

## **The "Rodeo Drive" of Plastic Surgery: Dior, Tiffany & Co., Chanel, and now... Rodeo Drive Plastic Surgery**

*There is a new boutique on Rodeo Drive. Only this storefront offers cutting edge plastic surgery.*

August 9, 2007 (FPRC) -- There's a new "boutique" smack in the heart of Rodeo Drive. Among its neighbors are the likes of Chanel, Armani, and Hugo Boss. Rodeo Drive Plastic Surgery is the first and only plastic surgery center on ultra-glamorous Rodeo Drive in Beverly Hills, California.

"Our medical center looks more like a boutique than a doctor's office," explains plastic surgeon Dr. Lloyd Krieger, who has been featured in the local and national media. Dr. Krieger is the founder and medical director of the posh 5,000 square foot facility at 421 North Rodeo Drive in Beverly Hills. "It's the only cosmetic surgery center on this street of luxury. I therefore made a point of creating an atmosphere that is luxurious, inviting, and soothing."

Rodeo Drive Plastic Surgery is high-end retail medicine, a boutique approach to beauty and well-being. The center offers top of the line medical expertise and, like its neighbors, also provides superb service in a setting of glamour and sophistication. Just as people shop for the finest fashion and jewelry steps away, they now come to the center for sophisticated California plastic surgery such as breast augmentation in Beverly Hills and California tummy tuck.

To quote one of Dr. Krieger's patients: "Rodeo Drive Plastic Surgery has the aesthetic sense of an artist, of someone I'd want to work on me."

Beyond his skill in performing the nips, tucks and lifts his patients seek, Dr. Krieger encourages them to open up to a new lifestyle to further enhance and maintain their youthfulness for years to come. He has an arrangement with a number of health, beauty and fashion experts including many of the clothiers on his street, who provide their services to his patients after they've had a California plastic surgery procedure.

Plastic surgery is the first step in improving your image. "But why stop there," he says. "I support my patients in prolonging and improving what I started in the operating room." Dr. Krieger has established a unique professional network to offer his patients a lifestyle design, which may include a new wardrobe at nearby Rodeo Drive shops, a new hairstyle, spa treatments, and a new fitness regime.

Dr. Krieger, who completed his education at Stanford University and the University of Chicago and completed his residency at UCLA, maintains operating privileges at UCLA Medical Center and Cedars-Sinai Medical Center. "Because cosmetic surgery is elective, people are looking for a first-class experience, and that's what we offer at our center," Dr. Krieger concludes, "we designed our center to combine the convenience of storefront shopping with what I call the 'Four Seasons treatment'."

About Rodeo Drive Plastic Surgery: This California plastic surgery center is the first and only full-service plastic surgery center on Rodeo Drive. The center has developed a national and international following, with many people flying in for its renowned plastic surgery procedures such

as Beverly Hills breast augmentation, Los Angeles liposuction, tummy tuck, and Los Angeles rhinoplasty. It of course also caters to local California shoppers with its Beverly Hills Botox and Los Angeles nonsurgical facial rejuvenation treatments, which can be done between trying on new clothes at the neighboring Rodeo Drive boutiques.

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**Keywords**

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