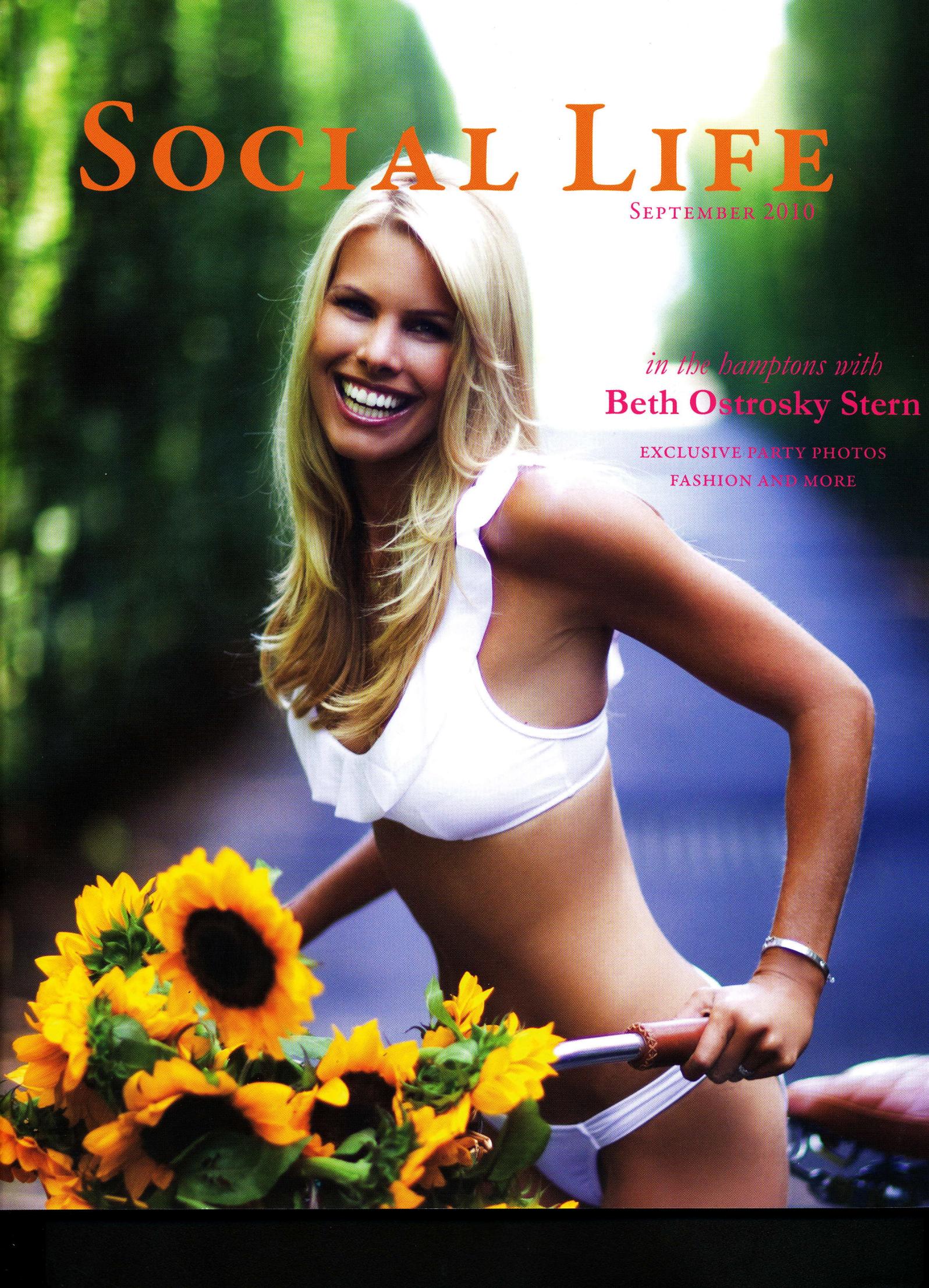


SOCIAL LIFE

A smiling blonde woman with long hair, wearing a white bikini top, is holding a large bouquet of bright yellow sunflowers. She is standing outdoors, with a blurred background of green foliage and a blue sky. The overall mood is bright and summery.

SEPTEMBER 2010

in the hamptons with
Beth Ostrosky Stern

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 PROFILE

Dr. Amiya Prasad



 DR. AMIYA PRASAD

 PARK AVENUE'S RENOWNED FACIAL COSMETIC SURGEON & AUTHOR

How many times have you walked by a woman, thinking, “she’s definitely been under the knife”? Countless of times, surely. The faux beauty in a ski slope nose or an over-pulled face lift is something that Dr. Amiya Prasad, premier aesthetic surgeon, certainly does not support. His philosophy takes a twist on traditional cosmetic surgery, asserting: “Cosmetic surgery should never drastically change your face. If people compliment you on your surgery, then you probably had too much surgery. Your goal should be to seek natural appearing enhancement of your features rather than a whole new face.” Dr. Prasad’s clientele stand by this philosophy, accumulating a large fan base for the past fifteen years that includes high-profile socialites and celebrities. New York socialite Tinsley Mortimer even tweeted her trip to the doctor’s Park Avenue office, receiving a facial there recently. His boutique practice is especially designed for discerning clients who desire rejuvenation treatments with natural and subtle results.

It’s not a simple nip and tuck with Dr. Prasad. This truly committed doctor focuses on building a relationship with the prospective client, spending a lot of time with them as to understand their main concerns. He develops a customized plan that considers non-invasive, minimally invasive and surgical procedures as to suit their needs. He emphasizes on the importance of artistry too – a quality that many aesthetic surgeons lack that end up producing the stereotypical unnatural results. The essence of Dr. Prasad’s practice is to provide guid-

ance to his clients, bearing the role as a primary care doctor for beauty. According to Dr. Prasad, “It’s been my observation that amongst physicians and surgeons performing aesthetic procedures, there are very few who are truly artists who are personally committed to helping their client reach their potential aesthetic result.” His combination of technical skills, experience, artistic vision and personal commitment is what makes Dr. Prasad so distinctive, achieving the title as one of the most preeminent aesthetic surgeons. His forthcoming book, entitled *The Fine Art of Looking Younger* is a beauty guide that gives a sense of how people should approach choosing a cosmetic specialist. One of the personal philosophies he shares is that certification does not guarantee a person the results that they want, and that quality derives from more than just technical skills.

The most popular facial procedures at Dr. Prasad’s practice are eye rejuvenation and facelifting. For eye rejuvenation, men account for fifty percent of Dr. Prasad’s clients. Local anesthesia laser assisted liposculpture, tummy tucks and breast augmentation are common body procedures. Additionally, Dr. Prasad’s practice offers noninvasive procedures such as Botox/Dysport, Restylane, Radiessse and Sculptra. Pelleve, a new nonsurgical skin tightening technology is also receiving enthusiastic responses. Dr. Prasad has practices on Park Avenue and in Garden City on Long Island. A consultation can be made via phone on 212-265-8877.