

ForbesLife

EXECUTIVE WOMAN

Charity
revolutionaries

Plastic
surgery
& the office

A new meaning
for face time

Cherie Blair
talks about work, life,
Tony, and the Queen

Taking sales
to the stratosphere
How Dolly Lenz does it

Gena Lovett, President, New York Junior League

face time

Feeling under the gun about going under the knife

BY CHRISTINE LENNON

For a growing number of executive women in their 40s, 50s, and older, the perception of cosmetic surgery as a pursuit of the vain and frivolous is giving way to a new reality. At the peak of their careers, with at least a decade or two of earning power in front of them, they see their futures in sharp focus. But the reflections in the mirror can be a little fuzzy. “I’m impressed by how many patients I meet who are this type of woman,” says Manhattan facial plastic surgeon David Rosenberg, M.D. “They’re executives, lawyers, bankers—people who want to work longer, not retire at 58. And they want to look like they’re on their A-game, to appear as defined and rested as possible without a trace of surgery. That communicates confidence and wellness.”

Many women (and men) are acquiring refreshed looks through so-called lunch-hour treatments, which get you out and on your way in the time it takes to have a three-course meal. These include the use of lasers, such as Fraxel and Laser Genesis, the ubiquitous Botox and Restylane injections, and light chemical peels. But there comes a point when the various noninvasive treatments are no longer enough.

The moment of truth, as Rosenberg notes, can be highly subjective: “There are some people who look fabulous at 65 who’ve never done anything. And there are those at 44 who just look worn out. I think of the lunchtime procedures as polishing agents. What we’re talking about with surgery is taking away the sagging that comes with time.”

“Do everything you can before the cutting,” says Charla Krupp, author of *How Not to Look Old* (Springboard Press). “Once you have a face-lift, people know you’re old enough to get a face-lift!” That’s always been the risk with the standard-issue lift, which sometimes can result in an unnaturally taut look to the skin.

Over the past decade or so, some surgeons have been paying more attention to how the face fills out after surgery, modifying their techniques to make sure they preserve or restore fullness to the face. These face-lifts place more emphasis on so-called volumizing, although the pro-

cedures do not have a specific medical term. Volumizing lifts tighten the facial structure, restoring youthful contours instead of merely trimming sagging skin. This is accomplished surgically by repositioning the deeper tissue of the face, causing the fat attached to it to move as well.

Since the American Society of Plastic Surgeons does not have a separate designation for these procedures, it’s unclear how many of 2007’s nearly 120,000 face-lift patients—who paid from \$6,000 to \$25,000, depending on such factors as a surgeon’s reputation and extras like eye-lifts—opted for the newer types of surgeries. (*New York Magazine* recently referred to the results of volumizing lifts as “the New New Face”).

AS IF WORKPLACE PRESSURES TO HAVE A FACE-LIFT weren’t enough, consider escalating media demands on prominent businesspeople and the concerns about how one might look on high-definition television or projected onto a movie-size screen when speaking at a corporate conference. And it’s not just the Michelle Pfeiffers of the world making things difficult: There has been widespread speculation in the press about Speaker of the House Nancy Pelosi’s preternaturally youthful 60-something face. And gossipy New Yorkers have gone so far as to credit a specific surgeon (Dr. Sherrell Aston) with *Vogue* editor Anna Wintour’s reported work.

“Look at the women on television—the real pioneers like Lesley Stahl and Diane Sawyer,” says Charla Krupp. “Everyone wants to know who did their work. Look how gorgeous Lesley Stahl is. Then there’s Morley Safer. He isn’t getting a face-lift. . . . It’s very unfair. We don’t allow women to look like that on television in America. The bar is also much higher for women who have powerful corporate jobs.”

“Once you have a
face-lift, people
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rumored to have had some plastic surgery. According to the American Society for Aesthetic Plastic Surgery, men had 1.1 million cosmetic procedures in 2007, up 17 percent from 2006—so it’s not just Hollywood aiming to look better. More likely, it’s the senior vice president of marketing down the hall. But even with this uptick, men account for only about 9 percent of total procedures.

“Every week I hear of another supersuccessful, accomplished woman in her 50s being let go,” says Krupp. “My opinion is that they [cosmetic procedures] should be a tax write-off. You have to look good for work, or the next generation thinks they can get a bit of an edge.”

While the idea of having plastic surgery to stay competitive in the business world is gradually gaining acceptance, it still bears a stigma in many corporate suites. Even women in so-called image businesses, like cosmetics and fashion, contend there’s risk in owning up to a nip and tuck. “If you’re a powerful woman executive, you don’t want to look frivolous,” says 48-year-old cosmetic company exec Francesca (declining to give her last name), who recently underwent a combination face- and eye-lift.

The irony of a cosmetics executive’s reluctance to go public about going under the knife is not entirely lost on Francesca. Still, she insists her industry is hardly immune to the competitive forces that dominate corporate America, and that questions about someone’s age are inevitably raised with news of her or his plastic surgery. But even though Francesca was cautious about announcing her intentions beforehand, she says that, with time, she has become a bit more relaxed in discussing her surgery. Indeed, if someone flat-out asks, she’s now willing to tell them what she has had done. That degree of openness, Francesca maintains, might be much more difficult in other industries.

Dr. Donald Wood-Smith, a New York plastic surgeon who sees many executive women, says that his patients worry about taking time out for surgical cosmetic procedures, fearing that such absences could potentially



“weaken their position in their firms” during a period when many companies are looking for any reason to downsize. There’s ageism at play, of course, and since women are the largest consumers of these procedures, there is sexism, too. But for the successful woman who has been conditioned not to let nonbusiness issues (such as child care) enter her work life, the silent approach often seems best. “If she does acknowledge having had plastic surgery, it would be admitting that she needed help,” says Jean Cardwell, president of Cardwell Enterprises, a Chicago-based executive-recruitment firm specializing in corporate communications.

Carolyn Chang, M.D., F.A.C.S., a San Francisco-based
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their wealth. “They took an active role in running their business; now they take an active role in managing their finances. They tend not to be afraid of investing, even in tough times, because their experience has shown them that this is when they find the biggest upside.” It’s harder for the next generation, van der Linde says, either because they haven’t had the right preparation or because they don’t view the wealth as a product of what they do for a living. “A close friend of mine became executor of her father’s estate. She is so afraid of making the wrong move that she is paralyzed. She has put all the money in Treasury bills.”

As for building your own wealth—any strategies?

Attending a conference a few years ago, van der Linde was shocked to hear a speaker cite a study showing that 84 percent of all women will end their lives on their own—widowed, divorced, or never married. This helped make her a more proactive investor. “I found an adviser I felt comfortable with and told her that I wanted to increase my own wealth and not just dabble in the market the way I had been doing for years,” says van der Linde, who is single. She has found that commodity investing—oil, gas, agricultural commodities, or commodities funds—has been a winning strategy. “I saw the growth in emerging markets and concluded that they would need a lot of these commodities to keep growing their infrastructure. I also pay attention to consumer behavior and look for investment ideas there.” Her new interests? Alternative energy and “green” businesses, where billionaires like Richard Branson are investing big bucks and venture capitalists are trying to create a new generation of fortunes for entrepreneurs. “Maybe that is what will help me grow my wealth and move me down the path toward fulfillment,” she says hopefully.

Following 14 years as a staff reporter for the Wall Street Journal, Suzanne McGee is currently a freelance contributor to such publications as Barron’s and Worth.

> BEST MISTAKE

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use technology to innovate and who need to know the best approach. At one point, I helped IBM’s software business increase the number of technical professionals working with clients. The team I headed grew to 4,000 systems engineers—we now called them IT specialists or IT architects—which was far more profound than my ability to impact a few clients.

But being in a nonmanagement role for so long actually served me well. It gave me the time to build my technical skills and expertise. I needed those years to acquire the courage to step away from the group. You can’t keep doing what you think other people want you to do. Everyone has something to offer that contributes to the whole.

One of my early managers had given me a copy of the performance plan for systems engineering managers that he used for his group. I remember telling my husband there was no way on earth I could perform that role. He responded that yes, I could. Managing people for the first time can be daunting, especially if you’re supervising employees who are older than you. The level at which clients expect you to talk is quite different, too, and the accountability to the business is much more intense.

From my first day as a manager, I realized I loved the role. I had an amazing moment when I sat down behind that desk and it felt so natural. I’ve found that if you manage senior systems engineers who are older than you with respect, if you listen, are collaborative, and strategize together, you can synthesize the information and act. I remember the day the most senior person in the first group I managed came into my office. This man was also the crankiest employee in the group. He said, “I went and saw your boss, and I told him, ‘This time you did good.’” I was pumped up by that. I said to myself, “I can do this.”

—As told to Patricia R. Olsen

Patricia R. Olsen has written for the New York Times, Dealmaker, and other publications.

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plastic surgeon whose Bay Area patients are often concerned about concealing the evidence of surgery, offers tips for a smooth post-op transition. The patient’s attitude is one factor, she says. “Empirically, patients who are more relaxed going into surgery do really well afterward. Allowing adequate time to rest—optimally two weeks—is most important to minimize swelling and bruising.” These measures can also make office re-entry smoother.

Chang suggests to her patients that if they don’t already wear glasses, they should start shortly before surgery. Postprocedure specs—even with clear lenses—can help conceal marks and bruising around the eyes. “Change your hair color or style,” she says. “Get it cut shorter or curl it. It’s a good distraction. Tell people you’ve been dieting. After surgery, features look sharper; it looks like you’ve lost weight.”

Michael Kane, M.D., a plastic surgeon with a Park Avenue practice, has patients who have pretended to take a leave to care for new grandchildren or faked a safari in order to get two weeks out of the office to recuperate. “The number one most limiting factor when it comes to getting cosmetic surgery is scheduling,” says Kane. “For the year-end holidays, I’ll completely book up a full 9 to 12 months in advance. You can easily take two weeks without making any elaborate excuse, so December 23 and 24 are my busiest days of the year.”

After the holidays, it’s back to business as usual—but with an advantage. “When this is done well,” says Rosenberg, “it’s something that allows a person to really continue the life they’ve taken a long time to build. Why show the wear and tear that happened along the way?”

—Additional reporting by Ernest Beck

A former beauty editor at Harper’s Bazaar, Christine Lennon writes for Elle Decor, W, and InStyle, among others.

Email us your thoughts on plastic surgery at flew@forbes.com.

it margins have been squeezed. All of us on the trading floor are now competing with computers as well as with each other. For buy-side clients, the technology is the best thing in the world, because they can keep more control of orders. Today, the orders we receive are those that are too big or difficult for them to do themselves. We can keep going seamlessly even if the computers seize up.

My son, who is now 12, has grown up on the floor. His favorite person was [former exchange CEO Richard] Grasso; he would call him "Uncle Grasso." When I had to come to a meeting after hours, he would sit in our trading booth on the floor, and the guards would look after him and bring him potato chips.

Every year, it seems, my responsibilities at the exchange have grown, and there are more meetings. At every stage of my career, someone has seen something in me and given me a new kind of opportunity, starting with Ivan. I was here only a year before I was asked to be a floor official. I said yes; I'm interested in rules and seeing that things are done properly. I was invited to join the board of executives by John Reed after he became chairman in 2003.

Technology has leveled the playing field. There used to be an advantage for men, who were taller and bigger—people could see them, so they would trade with them. It was all running and shoving and yelling. As a woman, you had to push your way in and be a bit more feisty. My role model was Ellen Lee, a broker at Bache & Co. She was always poised; she did her job well without flipping out. But I don't think technology will ever mean that the trading floor will close. I am looking forward to the day when our new global footprint [the NYSE merged with Euronext in 2007] means that we can trade a whole range of stocks in their local currencies from our little booth on the floor. That is my dream. I will be the last one to leave the floor. If they closed it, they would have to drag me out the door kicking and screaming every inch of the way.

—As told to Suzanne McGee

TRULY GIFTED:

Page 94 Leica's ultra-compact C-Lux 3 camera with powerful 4.4–22 mm f/2.8–5.9 zoom lens intelligent automatic mode: leica-camera.com. Christofle Marly Tech sterling silver 1 GB USB memory stick: christofle.com. Phillip Stein glass wine aerator wand with encapsulated glass jewels: philipstein.com. Assouline Didot leather-bound 144-page notebook with silver foil edges embossed with Didot, Assouline's signature font: assouline.com. Monica Rich Kosann hand-engraved sterling silver image case holds four images: Bergdorf Goodman, 212/753-7300. Sensai by Kanebo lipstick: barneys.com.

Page 95 From top: *Moonraker* by Ian Fleming, bound in morocco leather, \$2,500: asprey.com. Hermès felt notebook covers with silver snap closure and lined writing guide, Ulysee MM \$170, Ulysee PM \$125, plain page refill sold separately: hermes.com. Adam Smith's *Wealth of Nations*, 1811 edition, two volumes, bound in contemporary tree sheep leather, \$3,500: baumanrarebooks.com. *The Fruit of the Tree* by Edith Wharton, 1907, illustrated by Alonzo Kimball, bound in Chieftain leather, \$1,450: asprey.com. Gary Hume gloss-finish leather Panama art diary with 224 silver-gilt-edged pages, \$700: smythson.com. *Diamonds Are Forever* by Ian Fleming, bound in morocco leather, \$1,800: asprey.com. *Brave New World* by Aldous Huxley, 1932, signed, goatskin binding, \$6,500: asprey.com. *Liquid Light: 1983–2003* by Fabien Baron, single-volume monograph of his personal work with over 2,000 photographs, \$95: steidville.com. *FMR* magazine subscription includes six copies of the white edition, six copies of the black edition, and unrestricted access to the website; special subscription price for *Forbes* readers: servizioclienti@fmrarte.com. *Distinctive Vintages: Fine French Wines & Spirits* by Alain Stella, \$200: amazon.com. *Les Dessins du Louvre*, four volumes by Henry de Chennevières, Paris: 1882–83, early edition of this collection of drawings, with 310 full-page plates produced by the Gillotat process, \$2,200: baumanrarebooks.com. *Phaidon Atlas of 21st Century World Architecture*, with 800 pages of projects by acclaimed and emerging architects, 4,600 color illustrations, \$195: phaidon.com.

Page 96 Loro Piana Guanto Simone gloves: loropiana.com. Elsa Peretti lacquer bangles: Tiffany & Co., 800/526-0649. Elie Tahari Julian necklace: Elie Tahari boutiques, 212/334-4441. Vertu Constellation Monogram phone with semiprecious stone: vertu.com.

Page 97 Rodarte mohair, silk, polyamide, lurex, and alpaca sweater: rodarte.net.

Page 98 Distant Origin pair of gold-plated 4 1/2-pound dumbbells: distantorigin.com. MontBlanc Bohème fountain pen in red leather with round-cut red rhodolite gemstone: montblanc.com. Ajne perfume: ajne.com. Bulgari brooch: 800/BULGARI.

Page 99 LMD Floral arrangement: lmdfloral.com.

Page 100 Kathryn Hall 2005 Napa Valley Cabernet Sauvignon wine and Jacques Torres Chocolate gift set: mrchocolate.com. Dom Pérignon 2000 vintage champagne: fine wine stores. Glasses: Saint Louis Tommy hock crystal: hermes.com. Nason and Moretti Murano blown-glass Grand Traditional wineglass: mossonline.com. Baccarat Arcade crystal Champagne flute: baccarat.com.

Page 101 (see above right) 1. La Maison du Chocolat chocolates: lamaisonduchocolat.com. 2. Jacques Torres Chocolate, 50 pieces in five flavors, gift-packaged with Katherine Hall Wine: mrchocolate.com. 3. Vosges Exotic Truffle collection: vosgeschocolate.com. 4. Richart Tribal Ballotin chocolates: richart.com.



P.M. FLASH:

Page 103 Oscar de la Renta dress: oscardelearenta.com. Cole Haan Kilty leather clutch, \$350: colehaan.com. Ralph Lauren Collection Adabelle leather sandals, \$595: ralphlauren.com. Tiffany & Co. mixed-cut diamond cobblestone bracelet, \$215,000: 800/526-0649. Menswear throughout: Ermenegildo Zegna tuxedos: zegna.com.

Page 104 Moschino coat: moschino.com. Agnona dress: agnona.com. Cole Haan Sophie blue velvet pouch, \$150: colehaan.com. Giuseppe Zanotti Design satin sandals with Swarovski crystal and gold decorations, \$875: giuseppe-zanotti-design.com. Judith Ripka Monaco ring with white and black diamonds and black onyx, set in 18k yellow gold, \$6,800: judithripka.com.

Page 105 Piazza Sempione top: Bergdorf Goodman, 212/753-7300; skirt: Barneys, 212/826-8900. Giuseppe Zanotti Design patent leather, suede, and satin sandals, \$695: giuseppe-zanotti-design.com. Stella McCartney Embroidered felt bag, \$1,095: 619/239-1700. John Hardy Dot Silang gold and silver extra-wide cuff, \$2,995: johnhardy.com.

Page 106 BCBG Max Azria gown: bcbg.com. Christian Louboutin purple suede cube clutch with wrist handle, \$1,055: christianlouboutin.com. Donna Karan metallic leather mules, \$540: 866/240-4700.

Page 107 Vivienne Tam dress: viviennetam.com. Christian Louboutin Miss Loubi red velvet clutch with Swarovski crystal shoe-clasp detail, \$825; Drapnight pumps with side strap and Swarovski crystal buckle detail, \$865: christianlouboutin.com. Kara Ross white gold, black onyx, and diamond link bracelet, \$25,640; Bergdorf Goodman, 212/753-7300. John Hardy Naga silver dome ring with pavé diamonds, \$2,295: johnhardy.com.

