

I worked for 12 months with plastic surgeon Dr. Kiran Gill and her marketing team to write monthly content for two South Florida publications: *èBella Magazine* and digital strategic marketing platform *Haute Beauty*. Content included:

- A monthly 75-word expert tip column for *èBella*
- Monthly 200-500 word Q&As for *Haute Beauty*
- 500-600 word articles for *èBella*

Tips for the Best Daily Skincare Regimen — 75 words

Tone, texture, moisture, firmness, smoothness—these are all characteristics of healthy, naturally beautiful skin, which can be achieved using gentle, yet effective daily products that clean, moisturize, and protect (SPF). Simply add in a treatment active—retinol, peptide, vitamin C—to improve (and maintain!) skin irregularities, such as wrinkles, discoloration, and crepiness. Not sure what’s right for you? Ask your board-certified plastic surgeon for a skin consultation and a customized daily skincare regimen.

Q&A:

What is your favorite procedure to perform and why? – 200 words

It’s hard to choose just one procedure. I’d say it’s a tie between the mommy makeover and facelift. Both procedures are transformative for patients, albeit at different times in a woman’s life, which makes them rewarding for both me and my patients. Today’s mommy makeover has become synonymous with self-care and allows my patients to find some much-needed balance by prioritizing themselves. Designed to restore the pre-baby body, a mommy makeover commonly includes any combination of breast augmentation, breast lift, liposuction, and/or tummy tuck. To maintain results, I recommend my patients have a mommy makeover after they’re done having children. My facelift patients are generally anywhere from 40 to nearly 80 years of age and my approach with each is as individualized as they are themselves. “Facelifting” today describes any surgical procedure that addresses signs of aging on the face and/or neck by repositioning skin and restoring youthful contours. Whether I perform a mini lift or something more extensive, my patients ultimately see a rested and refreshed reflection in the mirror that brings them an incredible sense of self-confidence. I take considerable satisfaction in performing facelifts and mommy makeovers, both of which require the artistry and skill I’ve honed over the years as a board-certified plastic surgeon.

Address the common misconception that plastic surgery always looks fake and is for those who are vain – 300 to 500 words

You're So Vain (or Are You?)

Does how you look affect how you feel? It certainly can. Every one of us has experienced the benefits of feeling good about the way we look at a moment in time—the confidence, self-assurance, and happiness it can elicit. We've all also likely experienced those moments where the opposite is true: you don't feel good; you don't think you look particularly good; your whole demeanor is different (and not in a good way).

It's true: Our appearance affects us emotionally. It's one of the primary reasons we emphasize fashion, clothing, hair and makeup—all of these can help to maximize positive self-image and project confidence. So why do some still struggle to accept the role plastic surgery plays? Is it really any different?

Some believe plastic surgery is simply “superficial.” Manufacturing youth and beauty isn't natural. It is vanity at its apex. You've cheated the natural aging process. And on top of it all, it looks fake and everyone knows it.

This couldn't be farther from the truth. Plastic surgery does not exist in this narrow, black and white space. In my practice, for example, we don't turn out manufactured Barbie and Ken dolls. It's the mom of 2 who's reminded every time she gets dressed or undressed that she's lost more than just her time and sanity since having children and wants her body back (breast lift/augmentation/tummy tuck). It's the woman with back pain from her very large, natural breasts (breast reduction/lift). It's the person who spent way too much time in the sun 3 decades ago who wants a second chance at healthy skin (laser resurfacing/chemical peel/lift).

As an all-female team with a keen understanding and sensibility with our patients, we take an intuitive approach to deliver natural—and many times very meaningful—results using a combination of plastic surgery and a non-invasive skincare treatments.

Any plastic surgeon with the right training should individualize these procedures to each person's body proportions, overall facial structure, and personal preferences. No one else's. Results are natural and become another tool in the toolbox for positive self-image and confidence.

And despite the fact that society has conditioned us to believe we should accept aging (with grace), value wisdom over beauty, and rise above external appearance, and value substance, the truth is the majority of us aren't looking for perfection; we're just looking to feel a little bit better and project more confidence. These are not desires without reason. I don't call that vanity. I—as do many of us—call that selfcare.

A lesson in skin anatomy, aging, and repair (integrate skincare including mention of Dr. Gill's line) – 500 words

Spotlight on Self-Care: A Lesson in Skin Anatomy, Aging, and Repair

Like you, I spend a lot of time taking care of others, both at home and at work. And as the saying goes, to effectively care for others, you've also got to care for yourself. As a plastic surgeon, my patients come to me for advice, treatments, and solutions, all in the name of self-care. If there's one tip I have for prioritizing yourself, it has to do with your skin, specifically, preventing and repairing signs of aging.

From a medical perspective, the skin is complex. It has multiple layers, cells, and structures. For our purposes here, there are a just few simple concepts you need to know to effectively care for yours, which I'll sum up in this lesson on skin anatomy, aging, and repair.

Skin Anatomy & Aging

The signs of aging generally become apparent in your 40s and 50s and are a result of changes in skin tissue and underlying components (fat, muscle, bone). Some changes are a natural result of simply getting older: We naturally lose fat and bone density in the face as we age. Signs of aging also result from sun exposure: Stress, poor diet, lack of sleep, and even gravity itself plays a role over time.

The signs of aging include wrinkles and facial laxity (drooping); dull, dry, and rough skin texture; and age spots/skin discolorations.

Of the three layers of the skin, the **epidermis** is the topmost (where you see these tell-tale signs of aging). With age, our skin's natural exfoliation process slows down, which means dead skin cells collect on the surface of the skin, emphasizing wrinkles and creating a dull appearance.

The **dermis** is the middle layer (where collagen matters). As you age, your body produces less of this structural support protein, which affects the skin's elasticity and hydration. The result is drier, less elastic, thinner skin.

The **hypodermis** is the bottom layer, which contains fat and gives the face volume. With age, the face dissipates, which contributes to visible aging.

Repair & Protect

So what can we do to improve the skin's appearance?

First, protect your skin no matter it's condition. Aging may be a natural process, but it is accelerated by sun exposure, smoking, and pollution. Wear a good sunscreen 365 days a year. Anti-pollute your skin with a good cleansing routine.

Second, exfoliate. Dead skin cells collect on the top layer of the skin and in the crevices. Exfoliating clears it off, keeping the skin clean, bright, and youthful looking. Use an exfoliating product similar to the one I formulated for my patients (Revitalizing Thermal Facial Exfoliant) or chemical pads like my Complexion RX. Exfoliation alone can make a noticeable difference in the brightness and quality of the skin.

Finally, if you want to take your skin to the next level, ask a skin expert about specific active ingredients and treatments to boost collagen levels for plumper skin. Topical vitamin C (ascorbic acid), retinol, chemical peels, and laser treatments can all help to stimulate collagen in different ways. To improve the deepest layer, book a consult with a board-certified plastic surgeon to evaluate and recommend dermal filler injections or fat transfer to restore the volume lost naturally with age.

Article: Breast Reconstruction and Safety Matters – 500 to 600 words

Breast Reconstruction and Safety Matters

Board-certified plastic and reconstructive surgeon Kiran Gill, MD, details breast reconstruction during Breast Cancer Awareness month and says safety matters in all things skin and surgery.

The month of October is dedicated to breast cancer awareness—the importance of breast cancer prevention, including screening and early detection, and education and support for those women who are fighting or survivors of breast cancer.

As a plastic and reconstructive surgeon, I am privileged to be a part of the breast cancer survivor's healing experience. Although not every woman decides to undergo breast reconstruction, for those who do, it is often the final stage in the healing process in that helps to restore positive self-image after the emotional effects of losing one or both breasts.

The goal of breast reconstruction is to restore the breasts to a symmetrical and natural appearance, and the approach used varies to meet each woman's needs.

Be Smart About Breast Reconstruction

While breast reconstruction can either begin at the time of or in the months following mastectomy, it is generally performed in multiple stages and requires being aware of all the surgical options and risks, and making an educated choice with expert guidance:

- Which is better—implants or a flap/autologous (your own tissue taken from another part of the body) procedure to form a new breast or breasts?
- What about implant size, shape, and material?
- What are the implant-related risks—capsular contracture, rupture, BIA-ALCL (a type of lymphoma associated with textured implants)?
- How do you choose the donor site selection for a flap procedure? What about scars?
- Will I lose sensation at the donor and/or reconstructed breast site?
- What if the tissue transfer fails?

There are also the standard risks that come with any surgical procedure, including those related to bleeding, infection, and anesthesia. Another important point: breast reconstruction does not change the risk of breast cancer recurrence.

Talk to Your Plastic Surgeon

Because there are many issues to be aware of and carefully consider, be sure to talk with your medical team about breast reconstruction options *before* having any surgical breast cancer treatments. A critical part of that team is a board-certified plastic surgeon who has both

expertise and experience in this area of specialization. He or she can help to educate and guide you in understanding the risks and benefits of all your options and which may be best for you individually.

While there are many sources of information available today at the push of a button, I will offer this word of caution: big or small, for any treatment or procedure that is used to enhance or augment the skin or body, be sure to get information from a legitimate source. A board-certified plastic surgeon is always a good resource to ensure you are in a position to make an informed decision and create an individualized overall treatment plan that includes results that meet (and hopefully exceed!) your expectations.