

PHOENIX HEALTHCARE PROFILES

Best Face Forward

At Phoenix-based **CraftMD**, proven treatments meet compassionate providers to help patients embrace their authentic selves.

With aging often comes wisdom and a more secure sense of self. And yet, when the visible signs of time become apparent in the mirror, confidence in both spirit and body can take a dramatic turn.

Double board-certified plastic and reconstructive surgeon Randall Craft, M.D., sees this issue in his office every day. At CraftMD, he collaborates with patients to understand their biggest insecurities, taking a holistic approach to revitalizing not only the outward appearance, but their inner self as well.

"This isn't just about how you look, it's also about how you feel," says Dr. Craft, who was named the 2023 Best Plastic Surgeon of the Valley in *PHOENIX* magazine's Readers' Choice Ballot.

Passions for creativity and people led him through a stint in art school before finding his true calling in the medical field. Plastic surgery's emphasis on symmetry and precision call on his deft skill for sculpting existing anatomy to help it appear younger and more refreshed—because facial enhancements, he notes, should never be detectable.

"When procedures respect your normal anatomy and are done well, they will allow you to still look like you," he says. "You just look

like a much more rejuvenated version of yourself."

Present and Future

At CraftMD, authenticity permeates more than just the end result. Dr. Craft's candor is matched by his warmth and sincerity, which leads to open dialogue with patients to determine the root cause of their desire for treatment and informs his approach.

"I want patients to talk about what's truly bothering them so I can get to the 'why': Why are they here today? What is this feeling they're trying to address?" he says.

For younger patients, minimally invasive treatments such as BOTOX® and neuromodulators are effective at addressing fine lines and wrinkles, while being proactive in incorporating a retinoid, sunscreen, and balanced moisturizer into a skincare routine will help the skin to maintain its health for years to come. Light liposuction around the jawline can also help those who, through aging or genetics, have a fuller fat pad around the chin, and lip fillers can produce the perfect natural pout.

As people age, laser treatments and eyelid surgery address deeper skin and aesthetic concerns.

"A good laser treatment is great for skin maintenance and overall health, and can improve acne, rosacea, and melasma," says Dr. Craft. "And eyelid surgery is a



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simple outpatient procedure that can completely change the contours of your face so you look more refreshed."

Rejuvenation is particularly the aim of neck and face lifts. By tightening and contouring the neck and jawline, Dr. Craft can help patients look up to 15 years younger—all with the most delicate and natural-looking results.

CraftMD's own medical-grade skincare line is often used in conjunction with

in-office treatments for optimal results. Its cheeky product names yet potent ingredients reflect the lighthearted professionalism Dr. Craft embodies.

While outwardly patients' appearances look revitalized, the renewing of their confidence is what he finds most inspiring. "These treatments are life-changing," he says. "To be able to help someone see themselves in a positive way is a privilege."

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PLASTIC SURGERY & MED SPA