



1. Skin
2. Subcutaneous
3. Musculo-aponeurotic
4. Deep fat, glands, nerves, vessels
5. Periosteum and deep fascia

Adelaide-born plastic surgeon Dr Jack Zoumaras with his wife Maria, and son Nikolas, 7; and the layers of the face, from the book *The Art of a Facelift*. Picture: Dean Martin

Zoumaras says skilled plastic surgeons aim to rejuvenate and glamorise a face with or non-surgical work, or poorly executed plastic surgery that generates the fake/plastic look,” he says.

“People often attribute ‘fake or plastic’ looks to plastic surgery but it is often too much filler or non-surgical work, or poorly executed plastic surgery that generates the fake/plastic look,” he says.

“Plastic surgery gets a bad rap for creating ‘fake looks’ in celebrities because people who don’t understand it love to hate plastic surgery.”

As a highly trained surgeon, he has no time for what federal Health Minister Mark Butler has labelled “cosmetic cowboys” – people claiming to be cosmetic surgeons whose cut-price work gives cut-price results.

His book details some of the short-term, cut-price and downright dodgy practices in the business of making faces look better, from fillers and anti-wrinkle injections to energy devices, “vampire facelifts” using plasma-derived growth factors and even what he labels the “magic potions” of skincare products.

He notes the industry is not well regulated, a point the health minister is pursuing.

Says Butler: “In the last several months I think all of us, health ministers and the general population, have been shocked by the litany of stories of damage being wreaked by unregulated cosmetic cowboys.

“These are people holding themselves out as surgeons without surgical training, charging

huge amounts of money for cosmetic surgery, and in too many cases, wreaking often permanent damage to unsuspecting patients.”

Butler urges the public to check the qualifications of practitioners and notes he and state health ministers, including SA’s Chris Picton, have agreed to take “strong legal action to stop people holding themselves out as surgeons unless they have relevant surgical training”.

“These changes are designed to put a leash on the cosmetic cowboys,” he says.

“For too long this has been in the too hard basket – you’ve seen cosmetic cowboys out there charging huge amounts of money, wreaking often permanent damage on patients who understandably took them at their word when they told them they had surgical training.”

Zoumaras’s book includes testimonials from patients and concludes with a rundown of what is involved in a “patient journey”, from the one-hour initial consultation, to the two week post-operative checks.

It has a final word for anyone weighing up the value of using a fully qualified plastic surgeon: “You can’t hide a bad facelift.” ■

The Art of a Facelift, by Dr Jack Zoumaras, \$30, available from Booktopia. artisteplasticsurgery.com.au



PATIENT TYPES

SEASONED TRAVELLERS

Patients who have had other plastic surgery in their lives, such as breast augmentation “and see plastic surgery as a necessary step as part of their life journey”.

MILESTONE PATIENTS

A major birthday such as turning 50 or an event such as a child’s wedding or a baby christening may trigger action on a long held goal.

LIFE EVENT/CHANGE

Retirement, divorce, new job or more may lead people to do something for themselves.

OUT OF THE BLUE

A select group that society might not necessarily expect to seek plastic surgery, often men. “For examples, builders, firefighters, and men with rugged looks who no one would expect or suspect.”

MOST COMMON PATIENT

The patient that simply wants to do something for themselves. Often hesitant at first, booking a consultation appointment is a “giant step”. They may feel guilt, judgment and lack of support for what they want to do, and they come from all walks of life.

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