

A portrait of Dr. Steven Davis, a man with curly brown hair, wearing a dark pinstripe suit, a light blue shirt, and a dark tie. He is smiling slightly and looking towards the camera. The background is a warm, out-of-focus interior.

Expertly Blending New Technology with an *Artistic* Flair

By Liz Hunter | Photography courtesy of Jack Saady

Dr. Steven Davis offers revolutionary procedures that will bring exciting results in 2014.

As we age, how many of us have stood in front of the mirror and used our fingers to lift our face just a bit for a reminder of the way we used to look? Maybe you've thought to yourself that it would be nice to have that look permanently, but surgery just isn't for you. Fortunately, there is a new product on the market right now that lifts the face by treating age-related volume loss without a surgical procedure.

Just weeks ago, the FDA approved Juvederm Voluma (Voluma for short) as the first filler to claim it can correct age-related volume loss in cheeks of adults older than 21. It has been in use throughout Europe and Canada for several years and its approval in the U.S. is big news, especially considering one of the most appealing aspects of the filler is its ability to last up to 24 months without a refill.

business spotlight

"It's the hottest thing right now," says Dr. Steven Davis of Davis Cosmetic Plastic Surgery, which has locations in Cherry Hill, Atlantic City and Philadelphia. "This product eliminates the need to inject fillers into creases and wrinkles, which can sometimes give patients a puffy look. When the product is used properly, it creates a lifting effect on the face."



A screen shot of *The Doctors* TV show with Dr. Davis performing BodyTite Liposuction.

Dr. Davis is a board-certified plastic surgeon and a Fellow in both The American College of Osteopathic Physicians and Surgeons and the American Academy of Cosmetic Surgery. He is also the chief of plastic surgery at Kennedy Health System in Cherry Hill, Stratford and Washington Township, and serves as a clinical assistant professor in the department of surgery at Rowan-SOM and PCOM.

Recognized as a Top Physician by *South Jersey Magazine*, Dr. Davis is one of several physicians who were selected by Allergan, the manufacturer of Voluma, to attend educational and training sessions in Canada for the product. "The goal was to put together a group of professionals who would bring it to the masses and help train fellow doctors," says Dr. Davis.

He has had the opportunity to use Voluma and Dr. Davis says the before and after results are incredible. "Voluma is injected into the cheek area, and you'd be amazed at the way it improves the look of the overall face, including the eyes, mouth, nasal labial folds and laugh lines without injecting it directly into those areas," he says.

Besides the fact that the procedure is painless, Dr. Davis says the fact that the results are immediate is especially noteworthy. "What you see upon application is what you get," he says. "Some might be prone to over inject with other treatments, but this is an immediate, true-to-form result with minimal swelling." He adds the results are subtle, leaving a more refreshed look.

"People will be asking what you've been doing because it looks so natural, and that's something I always keep in mind for my patients, to offer the healthiest and safest options out there," Dr. Davis says.

As with Voluma, Dr. Davis stays on the cutting-edge of cosmetic surgery, bringing the latest innovations in his field not only to patients in the Delaware Valley, but throughout the United States and across the globe. After appearing on *The Dr. Oz Show*, he says many new patients traveled to see him in Cherry Hill. "We are very comfortable treating those



Howard Stern and Dr. Davis in one of his many appearances on *The Howard Stern Show*.

from other states and even countries, and have secured hotel accommodations for the patient and their travel companion," he says.

One recent trend in body contouring helps those who want to get rid of that last little bit of fat that no amount of exercising and dieting can.

"For certain people, liposuction would be an option to remove those pockets of fat around the love handles, thighs or abs, but some people don't want surgery," says Dr. Davis. "We've started to introduce something called CoolSculpting, which is a non-invasive, non-surgical method of contouring the body. It essentially freezes the fat cells under the skin until they are eliminated."

Dr. Davis says CoolSculpting requires a precise approach in order to achieve the ultimate results. "Even though this is a non-surgical method, there are many intricacies involved, and we can look at it from a surgeon's perspective and capitalize on the understanding we have of the technology to impact a patient's results," he says.

Naturally shaped "gummy bear" gel breast implants are another exciting option revolutionizing breast augmentation, Dr. Davis says. "As opposed to saline-filled implants, these are filled with a silicone gel that feels soft and looks incredibly natural," he says. Dr. Davis sees these implants, CoolSculpting and Voluma as the most in-demand treatments going into 2014.

His knowledge and expertise of these trends is one of the reasons Dr. Davis is regularly consulted by local and national media to help educate their audiences on the pros and cons of certain methods. Dr. Davis has been featured on *The Doctors*, *Dr. Oz*, *Inside Edition*, CNN, *Good Morning America*, Fox 29's *Ask the Expert*, and various radio outlets

including *The Howard Stern Show*. He also hosts a radio program on Sirius-XM—*Physicians Roundtable*—where he interviews experts from various fields of medicine.

"I think the media look to me because they know I will give them the straight scoop," says Dr. Davis. "I'm going to be honest with them, the same way I'm honest with



A screen shot of *The Dr. Oz Show* with Dr. Davis and Dr. Oz discussing his newest body procedure.

my patients. Ultimately I'm trying to do the best for them, and I wouldn't do anything I wouldn't recommend for my own family. When a new product comes on the market, I make sure it's as safe as it can be before bringing it into my practice, and I'd want the public to know what to be aware of."

If cosmetic surgery is something you've always wanted, but weren't sure about, Dr. Davis says he makes listening to his clients a priority. "During the initial consultation, I want to know why they are here and what's bothering them," he says. "There is likely one thing that bothers them when they look in the mirror. Maybe their lips were their favorite feature, but now they aren't as youthful or vivacious." An artistic eye coupled with the expertise and scientific knowledge transforms Davis' patients into the person they want to see in the mirror.

Whether the best solution is surgery or finding ways to avoid it, Dr. Davis says, "The bottom line is addressing how they see themselves, and helping them gain confidence and feel good again." ■



Davis Rx is an exclusive line of cutting-edge skincare products offered by Dr. Davis.

Davis Cosmetic Plastic Surgery

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