

a charitable team

For over 20 years, this family-oriented plastic surgery practice has been dedicated to giving back, supporting nonprofit organizations in San Diego and Mexico and participating in fundraising activities to improve others' lives. In keeping with this philosophy, it donates a percentage of proceeds from every plastic surgery procedure to philanthropic causes throughout the greater San Diego cross-border region.

WENDELL M. SMOOT, III, MD

BOARD CERTIFICATION

American Board of Plastic Surgery

MEDICAL DEGREE

University of Utah

JOHN D. SMOOT, MD

BOARD CERTIFICATION

American Board of Plastic Surgery

MEDICAL DEGREE

University of Utah

AFFILIATIONS

Chief of Plastic Surgery, Scripps Memorial Hospital

PROCEDURES PERFORMED

Abdominoplasty
Blepharoplasty
Breast Enhancement
Facelift/Eye Surgery/Browlift
Liposuction
Rhinoplasty
Tummy Tuck

LOCATION

La Jolla, California
858.587.9850

WEB SITE

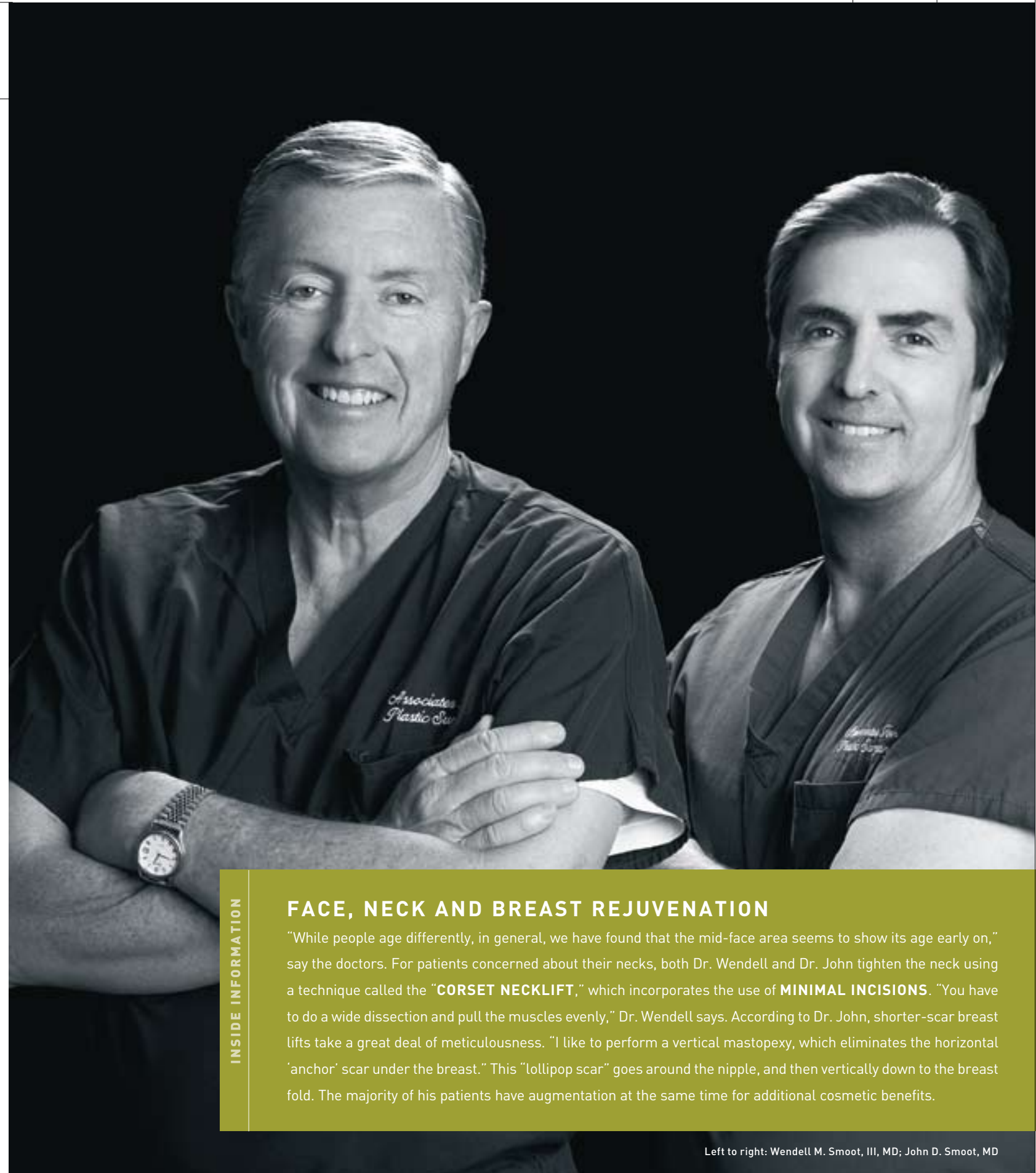
www.smootmd.com

Dr. John D. Smoot, Chief of Plastic Surgery at Scripps Memorial Hospital in La Jolla, sums up their passion for giving back: "We provide a charitable way for our patients to feel good about looking good; they can take great pride in knowing that an investment in their appearance is also an investment in improving the lives of others less fortunate." His brother, Dr. Wendell M. Smoot, III, voted by his peers as a "Top Doctor" for the past five consecutive years in *San Diego Magazine*, has led medical expeditions to remote towns in Mexico for 30 years, performing pro-bono surgical procedures on children with facial deformities. The surgical team performs cosmetic face, breast and body procedures, integrating a common philosophy: honesty. "Patients are inherently vulnerable," says Dr. Wendell. "We pride ourselves on recommending what should be done rather than what can be done, in relation to each patient's cosmetic objectives."

All new consultations are seen for at least 30 minutes. "Patients deserve focused attention," says Dr. John. "Most clients have been anticipating a change for a long time, so it's important we understand their desires and where they are coming from. Our genuine regard for patients enables us to execute their visions with competence and due diligence." The practice has a distinct residential atmosphere. An in-house, state-of-the-art surgery suite offers patients convenience and privacy. The doctors describe their tenured, bi-lingual, supportive staff as a "strong differentiating factor," particularly postoperatively when patients need extra care. The team universally adopts the belief that while embracing technology and new procedures is important, nothing replaces the ongoing relationships they develop with patients. Says Dr. Wendell, "We all share the desire and skill to do a great job for patients, relying on the synergy we have created to achieve individualized results that exceed patients' expectations."

"We provide a charitable way for our patients to feel good about looking good."

—JOHN D. SMOOT, MD



FACE, NECK AND BREAST REJUVENATION

"While people age differently, in general, we have found that the mid-face area seems to show its age early on," say the doctors. For patients concerned about their necks, both Dr. Wendell and Dr. John tighten the neck using a technique called the "CORSET NECKLIFT," which incorporates the use of **MINIMAL INCISIONS**. "You have to do a wide dissection and pull the muscles evenly," Dr. Wendell says. According to Dr. John, shorter-scar breast lifts take a great deal of meticulousness. "I like to perform a vertical mastopexy, which eliminates the horizontal 'anchor' scar under the breast." This "lollipop scar" goes around the nipple, and then vertically down to the breast fold. The majority of his patients have augmentation at the same time for additional cosmetic benefits.

INSIDE INFORMATION

Left to right: Wendell M. Smoot, III, MD; John D. Smoot, MD