

# ELLE

**THE  
EVERY  
OTHER  
DAY  
DIET**  
LOSE  
WEIGHT,  
STAY  
YOUNG

**FASHION:  
FIND YOUR  
SUMMER  
STYLE**

**254+**

**OF THE HOTTEST  
SWIMSUITS,  
SUNDRESSES,  
AND SANDALS**

**PLUS:  
OUR GUIDE  
TO FINDING  
THE PERFECT  
SUNGLASSES**

**THE  
BODY  
ISSUE**

**STRONGER,  
SEXIER,  
CHICER—  
GET READY  
FOR THE BEACH!  
SECRETS FOR  
EVERY SIZE**



**RIHANNA  
RULES**

THAT HAIRCUT,  
THOSE DRESSES,  
AND HER  
UNSTOPPABLE RISE

**BEAUTY**

IT'S A WIN-LOSE  
SITUATION! ERASE  
WRINKLES AND  
SLIM YOUR BUTT—  
ALL AT ONCE!

**HOT LEGS!**

RADICALLY IMPROVE  
YOUR GAMS IN  
ONE DAY—REALLY!  
THE PRODUCTS,  
THE MOVES

**DON'T GET  
SPITZERED  
UNDERSTANDING  
MEN WHO STRAY**

**TRAPPED IN  
MARRIAGE**

THE SHOCKING  
REASON SOME  
WOMEN CAN'T  
JUST WALK

JUNE 2008  
USA \$3.99

**ELLE.COM**

02492





# THE ILLUSIONIST

Did she or didn't she? If the woman in question is a patient of plastic surgeon David Rosenberg, MD, chances are you'll never know.

By Maggie Bullock

In the fiercely competitive world of best-of-the-best beauty docs, referrals can be the highest form of praise. So when über-derm Macrene Alexiades-Armenakas, MD, PhD, describes facial plastic surgeon David Rosenberg, MD, as "remarkable...the master of minimalism," you know he's not just good—he's *really* good. "I want patients to recover quickly, to look in the mirror and say, 'Oh, my God, there's my face again!'" says Rosenberg, whose stealthy, low-downtime technique has made his one of the fastest-growing practices at the tony Manhattan Eye, Ear, and Throat Hospital. "It's not underdone, it's understated. So that their friends say, 'Wow, you look amazing!' but they can't put their finger on it."

### What's the key to surgical subtlety?

As we age, we see skin falling, but the real problem is the underlying descent of muscles and ligaments. So, whether it's the eyelid, the jawline, or the neck, I focus on working beneath the skin, addressing the muscle layer. Some critics say that's more invasive than tightening the more superficial layers, but I think it's the future of facial surgery. It's also less bloody, with less bruising and swelling, since any trauma occurs deep beneath the skin.

### So that's what sets your face-lift apart?

I perform a modified deep plane face-lift, in which I go under the muscle, sliding it back into position—but I don't remove any of it. Skin follows the muscle back into place, and I trim the excess. The look is never severe, since the pull is beneath the skin. Less surface tension means incisions also heal faster, and the result is very soft and feminine. The look of youth is not tight; it's defined.

### Does the zero-detection nip exist?

Endoscopic brow lifts are a total stealth operation. A couple of tiny, two-stitch incisions in the hairline allow me to come in with a camera and arch the outer third of the brow for a look that's youthful, not deer-in-the-headlights. It used to require permanent metal screws in the skull, but now we use Endotines, tiny triangular barbed implants that basically Velcro skin in place while it heals and then dissolve.

### Sounds like a possible Botox alternative, too.

Actually, a lift raises the brow, but you still need Botox to take care of crow's-feet or laugh lines. The injections may also prolong the lift itself by easing the movements that cause laxity in the first place.

### Do you deliver the shots too?

Absolutely not. I depend on dermatologists to augment what I'm able to provide. Besides, I'm not rushing into the operating room for a little cheek hollowness; some patients can get by for years just with dermatological intervention. Take the issue of thinning



(From left) "SkinCeuticals CE Ferulic serum produces incremental improvements in skin texture, quality, and smoothness"; VitaMedica Bromelain with Quercetin; "You don't need to spend \$150 on sunblock. My wife and I use Coppertone Kids QuickCover Lotion Spray in SPF 50 on ourselves and our two-, six-, and eight-year-old kids"; for four days pre-op, Rosenberg's patients use a MRSA-zapping body wash such as Hibiclens Antiseptic Anti-Microbial Skin Cleanser; since a yeast extract makes Dermacia MD foundation oxygen-permeable, "it can be used as early as three days after a procedure."

mouths: I hate duck lips. They're so stupid looking! For a totally natural effect, there's nothing better than Restylane.

### There are plenty of twenty- and thirtysomethings in your waiting room. They're not in for face-lifts, are they?

Rhinoplasty is being done more than you would ever imagine, but the first rejuvenation issue is the eyes. As soon as women see hooding, they're in my office; I give them a crisper look just by trimming a little skin. They're out to dinner in seven days with a little makeup—no one ever guesses.

### And the undereye issue?

You don't want to hollow out the eye. A no-stitch technique removes the puffiness, via sutures that are hidden inside the lower lid. High season is coming up: During the last week in June, when kids go off to sleepaway camp, young moms come in to have their eyes done.

### You're known for minimal downtime. What's the secret?

First and foremost, gentle hands in the operating room. Plus, before surgery, I ban blood-thinning agents—everything from Advil to green tea to Saint-John's-wort. My patients also get a post-op stash of the anti-inflammatory pineapple extract bromelain, plus an arnica cream to relieve bruising.

### Your patients get private nurses, too, right?

That's a luxury, for sure, and it's mainly for the ice: 20 minutes on, 20 minutes off, constantly, for 24 hours. Your significant other could do it, but having a pro on hand also relieves anxiety, reducing the inflammation-causing spike in cortisol that can delay healing.

### Would you consider yourself a germaphobe?

Infection is one of my main concerns. My patients use a body wash with chlorhexidine gluconate, which kills MRSA, and the prescription nasal ointment Bactroban, which eliminates the bacteria reservoir in the nose. Whether you're about to have a breast biopsy or a nose job, you can't be too safe.

Dr. Rosenberg photographed by Danielle St. Laurent; grooming by Patricia Longo for Exclusive Artists; all still lifes: Steven Krause