

A New Approach to Los Angeles Rhinoplasty

Two surgeons have developed an innovative approach to nose surgery, or rhinoplasty.

March 29, 2007 (FPRC) -- Two plastic surgeons in Beverly Hills have developed a unique approach to Los Angeles rhinoplasty, commonly known as nose surgery or "nose job." "The Rodeo Drive Breathe Easy Rhinoplasty" is done by the two surgeons and pays equal attention to the cosmetic and functional aspects of nose surgery -- working to provide the best possible outcome.

These plastic surgeons, Dr. Lloyd Krieger and Dr. Marc Kerner do their rhinoplasty Los Angeles as a team. They have different but complementary training and backgrounds that they apply to nose surgery. Their interdisciplinary approach provides patients with the benefit of a broad perspective and skills during evaluation and treatment for their rhinoplasty Los Angeles.

The doctors note that among plastic surgery procedures, rhinoplasty is perhaps the most challenging. "Paying attention only to aesthetics can lead to problems with breathing following surgery," notes Dr. Krieger. "And paying attention only to breath flow can compromise aesthetics," continues Dr. Kerner. The Rodeo Drive Breathe Easy Rhinoplasty has the two plastic surgeons working to overcome these potential problems by using their different perspectives to focus simultaneously on improving both appearance and function.

California plastic surgery Dr. Krieger adds, "The nose is the center of our face. As such, it always grabs the attention of those who look at us. Its appearance helps create our overall facial harmony." Dr. Kerner goes on, "The nose also has an important functional component. It does our breathing. Its function is complex, and any alterations can have profound effects on our ease of breathing." Past patients say that after The Rodeo Drive Breathe Easy Rhinoplasty their nose is like a rosebud -- it smells nicely and looks great.

Because of its equal importance in appearance and breathing, these two plastic surgeons developed The Rodeo Drive Breathe Easy Rhinoplasty. The procedure is beneficial for all rhinoplasties, but in some cases it is especially useful. Some of these complex situations include ethnic rhinoplasty, revision rhinoplasty, and rhinoplasty for men. These procedures are sometimes called a Los Angeles nose job as well as Los Angeles rhinoplasty. They also offer advanced Los Angeles sinus surgery.

About the Surgeons: Drs. Krieger and Kerner have exceptional academic backgrounds. Their work has received a great deal of press coverage including on Access Hollywood, Inside Edition, CNN, Univision, Fortune Magazine, The Los Angeles Times, The New York Times, The Wall Street Journal, Star, and InTouch Weekly. Dr. Lloyd Krieger is a plastic surgeon who focuses on creating an attractive nose during rhinoplasty. Dr. Marc Kerner is a facial plastic surgeon / otolaryngologist who of course also works to create an attractive nose but also focuses on function so that breathing is not impaired, or, if necessary, is improved during the procedure. Working together, they bring equal attention appearance and breathing as they perform rhinoplasty in Beverly Hills.

About Rodeo Drive Plastic Surgery: Nestled next to Chanel, Dior and Tiffany & Co., Rodeo Drive Plastic Surgery is the first and only plastic surgery center at Beverly Hills' ultimate address, Rodeo

Drive. Its boutique offices and surgery center are situated in a location universally known as the capitol of fashion, style, and opulence. Rodeo Drive Plastic Surgery offers Beverly Hills' most elegant of medical facilities, featuring state-of-the-art exam rooms, marble counter tops, bamboo floors, and original Andy Warhol paintings on the walls.

Rodeo Drive Plastic Surgery is accredited by Medicare and the full-sized operating rooms and recovery suites are equipped with the latest equipment and expertly staffed to provide the best patient care possible. "We designed our center to combine the convenience of boutique shopping with what I call the Four Seasons treatment," Dr. Krieger, Rodeo Drive Plastic Surgery's Founder and Medical Director, concludes. "Because cosmetic surgery is elective, people look for a first-class experience, and that's what we offer at our center." This holds for rhinoplasty and all California plastic surgery procedures.

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