

## CLEVELAND HEALTHCARE

# Dramatically Natural Plastic Surgery

A holistic, comprehensive treatment philosophy embodies rejuvenation at Beachwood-Westlake Plastic Surgery and Medical Spa.

**T**here are a myriad of ways in which individuals age. Sun exposure, smoking, weight loss, and genetic factors can influence how patients look as they age.

For Steven Goldman, M.D., FACS, FAAFPRS, one of the United States' few triple-board-certified plastic surgeons and facial plastic surgeons, treatment begins from the inside out.

"I don't believe in cookie-cutter, one-size-fits-all surgery or medicine," he says. "It is imperative to be holistic, comprehensive, and individualized with surgical, nonsurgical, and technological options."

As the field of cosmetic surgery evolves, with advances in medicine and technology, the popularity of certain cosmetic procedures ebbs and flows over time. "A little over 20 years ago, prior to the introduction of Botox™, surgery was the main option for making a face look younger. Surgery remains the right option for many patients, but toxins, fillers, lasers, and other products and technologies have become an alternative to surgery, especially for younger patients."

Nonsurgical methods have even improved surgical techniques, according to Dr. Goldman. "Fillers have helped to teach us about the value of adding volume to the face, in the right amounts and areas to look natural and youthful."

## Stylish and Safe

The introduction of new technologies, like radiofrequency microneedling, high intensity focused ultrasound, and electromagnetic energy, represent specific, niche treatment options only recently available.

Technologies and techniques are also geared toward patient safety and comfort. "Safety is ultimately the most important aspect of patient care. For tummy tucks, we use techniques that allow our patients to get up and

walk the night of surgery," shares Dr. Goldman. "Patients who walk have less pain, are less likely to have complications, and simply recover faster. Rapid recovery techniques are a critical aspect of every surgery I do to optimize safety and comfort."

While innovative technology keeps him at the forefront of the field, Dr. Goldman also emphasizes the value of proven, gold-standard procedures.

"We balance having the latest and best new technologies while using established treatments that are proven to be effective and safe," he continues. "Plastic surgery must constantly evolve, combining tried and true with new and improved. This is why medicine is both science and art."

While the practice offers a variety of surgical options, both Beachwood and Westlake Plastic Surgery provide nonsurgical treatments, from facials to injections, microneedling, and lifestyle guidance—all of which combine to ensure dramatic but natural results. A dedicated team of aestheticians and nurses, as well as advanced care providers, collaborate with Dr. Goldman to create personalized treatment plans for each patient.

"I am fortunate to have an incredible team. My staff is smart, knowledgeable, caring, and friendly," concludes



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Becky's Photography

Dr. Goldman. "You only get the best results from doctors and providers who truly care about their patients, in all fields of medicine."



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