



The Super Specialist
Eyelid and Facial Cosmetic Surgeon
Amiya Prasad MD

PARK AVENUE TO PALM BEACH, MONACO TO MILAN. THE GLOBAL BUZZ IS ALL ABOUT AMIYA PRASAD, M.D., F.A.C.S

PEOPLE TRAVEL TO MANHATTAN FOR MANY REASONS ...THE ARTS...THE FASHION...THE FOOD...THE NIGHTLIFE...THOSE OF US WHO LIVE WEST OF THE HUDSON RIVER, AND MANY OTHERS AROUND THE WORLD, BELIEVE NYC OFFERS THE VERY BEST OF EVERYTHING — AND THAT INCLUDES COSMETIC SURGEONS. SUPER SPECIALIST AMIYA PRASAD MD HAS BEEN PRACTICING COSMETIC SURGERY ON MANHATTAN'S UPPER EAST SIDE FOR OVER 15 YEARS (THOUGH TO LOOK AT HIM YOU'D SWEAR HE'S NOT A DAY OVER 40!).

Patients fly in daily from around the globe to erase years from their appearance. "In today's world, where we have so much control over so many things, aging gracefully does not mean aging passively" notes Dr. Prasad, "How you look dictates so much about how you feel. Cosmetic surgery is not about vanity. It's about taking pride in your appearance. Improving a person's appearance can have a transforming effect on their confidence level — in how they're seen by everyone else, and in how they see themselves."

Dr. Prasad believes patients today seek seek SuperSpecialists — surgeons who have honed a specific expertise. As a fellowship trained Oculofacial Plastic Surgeon, Prasad's superspecialty is everything having to do with the neck up — including the hair, the eyes, the face, the chin, the nose, eyelashes, eyebrows and wrinkles. Dr. Prasad performs traditional surgeries such as facelifts and eyelid lifts. He also performs unique procedures such as Exotic Eyes, Eyelash Transplant and the SmartLift facelift.

"A beautiful face has evolved into this wonderful blend of distinct cultural characteristics," notes Prasad. "It is a flat world. With the impact of the Internet, international music and fashion industries, my clients are really connecting with and integrating so many of the things that they find attractive about people from other cultures. They embrace the look as something they want for themselves, while still maintaining a natural look that is consistent with their own appearance." For example, a person who is thin, light skinned, maybe of Irish descent, may want to have fuller lips, plumper cheeks or more almond-shaped eyes. Dr. Prasad believes that if someone compliments you on your cosmetic surgery, then the surgeon has failed. His practice focuses on working with the whole person to bring out their *ideal*, but still their *natural* self. His targeted cosmetic design process has several steps: Step one is a detailed review of his client's current and past health and lifestyle. He wants to know: Do or did you smoke? Are you athletic? Does your weight fluctuate? Are you a sun worshipper? What is your style—high fashion, or jeans and sneakers? In step two he digitally maps the client's skin and bone structure to reveal the microscopic issues that are either promoting or inhibiting younger, healthier looking skin. The client gets a computer image of what's going on beneath the surface of their skin. Step three focuses on how he can achieve a symmetrical face by replenishing lost volume, and bringing harmony and balance to the face for a more youthful appearance. "My clients come to me with specific issues, such as baggy tired eyes, or sagging jowls. I will address those issues. I also help my patients identify other

areas they may not be aware of, which could be contributing to a less than desired look."

Dr. Prasad creates a total plan for the patient that, depending upon the individual, can range from cosmetic surgery to treatments such as injections and fillers or Intense Pulsed Light for brown spots and rosacea. He is also well-known for his Exotic Eyes. There is something sexy and alluring about the almond-shaped eye, which is just slightly upturned in the outer corners. Halle Berry, Cameron Diaz and Will Smith have them naturally. And what's not achievable by nature, Dr. Prasad provides through cosmetic surgery. The Exotic Eye Procedure has become the requisite first step for many 40-50something men and women looking for a more youthful and attractive appearance. "Exotic eyes are a simple way to attain a warmer, more welcoming look. Creating these eyes, with their upswept lift at the outer corners, calls for artistry on the part of the Cosmetic Surgeon. They can be made to look deep and intense or bright and perky. In contrast, traditional eyelid surgery focuses solely on eliminating puffy bags, wrinkles or hooded eyelids. Surprisingly, men in their early 50's often use the exotic eye procedure to make them look friendlier and more approachable. These men are often competing against others much younger than them in the workforce and in their personal life.



Eyelash restoration is rapidly gaining attention and Prasad has given many women eyelash restoration along with the almond shaped eye. "Eyelashes define the eyes and add attractiveness to the face," notes Prasad, "When you blink or close your eyes, your eyelashes should form a beautiful crescent that rests on the lower lid." Prasad's eyelid restoration technique gives women permanent, long sweeping lashes. Eyelash transplantation is a delicate and intricate procedure, but a very safe and effective way to enhance your eyelashes. Eyebrows and eyelashes make an important contribution to facial symmetry and how we appear to others. The SmartLift FaceLift is a proprietary approach to lifting the neck and face offered by Dr. Prasad. "A youthful face is not a pulled face. It is a balanced, relaxed face with expressive eyes, a nice jawline, smooth skin and neck." Dr. Prasad's SmartLift Facelift offers several benefits over a traditional facelift, including no general anesthesia, a quicker recovery, and tiny incisions. Dr. Prasad's goal is to give people back their youth, to have them look in the mirror and see themselves as they looked ten years ago — not see themselves in a way that they never looked before.

Prasad is a firm believer that what is good for you is also good for your appearance. He may encourage his patients to eat right, quit smoking, take antioxidants, and enjoy a healthier lifestyle. At his fully-accredited surgery centers, he employs make-up artists and medical estheticians who give his clients post-surgery style tips. A native New Yorker, Dr. Prasad has surgery suites both on Park Avenue and in Garden City, Long Island. Dr. Prasad has been an artist since an early age. Yet he also had a strong interest in science. His medical training has provided the opportunity to combine art and science in cosmetic surgery. "I think there is a part of what we do that is learned and can be taught. But even more importantly, there is a natural intuitive sense that you either have or you don't. Having that sense of balance and of space and of understanding when you look at someone's face or their body...that is what separates one plastic surgeon from another."



Perhaps that's why Dr. Prasad's practice has drawn patients from around the world to his private, boutique-style Upper East Side facility. These folks are not willing to leave their looks to chance.

Dr. Amiya Prasad attended Mt Sinai Medical School and completed his fellowship in Oculoplastic Surgery and Facial Plastic Surgery in Houston, Texas. He is a fellow of the American Society of Ophthalmic Plastic & Reconstructive Surgery and the American Academy of Cosmetic Surgery. He is Chief of Oculofacial Plastic & Reconstructive Surgery at Winthrop University Hospital on Long Island and is Assistant Professor at SUNY Downstate, Clinical Instructor at NUMC and Manhattan Eye and Ear. Dr. Prasad has appeared in *The New York Times*, *Vogue*, *New12*, *NBC*, *ABC*, *Fox News* and many other media. You can email Dr. Prasad at DoctorAPrasad@gmail.com. For a complimentary consultation, call his office on the Upper East Side, 212-265-8877 or in Garden City, Long Island at 516-742-4636. www.DoctorAPrasad.com