

A word with DR PAUL NASSIF

More than just the star of a reality show, Dr Paul Nassif is a renowned plastic surgeon and skincare specialist. Having successfully launched his own range of products in the US, he's now made them available in Australasia through shopping channel TVSN. Elise Wilson sat down with him to find out more.

Why did you become a plastic surgeon?

My original training was head and neck surgery. [Then I did] a reconstruction of the face of a little boy who got attacked by dogs – and it was so rewarding. That facial-reconstruction aspect of the surgery took me from being an ear specialist to getting into facial plastic surgery full-time.

What do you like most about your work?

It's fun and challenging, but it's also very rewarding. You make people feel good and in some cases [improve] patients' lives by restoring a sense of hope. Yes, there is the hard aspect of it, with complications and other issues, but the rewards outweigh that.



Left: Dr Paul Nassif with *Simply You's* Elise Wilson.
Below: With *Botched* co-star Dr Terry Dubrow.



Dr Nassif's top 3 must-tries:

From left: Nassif MD Detox Pads, \$60 (60 pads); Hydro-Screen, \$100; and Facelift Peel Off Mask, \$70.



What have you been most proud of during your years of plastic surgery?

I'd have to say the opportunity I've had with *Botched* and my new show *Botched by Nature*. Helping those patients who would have never got my help [otherwise] is probably the best part of my career. It's also what solidified my skill set. These are extremely complicated surgeries, but the patients take the risks because they're really not happy with the way they're living.

What's your philosophy with regards to reversing the ageing process?

Lifestyle – like diet and exercise – is key; we have to have everything working internally first. You shouldn't use plastic surgery as modification for the way your body works; it's important that you've already done everything you can [to address] troublesome spots. Plastic surgery is something that's going to augment a person's lifestyle, so as long as it's warranted and the patient is realistic, it's okay. Tummy tucks, for instance – if you've lost lots of weight and there's now excess skin, this could warrant a body, a buttock lift or an arm lift.

Do you find it challenging being perceived as the doctor who can fix everything?

Yes, but what I have to do is be strong with my patients; I'm a little bit tough and that's kind of my personality. A lot of patients come in with the thought that I'm God and can make their face look perfect again, so my goal is to provide reality checks and realistic expectations. It's important that I educate my patients and assess what the risks are, then see if they still want to do it.

What exciting developments are on the horizon, cosmetically and surgically?

There are more and more skin-tightening machines, and they're becoming more aggressive with better results, so hopefully these will replace skin-tightening surgeries in 10 to 15 years' time.

You're skilled in rhinoplasty – what's the most requested celebrity nose?

It used to be everyone from Angelina Jolie, to Scarlett Johansson, to Kate Middleton, but I feel that's all changed now because of social media and everyone adopting their own style. They're taking their selfies, going to a Facetune app and doing their own thing to show me. It's past bringing in someone else's photo – it's more looking for a better version of you.

What made you want to develop your own skincare line?

I was doing facelifts and noticed that a lot of my patients had very dehydrated skin. That was the initial [reason], many years ago, to develop skincare just for my practice; my patients would use it four weeks before surgery and four weeks afterwards. Then finally, after years of pushing, I came up with skincare that I could actually sell.

How involved were you in its formulation?

I'm extremely involved, working with the chemist, talking about the ingredients, trying all of the products, going back and forth with the texture and the smell. I'm also heavily involved in the clinical studies, consumer-perception studies, trials and the before-and-after results. To develop just one product from start to finish takes about a year.