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DR DEEPAK RAJ DUGAR

“Scarless Nose”

| By Heléne Ramackers

Transforming noses into works of art is what Dr. Deepak Raj Dugar is passionate about. With a love for making patients look even more beautiful, Upscale Living magazine spoke to him about what it takes to be a trailblazing surgeon in the field of closed rhinoplasty.

A bit about yourself – where were you born, schooling, studies, etc.

I was born in Sarnia, Ontario, Canada, but lived there very briefly and our family moved to the United States when I was three years old. I was raised and brought up in Beaumont, Texas which was a fabulous place to grow up and learn all the small-town values and community

mentality. I went to West Brook High School in Beaumont where I graduated valedictorian of my class. During high school, I was also an eagle ranked boy scout of America, a national merit scholar and an avid Bollywood stage actor/performer where I learned to love entertaining and the camera :)

What made you decide to go into this area of expertise - closed rhinoplasty?

Mentorship. I feel in today’s world, mentorship is so undervalued. It’s the most important part of becoming great at anything. Having excellent mentors lets you follow a blueprint and navigate life with an expert advisor. Most people wouldn’t go on a wildlife safari in Africa without an expert tour guide, yet so many people go through life wandering amongst ‘lions’ and ‘tigers’ completely solo with no

mentorship. My mentor, Dr. Raj Kanodia, was the king of noses and my passion for plastic surgery and specifically for noses led me to him and his practice. Through eleven plus years of mentorship, I was able to learn the blueprint of building a successful practice and navigate the task much easier than if I were to do it alone.

What should patients consider when choosing a surgeon?

Find one that does a lot of whatever you are doing. If you are getting your breasts done, find a surgeon who does lots of breasts. If you are doing your nose, find someone who does a ton of noses. Whenever someone does a lot of one procedure, they figure out all the intricacies and balances required to get the best results. Also look for surgeons who truly care. I know that sounds cliché and obvious, but if you sniff

it out, you can really tell who is doing it for income and who is doing it out of a passion.

Can you recall approximately how many procedures you have performed?

As a surgeon, I have performed over a thousand nose procedures. On average, I do anywhere from twenty to thirty noses a month.

Describe the procedure in detail – from the consultation, the pre-op time, anesthesia, time of procedure, etc.

Consultation is a very thorough conversation where we take photos and study them with morphing software on iPads to understand the goals of surgery. We then discuss the entire process which, in a nutshell, is one month of pre-operative avoidance of alcohol, caffeine, smoking, etc. Anesthesia is general anesthesia which is extremely safe for young healthy men and women, which is the majority of my patient population. Surgery lasts anywhere from one to two hours generally and the patient goes home the same day with a small cast/splint on their nose. The patient will return one day later for a cleaning and will basically feel back to normal that day. Then for five to six days, they wear a small splint on their nose. Once this is removed, they are free to be back in public and back to normal social, school and work activities.

How subtle is the outcome?

Scarless Nose approach to closed rhinoplasty surgery is based on the belief that most people don't want drastic changes but rather look for meaningful refinement. Patients who want to look drastically different are better suited for open rhinoplasty. Those looking for subtle refinement - I'm their guy. Sometimes it can be so subtle, no-one notices at all, but the patient does and feels more confident and photographs better - the confidence is all I care about.

Has the popularity of your method increased?

Drastically. I have never seen this type of demand for closed rhinoplasty as I see today. And it's because it has become a rarity. Some cities in America have NO surgeons who perform closed rhinoplasty at all. Most plastic surgeons in America don't even feel comfortable performing closed rhinoplasty as they were only taught open rhinoplasty in their training. Closed rhinoplasty requires years or dedicated training to master, so most surgeons don't want to pigeon hole themselves into one procedure. They want to be able to offer breasts, liposuction, face-lifts, and noses so they can't dedicate that much time to mastering closed rhinoplasty. That's where I differ - I

have happily pigeon-holed myself into one procedure - closed rhinoplasty. Mastery of one rather than mastery of none.

Under what conditions will you turn someone away?

There are many conditions! I routinely turn down 30-40% of my consultations. First, not everyone is a candidate for a Scarless Nose closed rhinoplasty. Some noses are better suited for open rhinoplasty, such as reconstructive rhinoplasty, revision rhinoplasty and sometimes when patients require extensive tip work. If patients make it past that first qualifier, then I am assessing their realistic expectations. All cosmetic surgery is a balance of expectations because in the end its all subjective. There is no measure such as 'total tumor removal' like in cancer surgery. In cosmetic surgery, even a perfect outcome from a surgeon's standpoint can be viewed as a failure to a patient, who is unhappy for whatever reason. So realistic expectations must be addressed and if the patient doesn't seem realistic, I always turn them down.

What is the success rate?

With realistic expectations, a subtle scarless nose rhinoplasty success rate is around 95%. I would say the biggest complaint I get is that I did too little and a patient feels that they don't see the difference. That happens rarely but when it does, I can bear the burden of that complaint. Doing too little is way better than having done too much.

And the recovery time?

One week until the patients are back to normal and feeling normalized and can be back in public with no tell-tale signs of surgery.

How do you deal with unhappy come-backs?

Generally, unhappy patients are a result of unrealistic expectations being set from the beginning. In my practice, this will occasionally happen and when it does, it's usually because too little was done from the nose. If that's the case, we address the concerns and needs of the patient individually. I always say we can always go back and do more, but if too much is done, sometimes you can put it back.

What are the risks of this procedure?

There are generic medical risks of course like bleeding, infection, pain, etc., but those are minimal and not of major concern. The biggest concern is whether the patient will subjectively like the result. That is something that again, goes back to the surgeon setting and meeting realistic expectations.

With the constant improvements and advancement of medical procedures, what have you done to improve the 'scarless nose' method?

We have advanced and pushed the boundaries of what we can do with my Scarless Nose method. The old school closed rhinoplasty was one where the surgeon just cut out a bunch of tissue and didn't reconstruct the nose; years later the patient is left with a pinched tip and collapsed nose. We push the boundaries of reconstruction rhinoplasty for our cosmetic patients by introducing all types of cartilage grafting to help strengthen the nose, like building the framework of a house. We are building noses that will last a lifetime - not just two to three years. We also have pushed the boundaries with regards to the type of tip issue we are able to address by doing advanced maneuvers to shorten and rotate the tip of the nose with open rhinoplasty techniques via my Scarless Nose method. This allows a patient all the benefits of open rhinoplasty without any external cuts or scars.

Talk us through the other non-surgical procedures you perform?

I only do two things in my practice - Scarless Noses and injectables. Injectables encompass botox, fillers, kybella and more. We sculpt the face with our Scarless method using a combination of injectables and lasers to prevent patients from needed face-lifts, or at least to delay the need.

Who is Dr. Deepak Dugar at home?

The happiest and most content man in the world, because I have a dream life. I live and work in Beverly Hills. I'm married to my college sweetheart. I have a loving family who is eternally supportive. I am very close with my family and try to spend as much time as I can with them. I'm also blessed with incredible friends who inspire me and motivate me. My friends and I always live by the concept of discussing ideas, not people or things. Most importantly, I have amazing patients who have helped me create an amazing brand and practice. And I have the best puppy in the world.

Your beautiful wife, Dr. Puja Roy, works with you as an anesthesiologist. There is a saying 'never work with friends or family'. What is it like working with your wife?

It's a dream come true. My wife is my board certified anesthesiologist. She takes better care of my patients than anyone else in the world can. She makes them feel like family, because after all, it is a family affair. My patients feel that energy of love and kindness when they are with me and my wife. We take our work



very seriously, but we also respect each other's roles. She never tells me what to do surgically, and I never tell her what to do anesthetically. We work well together, because we have completely separate purposes with the patients.

Do you 'take your work home' or when you shut the door to your rooms, are you able to switch off?

I unfortunately and fortunately always take my work home. I'm a workaholic, but I truly enjoy my work. I have created a lifestyle out of work. I am friends with my patients. And my friends become patients. I'll routinely end up at the office on Saturdays and Sundays with friends or patients who are friends. It's not a bother to me. My work and lifestyle have blended into one and I love it.

What do you do for relaxation / fun?

I decompress daily with mental exercises. Tony Robbins is a personal mentor of mine, who taught me to keep ten to twenty minutes a day just to yourself. Don't let that time be shared with anyone. It has helped me tremendously. I also try to spend relaxing time with my wife not talking about work at all, so we can always connect daily and be the silly 17-year olds we once were when we first met. Every day is my first date with my wife.

Lastly, what is your opinion of your own nose?

HA! Well, if I ever meet another Dr. Dugar, I'll probably have him fix mine for me. But I would only let it be done via a Scarless closed rhinoplasty.

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