



DR. GABRIEL CHIU

9454 Wilshire Blvd., Beverly Hills
310-888-8087; bhpsinc.com

YEARS IN BUSINESS: Seven
HOW MANY DOCTORS: One
(just Dr. Chiu)

SPECIALTY: Best known for breast and body contouring, rhinoplasty and plastic surgery for men
PROCEDURES INCLUDE: For the face: blepharoplasty, face-lift, rhinoplasty, and chin and cheek augmentation. For the body: tummy tuck, liposuction and breast augmentation and lift

PHILOSOPHY: "[I lean] more toward a natural look, where the patient doesn't look like he or she had surgery," says Chiu. "Still, all the problem areas are taken care of."

BIGGEST CHALLENGE: "I know when plastic surgery is not the answer for a patient. It's difficult sometimes to turn a patient down, because I want to help everyone."

TOP CLIENTS: Undisclosed celebrities from film, TV, sports and members of royalty

THE ECONOMY: "A lot of clients are going ahead [with surgery] because there's no better investment right now than yourself," he says.

OFFICE VIBE: Like a Chanel boutique

DR. GEORGE SANDERS

16633 Ventura Blvd., Suite 110, Encino, 818-981-3333; drsanders.com

YEARS IN BUSINESS: 24
HOW MANY DOCTORS: One (just Dr. Sanders)

SPECIALTY: All major procedures, with an emphasis on facial rejuvenation
PROCEDURES INCLUDE: Eyelid lift, brow lift, rhinoplasty, laser-resurfacing procedures, tummy tuck, liposuction and breast augmentation, reduction and lifting

PHILOSOPHY: "I call it high tech with high touch," says Sanders. "We offer an excellent level of surgery with superior results, but we do it with a great deal of hand-holding and focus on the patient."

BIGGEST CHALLENGE: "I try to give the patient a realistic idea of what they can expect with surgery, yet at the same time let them know there will always be a certain degree of uncertainty."

TOP CLIENTS: That's a secret.

THE ECONOMY: "We have been affected," he says. "Although you may not be able to do quite as much surgery as you would have before the recession, there are still many procedures that are quite affordable and will do wonders for your appearance."

OFFICE VIBE: Energetic and compassionate in a classically contemporary setting



DR. ADRIAN YI

16311 Ventura Blvd., Suite 550, Encino,
818-986-7900; adrianyim.com

YEARS IN BUSINESS: 11
HOW MANY DOCTORS: Two
SPECIALTY: Facial plastic surgery
PROCEDURES INCLUDE: Brow lift, eyelid surgery, face and neck lift, rhinoplasty or nasal surgery, otoplasty, facial implants, fat transfer, facial injections, laser surgery and micro-liposuction

PHILOSOPHY: "I want to be able to sleep at night, so I don't do anything that I wouldn't do to myself or my family and friends," says Yi.

BIGGEST CHALLENGE: "Meeting the expectations of certain patients. I think that's the same for every surgeon."

TOP CLIENTS: Classified

THE ECONOMY: Probably a 20 percent reduction in cosmetic surgeries, and a 10 percent drop in injectables since the peak of 2007. But surgical-procedure scheduling appears to be up for the rest of 2009.

OFFICE VIBE: Comfortable, low-key, friendly

DR. LAWRENCE M. KOPLIN

465 N. Roxbury Dr., Suite 800, Beverly Hills, 310-277-3223; drkopl.com

YEARS IN BUSINESS: 26
HOW MANY DOCTORS: Two

SPECIALTY: Rejuvenation of face and neck, lipofill, fat grafting and all things having to do with breasts

PROCEDURES INCLUDE: Rejuvenation of the face and neck, breast reduction, lift and augmentation and repair of augmentation

PHILOSOPHY: "I make my income from the people I operate on, but I make my reputation from the ones I turn away," says Kopl. "There are a lot of people who have had too much surgery, are unrealistic or are doing it for the wrong reasons."

BIGGEST CHALLENGE: "My biggest challenge is to try and run a successful and profitable business doing something I love so much I would do it for free."

TOP CLIENTS: Mostly studio executives, studio heads, directors, corporate presidents, philanthropists and A-list celebrities

THE ECONOMY: Business had been down about 15 to 20 percent, but it has rebounded over the past five months.

OFFICE VIBE: Small, boutique-like, happy, comfortable

