# loudoun MAGAZINE

FALL 2007

## Exotic Tastes

Local Restaurants Open Doors to New Cultures

Fall Fashion: Retro Futurism

Last Leg Of The Loudoun Wine Trail

Families Reap Fun At Fall Festivals

7 3>
$4.95
7 25274 56317 3

HEALTH & BEAUTY

# MORE THAN SKIN DEEP

BY SUZANNA LOGAN ~ PHOTOS BY FELIX MARQUEZ

## BEAUTY OPTIONS EXPAND IN LOUDOUN

It was a peaceful day in August 2006 when Donna Cottingham's family vacation near Myrtle Beach, SC, almost turned tragic.

While on a jet skiing excursion with her husband and son, the Leesburg resident's life changed forever when a speedboat outside her field of vision came within inches of crashing into the watercraft carrying her and her 11-year-old son.

The near-fatal collision landed Cottingham at a doctor's office, but not the kind one might expect. Within two months of her close call, Donna had scheduled a breast reduction at a cosmetic surgery center in Sterling.

For seven years before the accident, she had been considering the procedure to end the debilitating neck and shoulder pain that plagued her for more than a decade, but not until that summer day when the pain prevented her from turning her head to see the approaching speedboat did she realize the discomfort was more than a mere inconvenience.

"Upon waking up in the recovery room, someone called my name and I was able to turn my head without any pain at all," Cottingham says. "That was a light bulb moment for me, when I realized that this is how other people feel all the time."

DR. DAVID BERMAN

DONNA COTTINGHAM

Cottingham's positive experience with a cosmetic surgery center in Loudoun County is not unusual.

Once considered the dirty little secret of the rich and famous, cosmetic surgery has become an accepted and accessible option for the general populace. As proof, more centers offering reputable results are available closer to home than ever before, making metropolitan areas, such as Washington, DC, or Baltimore, an unnecessary trek on the journey to self-improvement.

Dr. David Berman, who performed Donna's breast reduction, says that he has seen both the quantity and quality of cosmetic surgery centers in Loudoun County grow in the 15 years since he opened his practice in Sterling.

"I don't think that there is any advantage of going into DC for surgery," Dr. Berman says. "The quality of medicine is extremely high, and there are a ton of good surgeons in this area."

Dr. Richard Casuccio is one of those surgeons. Having opened a cosmetic surgery center in Loudoun County 19 years ago when the population was a mere quarter of what it is today, Dr. Casuccio has since seen a considerable growth in Loudoun's cosmetic surgery industry.

"It is all about convenience," he says, speaking of the benefits of a nearby locale. "People are comfortable staying closer to home, and if the quality is the same and the convenience is greater then that is a definite advantage to staying local."

Working mother Jennifer King, originally from a small town in West Virginia where traffic congestion is virtually unknown, opted to have a breast augmentation performed in the county to avoid the stress of city driving. Although it is a 45-minute trip to Dr. Berman's office in Sterling from her Stephens City home, King says that braving the metro area traffic would have been unthinkable.

"After the surgery, I have had to go to my follow-up appointments without my husband, and I couldn't imagine the headache of traveling by myself into the metro area," she says.

The ease of travel also became imperative to Cottingham after she developed an infection that required her to see her doctor twice each week.

Dr. Behzad Parva, who opened his cosmetic surgery center in Leesburg nine years ago, says that coming in for follow-ups can be cumbersome if patients are not in a reasonable proximity to their doctor.

"Being closer to home provides a greater continuity of care because there is better access to the physicians," he explains. "Also, the support structure of family and friends is in closer proximity."

Still, the convenience factor is not the only boon to choosing a location close to home, says Dr. Suketu Patel, a plastic surgeon who specializes in facial surgery at his Leesburg office.

"Costs of cosmetic surgery are often less here than in the metropolitan area where premiums and lease payments are higher," he says. "Besides convenience, that is definitely the biggest factor in choosing a closer location."

Despite their importance, location and cost should not be the primary considerations in deciding where to have a procedure done.

"Cosmetic surgery is something that you do not have to have," Dr. Casuccio explains. "It is much different than getting your appendix out. You do not have to do it so there is no reason to rush, no reason not to research the procedure and the doctor. Do your homework and shop around."

The single most important requirement in choosing a cosmetic surgeon, according to both patients and surgeons, is to verify that the doctor who will be performing the operation has been certified by the American Board of Plastic Surgery.

JENNIFER KING AND HER DAUGHTER, ALLYSON

Stressing the importance of this certification, Dr. Berman adds, "The ability to practice cosmetic surgery does not require a protected degree, so any medical doctor could conceivably take a crash course on liposuction or any other procedure and call himself a cosmetic surgeon."

His advice is particularly relevant as the influx of busy professionals into Loudoun

YOU DON'T HAVE TO LOOK YOUR AGE

REJUVENATE worn discolored teeth that add years to your appearance

Dr. Gallegos expertise is helping patients with complex dental problems restore the function and appearance of their smiles. He is much more than just an highly skilled cosmetic dentist ... his focus is on the complete health and well-being of every person's mouth ... for the many long-term health benefits in addition to an attractive smile. Learn how the best that today's dentistry has to offer can benefit you, including Invisalign's™ advanced technology that straighten your teeth without braces.

Call today for your confidental no-fee consultation (540) 687-6363

Robert A. Gallegos, DDS, PC
Personalized Restorative & Cosmetic Dentistry
www.Middleburgsmiles.com • Middleburg, VA

invisalign
LEARN HOW TO SMILE AGAIN.™

FERRAIOLO FITNESS

FITNESS DONE RIGHT

- New, modern personal training studio
- Historic downtown Leesburg location
- Private, customized training
- Home training visits
- Flexible scheduling*

Come in now for your free consultation and receive **$20** off your first session!

216 Edwards Ferry Road
Leesburg, Virginia 20176
703-626-1075

Ralph Ferraiolo
Certified Personal Trainer
ralph@ferrfit.com

**www.ferrfit.com**

* By appointment only

DR. BEHZAD PARVA

County and the consequent demand for minimally invasive procedures with shorter recovery times are causing non-certified cosmetic surgeons to become increasingly common.

Trendy procedures like the thread lift, a comparatively simple alternative to a face lift requiring about one-fifth of the down time of its traditional counterpart, are gaining prominence among those who want to erase the years from their face without sacrificing days from their busy lives.

Another eye-opening procedure among Loudoun residents in pursuit of a more pleasing visage is the eyelid lift—a top pick among the county's male population, which area surgeons estimate accounts for about 10 percent of cosmetic surgery procedures done in the area.

More intensive indulgences, such as tummy tucks, liposuction and breast augmentation—most popular among women in their 30s and 40s—hover near the top of cosmetic surgery preferences among Loudoun residents, although Botox treatments, the ultimate quick-fix for those on the go, remains the most common form of cosmetic surgery.

Not surprisingly, Americans have welcomed the ease of cosmetic surgery with their new plumper, less wrinkled smiles. More than 11 million procedures were performed in the United States last year, up 7 percent from 2005.

Lest anyone worry that Americans are becoming excessively superficial, Dr. Parva attributes the embracing of cosmetic surgery in the county and the country to the universal desire for a more satisfied life, not physical perfection.

"Cosmetic surgery has become much more accepted because it is now focused on improving the quality of life for patients more than anything else," he explains. "All people from all walks of life can now look at plastic surgery for personal reasons."

Still, he warns that cosmetic surgery should be seen only as a part of the process of self-improvement rather than the culmination of it. "Cosmetic surgeons are only a part of what an individual can do to better themselves," he says. "The services that they can provide are just a part of what someone may do to improve their quality of life."