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The Scalpel City

FORGET LONDON AND LA, THE WORLD'S LEADING BODY SCULPTORS HAVE FOUND A NEW HOME IN THE UAE. EMIRATES WOMAN EXAMINES THE STRATOSPHERIC RISE OF PLASTIC SURGERY IN DUBAI

WRITTEN BY AOIFE STUART-MADGE

For any self-respecting socialite or celebrity, there was once only two places to go if you wanted some expert body augmentation: LA or London. The former, the unofficial capital of plastic surgery, has been chiselling Hollywood stars to perfection for over 60 years, while the latter is home to Harley Street – a name synonymous with the world's leading surgeons. But now there's a new hot spot for those in search of a top-notch extreme makeover at the hands of the world's best: right here in Dubai.

Demand for plastic surgery in the city has risen a staggering 100 per cent in the last year* – compared to just a five per cent rise in the US – which translates to over 68,000 Dubai patients and Dhs300 million worth of business in the city alone. It's no surprise then that we've seen an influx of world-renowned surgeons coming to the image-focused Emirate – either to extend their practice for a few months of the year or to set up shop permanently. Here are the makeover maestros who will suck, pluck and tuck you to perfection...

Breast Augmentation

Who? Dr Afschin Ghofrani

The clinic: Aestheticon Clinic, Jumeirah Lake Towers

Why? A trained micro-surgeon, German-born Dr Ghofrani's unique approach combines a lift along with the augmenting procedure (in about 30 per cent of cases). He explains: "Sometimes you have to augment and lift because there is a sagginess of the breast. There are unfortunately quite a few surgeons who are not comfortable lifting and augmenting in one session. What they will do is put in a bigger implant in the hope lifting the skin, which doesn't work at all."

When? The clinic is open 10am-7pm every day except Friday.

What? A simple breast augmentation takes one hour, but it can take up to one and a half to two hours when combined with a lift. "With lifting, you first decide how big the breasts should be. In the surgery, you put in the implant, then, according to the shape and size of the nipple, you decide where to put the nipple and how much you have to remove. This is all done in one procedure. You create the volume, then you shape the breast envelope," says Dr Ghofrani.

Cost: Dhs25,000-35,000

Contact: (04) 4311863, aestheticon.ae

Bum Lift

Who? Dr Luiz Toledo

The clinic: Mercato Family Clinic, Jumeirah 1

Why? When it comes to sculpting the perfect Brazilian booty, who better to trust than a bona fide Brazilian? In fact, Dr Toledo is so adept at sculpting the perfect J-Lo posterior that he wrote a book on it (Refinements in Facial and Body Contour, Lippincott-Raven). Dr Toledo was also one of the first doctors to use computer imaging in his consultations, so you can see results before you go under the knife.

When? Dr Toledo is available for consultation from 12pm-8pm Saturday to Wednesday and Thursday 9am-3pm.

What? Buttock augmentation involves taking fat from the hips, back, arms, thighs, legs or tummy (depending where you have a surplus) and injecting it into the buttocks to give Kim Kardashian-esque curves. "We inject the fat in the upper part of the buttock to give the buttock a pert aspect," explains Dr Toledo. "It is a time-consuming and exacting surgery that needs to be done by a surgeon practised in the technique."

Cost: Dhs23,000-35,000

Contact: (04) 3448844, drluiztoledo.com

Liposculpture

Who? The Viel twins, Dr Maurizio and Dr Roberto

The clinic: London Centre for Aesthetic Surgery Gulf, Dubai Health Care City

Why? The Italian twin brothers also have a clinic on London's Harley Street and bring over 20 years' surgical experience to their second branch in Dubai's Healthcare City. They are famed for their pioneering liposuction procedure.

When? Dr Maurizio Viel is based in Dubai permanently, and Dr Roberto comes to the city every other month for a week. The clinic is open Sunday-Thursday 9am-6pm.

What? The brothers' signature VASER liposuction procedure uses ultrasound technology to target fat cells to remove stubborn fat pockets. Dr Maurizio explains: "During the procedure the other tissue and blood vessels are left relatively untouched, so there is less bruising. It is more accurate and more fat can be removed compared with traditional methods as there is less blood loss. Also, the scar is discreet; it is less than 1cm. The most popular areas for VASER liposuction include the abdomen, love handles, thighs, back and upper arms."

Cost: From Dhs28,000

Contact: (04) 3752392, lcas.ae

Rhinoplasty

Who? Dr Sanjay Parashar

The clinic: Cocoon Centre for Aesthetic Transformation

Why? A member of the American Society of Plastic Surgeons and the International Society of Aesthetic Plastic Surgery, Dr Sanjay Parashar has travelled the world honing his skills. Dr Parashar says: "I take my obligations as a doctor seriously, wanting to give my patients the best possible result

while minimising their exposure to risks."

When? Consultations available every day from 9am-8pm.

What? Nose jobs are not just about reducing size anymore: the procedure is now so sophisticated that any imperfection can be easily eradicated to give you a perfect snout. It could be the shape, size, position of your nose, or simply that you don't feel it suits your face, but whatever your worry, Dr Parashar has the solution.

Cost: Dhs24,000-28,000

Contact: (04) 3941090; cocoon.ae

Facial Reconstruction (Cheek & Chin Implants)

Who? Dr Jason Diamond

The clinic: American British Surgical and Medical Centre, Deira

Why? From his starring role on *Dr 90210* to his star-studded client list, LA-based Dr Diamond is no stranger to celebrity. Recognised as one of the top facial plastic surgeons in his field, he's famed for his natural results. A particular speciality is facial implants (he studied under the physicians who created the technique). He says: "Women in the UAE, as a general rule, want very subtle and natural results. My patients don't look done."

When? Dr Diamond will be seeing patients and operating in Dubai November 7-14, 2012.

What? Chin and cheek implants. "For flat or underdeveloped cheekbones, cheek augmentation with cheek implants can correct the problem. Chin implants can compensate for a weak or undefined chin. This technique brings the receding chin into better harmony with your other facial features, creating a more pleasing facial balance," says Dr Diamond. More than one implant procedure can be performed at a time.

Cost: Dhs36,000-66,000

Contact: (04) 2975544, absamc.com

Feather Facelift/Thread Lift

Who? Dr Georges Roman

The clinic: The Roman Clinic

Why? Surgeon to supermodels, celebrities and royalty, Dr Roman is highly revered in the field of cosmetic surgery. He prides himself on finding an aesthetic solution to suit the individual, rather than a one-size-fits-all facelift model. "In the US, they subscribe to one particular beauty aesthetic, so everyone ends up looking very similar," explains the French-born doctor.

When? Dr Georges Roman works out of Dubai several times a year. Contact his London surgery for details of his next visit.

What? A thread lift or feather facelift can diminish sagging around the cheeks, jawline and neck using special threads inserted into the face. Thread facelifts are frequently used to enhance sagging eyebrows, adjust asymmetric eyebrows, add support to sagging cheeks and to lift loose tissue to the mid and lower face and neck. Once secured, the threads become transparent and fresh collagen forms around each thread – giving super-subtle results.

Cost: Price on consultation

Contact: +44 (20) 76361313

Neck Lift

Who? Dr Jaffer Khan

The clinic: Aesthetics International, Al Wasl Road

Why? Trained in London's Harley Street, Director and Head Consultant at Aesthetics International in Dubai, Dr Jaffer Khan was the first surgeon in the region to pass the speciality fellowship examination of the Joint Royal Colleges in Plastic Surgery. An expert in aesthetic and reconstructive surgery of the face, he's the go-to guy to blast the dreaded 'wattle'.

When? Saturday to Wednesday 9am-6pm and Thursday 9am-1pm

What? Neck lifts are usually done as a component of a facelift operation to improve the jowl area, as well as the neck. "It takes around two hours and can be done under local anaesthesia with sedation, however most patients opt for general anaesthetic. Another type of incision-less neck lift is the iGuide® technique, which is minimally invasive but is applicable only in certain patients depending on their neck morphology."

Cost: From Dhs36,000

Contact: (04) 3469888, aesthetics.ae ■