

HOUR PROFESSIONALS

Steven M. Morris, M.D.

Life-enhancing cosmetic procedures from a real board-certified plastic surgeon

Although cosmetic procedures aren't uncommon anymore, Dr. Steven Morris is still amazed at how many men and women he sees who don't know that the physician best qualified to perform cosmetic surgery is a plastic surgeon certified by the American Board of Plastic Surgery (ABPS).

"This is the gold standard," says Dr. Morris, who completed his general and plastic surgery residency at the prestigious Mayo Clinic in Rochester, Minn. "I've seen many dissatisfied patients who were promised something that didn't happen."

Dr. Morris can usually point to the fact that the doctor performing the procedure wasn't board-certified by the ABPS.

Based in Birmingham and Midland, Dr. Morris suggests that those considering any cosmetic procedure should consult several properly qualified surgeons. Not surprisingly, once patients speak to a few surgeons, they ultimately choose Dr. Morris.

"My staff and I spend an extreme amount of time educating patients about procedures. After seeing other surgeons [and then consulting with me], it's a common scenario to hear them say, 'I'm amazed at how much more I know now.' That's my main goal. I give an honest evaluation of what can and can't be achieved," he says.

That means the interview process conducted by Dr. Morris includes an evaluation of realistic expectations. Unfortunately, Dr. Morris notes, reality television shows have warped the understanding of what cosmetic surgery can and can't do. It can't help a failing relationship, nor can it give six-pack abs to someone lacking the underlying anatomical structure.

The right reasons for undergoing cosmetic procedures are to improve body image and, ultimately, self-esteem.

Dr. Morris wants his patients to be happy and satisfied with their results, and he encourages new patients to talk to those who have gone through similar procedures. "Any reputable doctor will have patients [who are] willing to talk to prospective patients about what they've gone through. We have many patients who have volunteered to do that. They can answer questions from a patient's perspective and ease any concerns."

A graduate of Texas A & M University's College of Medicine, Dr. Morris has practiced in Michigan for 15 years. He was responsible for developing the cosmetic surgery unit at MidMichigan Medical Center in Midland. During the last 10 years, he has devoted



his practice to aesthetic surgery.

Because of the increased presence of cosmetic surgery in society, Dr. Morris works with patients who represent a wide spectrum of ages, though he cautions against most teens getting cosmetic procedures. His most rewarding outcomes are from adults — and especially women — who have the right procedure done for the right reasons.

"Of all the things we do, tummy tucks provide the most significant difference. No amount of diet or exercise could do this, and it produces such a dramatic change," Dr. Morris says.

Breast augmentations are also a mainstay of his practice, and Dr. Morris is a perfectionist when it comes to achieving the desired natural results.

Although he stays at the forefront of technology, Dr. Morris doesn't use "the latest" as a marketing tool. Instead, he relies on the safest, most effective procedure to achieve the desired results.

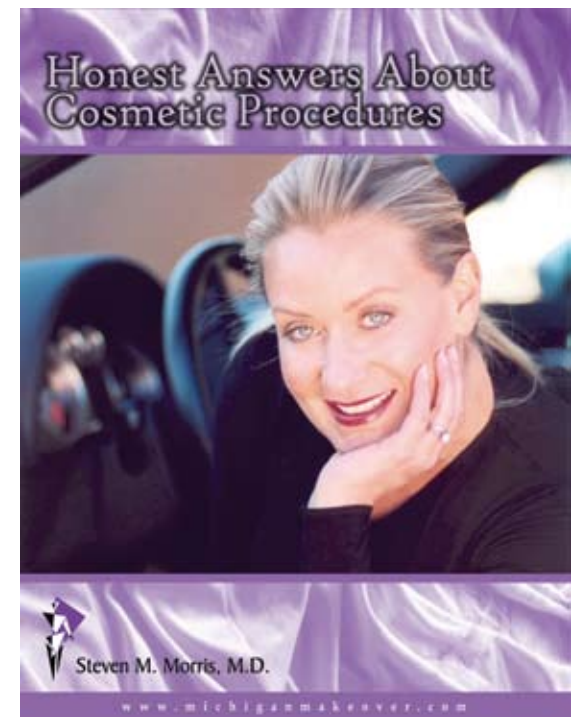
"There are techniques that sound technologically fancy, but are really no better — only more expensive, and often riskier than more traditional techniques," he says.

In addition to surgical intervention, there are numerous nonsurgical procedures that Dr. Morris offers, including Botox, Juvederm, and other facial fillers. Often, especially in cases where surgery isn't

indicated for health reasons, nonsurgical intervention can provide lasting and positive results.

"We work as a team to educate as much as possible on what can be achieved through certain procedures," Dr. Morris says.

And with an office set up with privacy and modesty in mind, patients are assured that their needs will be met with confidence and safety under the skilled care of Dr. Morris, a surgeon certified by the American Board of Plastic Surgery.



For more information about cosmetic procedures, join Dr. Morris for an informational session at the Townsend Hotel Ballroom on Tuesday, Feb. 26, from 6 p.m.-9 p.m. Attendees will receive a free computerized skin analysis, copies of books authored by Dr. Morris, a \$200 credit toward a nonsurgical procedure such as Botox or Juvederm, a Neiman Marcus gift certificate valued at \$150, and other exciting items to enhance your natural beauty. Additional important details can be found on Dr. Morris' Web site, www.michiganmakeover.com. To reserve your spot at the fun and informational evening, call (248) 593-5533.

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