

The Soon-To-Be Most Talked About Christmas Present of 2007: The Rodeo Drive Plastic Surgery Gift Card

Continuing its work driving plastic surgery into the realm of sophisticated retail services, Rodeo Drive Plastic Surgery in Beverly Hills has unveiled its plastic surgery gift card.

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Plastic surgery used to be an exclusive service limited to the rich and famous. Not anymore. With procedures becoming safer and more common, and more financing options available, plastic surgery is now a life-enhancement option for everyone.

And with this broader appeal has come a more sophisticated approach to delivering services. "People want their plastic surgery experience to be smooth, luxurious, and safe," says Dr. Lloyd Krieger, founder and medical director.

Rodeo Drive Plastic Surgery is the only plastic surgery center on ultra-glamorous Rodeo Drive. Krieger designed the center to make the California plastic surgery experience itself rewarding, much like shopping at its neighboring boutiques. While the center has a discreet back entrance for Hollywood celebrities, it also provides procedures to people who never graced a magazine cover. And these people from all walks of life want their plastic surgery experience to mirror the excellent and convenient service they receive elsewhere.

To continue the process of making plastic surgery convenient and accessible, Rodeo Drive Plastic Surgery created its gift card. "We developed the card based on feedback from our patients," Krieger explains. "People tell us they enjoy giving friends and relatives our services as a unique Christmas present."

The card was designed to make the giving process memorable and elegant. "We hope that when people give friends and family this present, it will preview the sophistication and great service we provide throughout the plastic surgery process," says Krieger.

The gift card works for everything from consultations to nonsurgical rejuvenation with Botox and skin fillers to the center's signature procedures such as tummy tuck, breast augmentation, and liposuction. It even can be used to give mom the renowned Rodeo Drive Mommy Makeover as a Mother's Day gift or a holiday gift. Gift card recipients are examined thoroughly to confirm their suitability for procedures.

"We are very attuned to the service imperatives of our neighbors – the finest tastemakers in the world," Krieger explains. "Our goal is to bring this same superb taste and service to plastic surgery. We designed our gift card in consultation with managers from several neighboring shops to provide the same elegance found at Rodeo Drive boutiques."

"The gift card reflects our entire approach to making plastic surgery both elegant and accessible," concludes Dr. Krieger.

The center, built with a view of Chanel and Hugo Boss, and other retailers known around the world, is modern in design with beautiful crafted leather patient exam chairs and incredibly comfortable operating tables. Each suite is a different soft shade of sherbet, such as lime, banana and peach, with overhead lighting details to match. Expansive windows and bamboo flooring accent the aesthetically rich patient and physician environment. Three Andy Warhol pieces add just a touch of excitement to the calm of the waiting areas. With the most expensive and newest surgical equipment, patients will be treated to comfort and luxury as never before.

“Our facility is staffed by physicians and allied health care professionals trained at the best medical schools in the country,” says Krieger. “We not only use the most advanced surgical techniques, but we also have the most sophisticated equipment.”

While Rodeo Drive Plastic Surgery is in harmony with Rodeo Drive’s reputation as the place to find the world’s finest products, it breaks ranks with its well-heeled neighbors in one very important aspect...price. Despite its lofty location, Rodeo Drive Plastic Surgery makes plastic surgery accessible by offering very competitive prices. The Center has adopted the motto, “Our plastic surgeons work on Rodeo Drive... Lucky for you, they don’t shop there.”

Launching a plastic surgery center alongside the world’s premiere premier luxury retailers is consistent with the changing perception of plastic surgery. Spurred by television reality shows that chronicle every aspect of the plastic surgery experience, plastic surgery is viewed increasingly as an everyday option, not a luxury item restricted to the super-rich. As a result, consumers have begun to shop for plastic surgery in a whole new way.

“Today patients don’t have to go to institutional-style surgical centers inside big box medical facilities,” adds Dr. Krieger. “At Rodeo Drive Plastic Surgery, patients receive world-class service at competitive prices in an environment that befits plastic surgery’s growing mass appeal.”

Rodeo Drive Plastic Surgery and its medical director Dr. Lloyd Krieger have been featured in the local, national, and international media. Some recent stories have appeared on Access Hollywood, Elle, Star, InTouch Weekly, Life & Style, Maxim, The Los Angeles Times, Los Angeles Magazine, Fortune, The Wall Street Journal, The New York Times, The Los Angeles Daily News, The Washington Times, KTLA Morning News, Univision, Telemundo, France’s Télévision Française 1, Japan’s Chocolat Siene magazine, Mexico City’s Reforma magazine, Denmark’s Q magazine, Sweden’s AftonBladet newspaper, New Zealand’s Flipside magazine, and England’s Daily Mail newspaper and Grazia magazine.

Contact Information

For more information contact Katherine Tim of Los Angeles Breast Reduction (<http://www.rodeodriveplasticsurgery.com/breastreduction-beverlyhills.html>)
3105506300

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