



## Press Release

### **New Wave of Doctors in Cosmetic Beautification** *Innovative Alternatives to Invasive Cosmetic Procedures*

January 8, 2007 – New York, NY – Cosmetic surgery is immensely popular, and we often see individuals in their 40s or 50s attempting to capture the look of someone in their 20s. The “surprised” skin-tight appearance is a dead giveaway that the individual has had an extreme facelift. The renowned team Dr. Pankaj Singh (dentist) and Dr. Amiya Prasad (cosmetic surgeon) offer a new approach in cosmetic surgery that prevents the “surprised” look and results in less downtime and a healthier, natural appearance.

“We suggest starting earlier than later to maintain your appearance,” says Dr. Prasad. “We perform smaller procedures, what we call cosmetic enhancements, rather than recommend the extreme makeovers that leave the patient looking unnatural and plastic”.

Like the new trend of injectables, these doctors promote minimally invasive cosmetic enhancements over traditional cosmetic surgery, ensuring a natural and age-appropriate makeover. The traditional approach in surgery result in drastic procedures, overnight hospital stays, long recovery periods, and corrective surgeries. The new approach in cosmetic beautification involves a series of enhancements, in-and-out visits, quick recovery, and prevention.

“People realize that large procedures never look as good as a series of enhancements,” says Dr. Singh. “With the latest technology, visits are faster, there is less downtime and the results are more natural.” The new approach also combines dentistry along with cosmetic surgery to rejuvenate the individual's appearance.

Dr. Singh and Dr. Prasad have recently opened the first lifestyle rejuvenation center *Le Visage* in Garden City, Long Island. *Le Visage* offers a wide range of services from traditional to cosmetic dentistry, cosmetic surgery, hair restoration, injectables and a variety of medi-spa treatments. Dr. Singh has been providing patients with beautiful smile-makeovers for over 10 years in his New York, N.Y. location *Arch Dental Associates* but with the creation of *Le Visage*, the doctors have created a full-service location for beauty restoration and enhancement.

“Clients who come to us appreciate our approach to cosmetic procedures,” says Dr. Singh. “People will see the value of cosmetic enhancements, and pick up on this trend in the new year.”

For more information on *Le Visage Cosmetic & Implant Dentistry*, *Arch Dental Associates*, or the doctors, please contact Priscilla Mercado or Angela Shea at (212) 477-4330 or (516) 683-1870.