



DR. RAMSEY J. CHOUCAIR

ANTI-AGING ADVICE Be happy **ALTERNATIVE OCCUPATION** Entrepreneur **HOBBIES** Skiing, golf, running marathons **PLACE YOU GO TO ESCAPE THE OFFICE** Taking a neighborhood run **FRAMED PHOTOS ON YOUR DESK** My wife and kids **RIGHT NOW I'M READING** Lion's Den by Nelson DeMille **I'M NEVER WITHOUT** Confidence and humility **I WOULD LOVE TO OWN** A home on Pebble Beach

all the options

The ability to deliver a wide variety of options is what Dr. Ramsey Choucair believes separates 'good' from 'great' in plastic surgery. "It's a function of superior training and a sense of artisanship. Applying the same formula to each patient will never yield the best result."

When it comes to tailoring treatments to suit each patient, Dr. Choucair says, "You need a variety of instruments to draw. Consistently adding to my repertoire allows my patients to experience the greatest number of possibilities." Dr. Choucair credits his busy, referral-based practice on constant refinement of nuances, often measured in millimeters. At his new offices and surgery center, near the epicenter of Dallas, Dr. Choucair consults with patients on aesthetic procedures of the face, breast and body—with a special focus on facial rejuvenation and revision facelifts. "I look at myself as someone who can offer a high degree of objectivity because I am not married to a singular way of doing things. There's a certain freedom in flexibility. You can really deliver a tailored outcome." Dr. Choucair's "Master Plan" for each patient determines a general outline for genetics, skin type, lifestyle and expectations. "There are no short cuts—particularly when it comes to facial rejuvenation. Patients are weighing noninvasive, minimally invasive and traditional surgery options. While each has its place, my goal is to provide a reality check. I never underestimate the powerful nature of what I do. More invasive techniques have patients looking better longer. Any compromises should be made mindfully."

BOARD CERTIFICATION

American Board of Plastic Surgery

MEDICAL DEGREE

University of Texas Southwestern Medical School

GENERAL SURGERY INTERNSHIP

St. Paul Medical Center

PLASTIC SURGERY RESIDENCY

Ohio State University

PLASTIC SURGERY FELLOWSHIP

Harvard Medical School

AFFILIATIONS

American Society of Plastic Surgeons
American Society for Aesthetic Plastic Surgery
American College of Surgeons
American Medical Association

AREAS OF EXPERTISE

Breast Augmentation
Necklift
Blepharoplasty
Body Contouring
Composite Facelift

LOCATIONS

Dallas, Texas
214.754.9001

Plano, Texas
972.781.1610

WEB SITE

www.drchoucair.com

EXPERIENCE COUNTS

When it comes to **FACIAL REJUVENATION**, Dr. Choucair says that the outcome is dependent upon a combination of the doctor's skill and experience level, matched with the patient's expectations. "It is a question of technique and judgment. It is critical to match the specific procedure to the individual," he says. "An over-operated look is the result of pulling the skin in the wrong orientation. Knowing the precise direction to follow and the way in which you smooth out the skin makes all the difference. One of the surgical procedures we perform is called a '**COMPOSITE FACELIFT.**' It is defined as comprehensive rejuvenation of the face, neck and eyes. It takes all the pieces and repositions them in a balanced pull, or 'balanced vector.' This procedure takes a little longer to perform and is very skill dependent. Learning the technique takes time, and you need to find a surgeon who has mastered it. But the results are incredible—never too tight."

INSIDE INFORMATION