

MEDICINE

New Bodies For Sale

For hundreds of thousands of Americans, cosmetic surgery has become a workable alternative to wrinkles and bulges.



Dr. Owsley performs an eye tuck:
Facing life unafraid, unashamed
and without unsightly bags

An Investment

When Arthur Getz, 51, looked in his bathroom mirror last year, the reflection gazing back did not seem to belong to the successful, energetic CAP he is. With at least one too many chins and a pair of puffy little dumplings under his eyes, Getz was convinced that his appearance had begun to fall apart. What worried him most, however, was that his sagging face might lead to an unwelcome drop in his income as well. The head of his own accounting firm in San Francisco, Getz puts it this way: "If you don't look the part, you often won't get the job."



Looking the part: Getz before and after his face-lift

Unwilling to risk the prospect of losing clients because of his ripples and jowls, Getz decided on a firstclass face-lift. In selecting a plastic surgeon, he applied the same intense scrutiny he might devote to the closing of a major business deal--which, in a sense, this was. After interviewing six physicians and receiving estimates, Getz picked Dr. John Q. Owsley, Jr. of San Francisco,

even though he quoted the highest fee. "My theory was that if someone screwed up my face, I couldn't cover it up with a shirt or a pair of pants," Says Getz, "so I wanted to be sure it was a good job."

In a complex six-hour operation, Owsley performed a procedure known as the SMAS-Platysma face-lift. This surgical technique, which tightens underlying muscles and connective tissue as well as skin, is believed by most physicians to produce results that last longer than face-lifts that involve only the skin.

Getz is delighted with his new look--and unlike many men who have had cosmetic nipping and tucking, he isn't the least bit embarrassed to talk about his surgery. "I don't think it's unmanly," he asserts. "In fact, it adds to my masculinity by making me more attractive."