Mendelsohn's guidance along the way.

"By watching these stories, people can imagine what the procedure could do in their own lives and how it would impact their families, work life, and health," Dr. Mendelsohn says.

From facelifts to rhinoplasties, blepharoplasties to chin implants, the True Selfies series highlights the positive physical, emotional, and psychological transformation patients undergo. "When you remove a mole from someone's face or improve the nose they've been teased about, that person's confidence improves," says Dr. Mendelsohn. "Our work is impactful, and we stand by our patients through it all."



Jon E. Mendelsohn, M.D., F.A.C.S.

**Advanced Cosmetic**  
SURGERY & LASER CENTER

The Best Of Everything