

Beverly Hills Plastic Surgeon Caters to Patients With Latex Allergy

A renowned plastic surgery center in Beverly Hills has created a unique program to maximize safety for patients with latex allergy. It has unveiled what may be the first fully-latex free operating room environment in Beverly Hills.

August 22, 2007 (FPRC) -- Rodeo Drive Plastic Surgery is the first and only plastic surgery center at what is perhaps the world's most glamorous address for cosmetic surgery - Rodeo Drive, in Beverly Hills, California. In addition to providing its renowned cosmetic surgery procedures, the center places its highest priority on the safety of its patients.

In this vein, the on-site surgery center has designated one of its operating rooms as permanently latex-free, to assure maximum safety for people who have latex allergy. Some people have latex allergy and for these people exposure to this product can cause severe body reactions resulting in anything from rashes to breathing problems, or even death.

Beverly Hills plastic surgeon Dr. Lloyd Krieger is the Medical Director for the posh facility. He notes that latex allergy can be a very serious concern. "In the medical environment, many of our supplies and devices have often been made from latex. But now we have learned that some people can have life-threatening reactions to latex," says Dr. Krieger. He notes this applies to all procedures, including California tummy tuck.

In order to best manage the care of patients allergic to latex, Dr. Krieger took the innovative step of designating one his operating rooms as permanently latex-free. "In fact, we took this a step further. Our latex-free operating room has in fact latex free from day one, since we built it. No latex of any kind has ever been used in this operating room." Dr. Krieger believes that banning latex from the time its actual construction can only add to patient safety. He further notes that his center may be the first permanently latex-free operating room in Beverly Hills.

Latex is a rubber type material produced by some plants, most famously from trees originating in the Amazon region of South America. This tree contains microscopic droplets of the material that are filtered, preserved and processed into the consumer form of latex, or natural rubber latex. Reactions to the natural form of latex may be caused by latex-specific proteins or by one of the chemicals added or used during its processing.

Dr. Krieger believes that when it comes to cosmetic surgery, there is little room for error. "Plastic surgery is elective and all steps should be taken to create the most comfortable and safest experience possible. I created our designated latex-free environment to work toward achieving the highest possible safety for our patients," Dr. Krieger concludes. It is one of a series of innovative steps the Center has taken to augment patient safety.

Rodeo Drive Plastic Surgery in Los Angeles is able to provide latex-free surgery for all cosmetic surgery procedures, including its Beverly Hills liposculpture, and Los Angeles breast enlargements.

Rodeo Drive Plastic Surgery and its medical director Dr. Lloyd Krieger have been featured in the local, national, and international media including KTLA Morning News, The Los Angeles Times, Los

Angeles Magazine, The Los Angeles Daily News, Access Hollywood, Univision, Telemundo, Fortune, The Wall Street Journal, The New York Times, Elle, Star, InTouch Weekly, Life & Style, French Television, Japan's Chocolat Siene Magazine, Mexico City's Reforma Magazine, and Britain's Daily Mail newspaper and Grazia Magazine.

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