



DR. KEVIN TEHRANI MD, FACS

Less is More

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Remember when getting a cosmetic procedure was referred to as “going under the knife”? Well, it’s now time to leave that drama at the door. The face of plastic surgery appears to be getting a lift of its own. In the last decade, the industry’s leading doctors are noticing a trend: patients are taking the “less is more” approach.

“Nobody should notice that you ever did anything to them. They should always be guessing whether or not the surgical procedure was done. Be able to look at them and say wow this person looks really good. I’m not sure exactly why but they do,” says Dr. Kevin Tehrani MD, FACS, a board certified plastic surgeon at Aristocrat Plastic Surgery and MedAesthetics. But, he says, it’s not as easy as it sounds. Dr. Tehrani explains that to accomplish that goal — to achieve that that subtle effect — it takes a certain level of skillset: “Whether it be injections, non-surgical procedures or surgeries, if you lift, fill, tuck the right way, people shouldn’t know the telltale signs of a procedure done to them.”

Dr. Tehrani, who completed his general residency at Mount Sinai Beth Israel and finished his plastic surgery residency at Kansas University Medical Center, says the view on breast augmentation is headed in the same direction: “I’m seeing patients downsizing breast implants and going for the more natural look, and now we have more options available that weren’t available 5 years ago.”

Who is leading the charge on this new trend? Who do you think? Where are the trendsetters in any industry? New York. No question. “We live in an area where patients are not very in your face. Things are a little different when it comes to breast augmentation in L.A. or Florida. The augmentations are a lot larger and in your face. New York people tend to be a little bit more conservative and I think that transcends into doing multiple smaller things until the point where you need to do something surgical,” says Dr. Tehrani.

He takes that same approach when he consults clients who come into his office thinking they need a facelift just because they turned a certain age.



"It used to be when you turned 50 years old, you got a facelift and now I'm a firm believer that that probably shouldn't happen until you're in your early 60s or later depending on what your anatomy is like." Dr. Tehrani, who has been practicing for 13 years, says that can make all the difference between either looking refreshed or being pegged as someone who got the "New York yank." Tehrani tells us why getting a face lift prematurely starts a patient on the path to the latter side of the spectrum: "You do it when you're 50 and then when you're 60, you do it again and when you're 70, you do it again and that's when things start looking done."

He tells his clients who come in for consultations that their best bet is one and done.

"I believe you should do a facelift once in your life and then you age gracefully from that point on."

But that doesn't mean there's nothing you can do in the meantime. In fact, Dr. Tehrani says one of the keys to postponing your facelift deadline is to do the little things in between: "The way you get there in between in your 40s and 50s is maintenance in between. You do some Botox, some fillers, some skin care."

The "Less is More" trend in thinking doesn't stop there. Dr. Tehrani says it also influences patients' expectations in terms of recovery: "Patients are expecting less downtime. They're expecting less of a burden in terms of their social life."

The market is responding.

"I used to do a lower body lift, which is a big procedure to lift your legs like a stocking, in a hospital and now that's something that we do outpatient. It's a procedure that in the past 10 to 15 years has dramatically improved," says Dr. Tehrani.



He says most patients have a week, maybe two weeks maximum to take off from work to recover from a procedure and part of his job as a plastic surgeon is to find the right solution that works with his patients' schedules: "I think what's happening overall is the need for minimally invasive procedures."

He says, in many cases, advancements in technology have made that possible and he wants to be at the forefront of those innovations. "I'm an early adopter. I'm usually first to get something that's available or first to be in the trial for the new thing that's coming out. I'm always looking for the next best thing."

It sounds like the next best thing in cosmetic surgery isn't too far away from becoming a reality. "I recently did a study on breast augmentation which basically removed the need for any pain medications after surgery." Dr. Tehrani says it's not only possible. It's inevitable.

It's clear he's passionate about his work: "I have always enjoyed aesthetic forms and being able to achieve them either in terms of the reconstruction or enhancements aesthetically. My initial exposure was sculpting and architecture which continue to be points of interest."

But beyond his cutting-edge approach to breast augmentation, lifts, contouring, sculpting, liposuction, and other cosmetic procedures, Tehrani says one of the areas of his practice that is the most rewarding is the work he does pro bono. He is the Chief of Plastic Surgery at SUNY Downstate Medical Center in Brooklyn where he performs breast reconstruction surgery for cancer survivors. "We do breast reconstruction at that center regardless of whether or not they have insurance."

It's the type of surgery that could affect a person's confidence for a lifetime. Dr. Tehrani doesn't think a person's means shouldn't decide that, especially someone who has just gone through the fight of their lives.

"It's always a very sad and daunting time for a woman to undergo surgery and have their breasts removed from cancer and if I'm there to bring a glimmer of hope at the end of the tunnel for them to know that they're going to look better after the procedure and hopefully they'll remain cancer free, it's a really gratifying feeling."

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