

VITA BELLA

Helping people live their best lives is more than an aspirational mantra for world renowned surgeon Daniel Brown, MD, FACS

Remember when your friend went on vacation, and came back looking joyful, confident, and maybe just a little younger? Did you think you needed a vacation to rejuvenate? Instead of taking a trip, many turn to Dr. Daniel Brown to look like the best version of themselves.

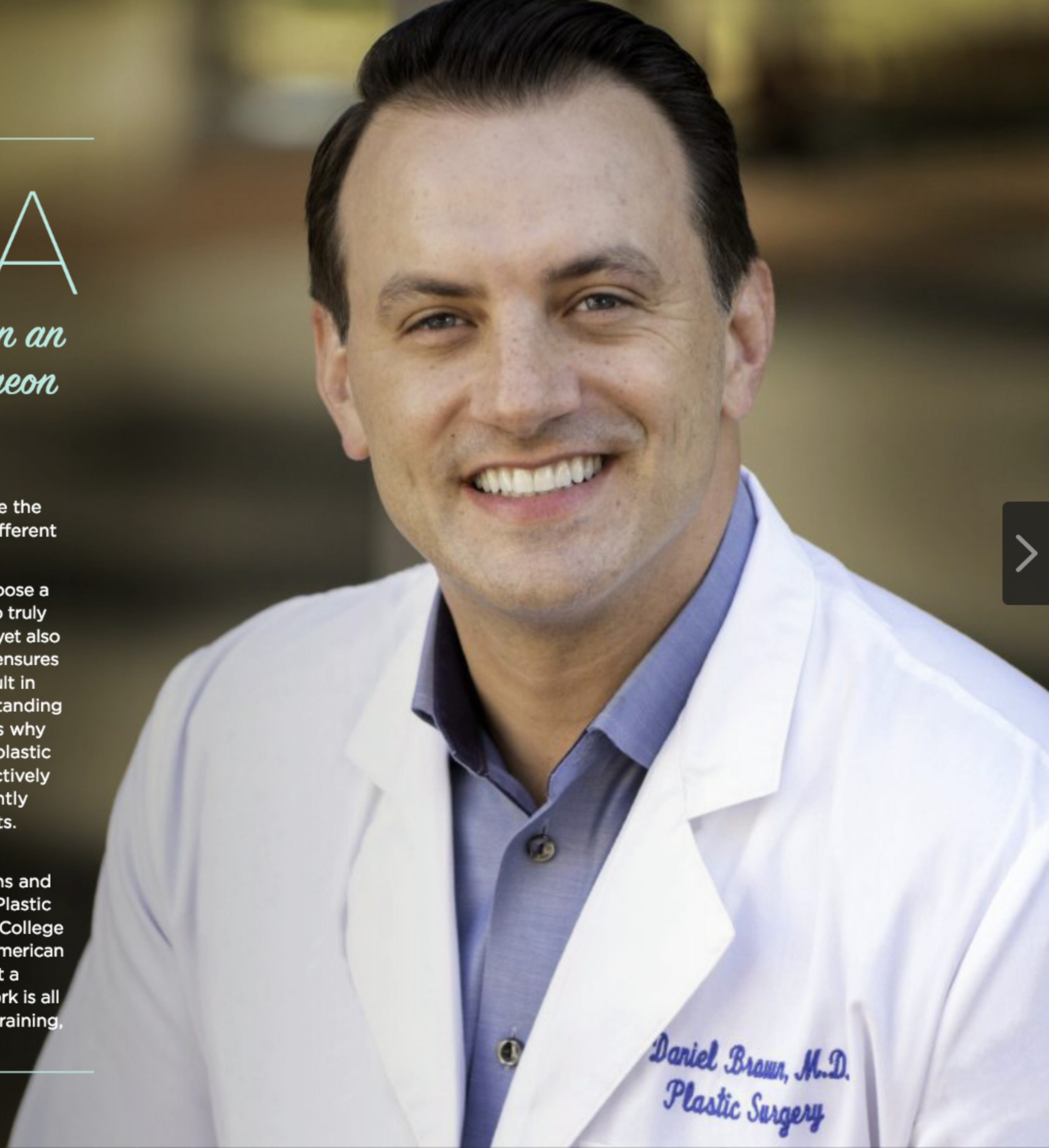
“Modern-day plastic surgery is not about making a drastic change. It’s about making small changes that give a great overall improvement but don’t make you look like someone else,” explained Brown, a board-certified plastic and reconstructive surgeon based in San Diego, CA.

“Men and women get a face and neck lift and they usually take a vacation from work for a week or two, come back and their co-workers say, ‘Wow, you look great! What did you do on your vacation? I want to know what you did so I can go and do the same thing.’ That’s the way I want people to look and also the way I want

them to feel. I want them feeling like the best version of themselves, not a different version of themselves.”

It’s vitally important that patients choose a plastic surgeon who has the ability to truly understand the look that they want, yet also advises with an expert opinion and ensures that both parties have the same result in mind before the procedure. Understanding and implementing these concepts is why Dr Brown is one of the top trusted plastic surgeons in the United States; he actively listens to his patients and consistently delivers attractive and natural results.

For Dr. Brown, a member of both the American Society of Plastic Surgeons and the American Society of Aesthetic Plastic Surgeons, a Fellow of the American College of Surgeons, and Diplomate of the American Board of Plastic Surgery, bringing out a patient’s best self is what his life’s work is all about. Brown blends his extensive training,



*Daniel Brown, M.D.
Plastic Surgery*



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masterful surgical skill and judgment with cutting-edge novel medical techniques to achieve that laudable goal. He places particular emphasis on performing minimally invasive procedures that nearly eliminate scarring and have shorter recovery times.

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tempers that enthusiasm with historical perspective. "Plastic surgery research is at the forefront of regenerative and reconstructive medicine, for example, stem cells to either augment existing tissue to help it heal better, faster, and even to create organs.

“THE BELLESOMA [METHOD] DIFFERS SIGNIFICANTLY FROM OTHERS IN THAT THERE IS NO VERTICAL SCAR ON THE FRONT OF THE BREAST, THE LIFTED OR REDUCED BREAST IS ATTACHED DIRECTLY TO THE CHEST MUSCLE GREATLY REDUCING THE POTENTIAL FOR FUTURE SAGGING AND CREATING A PERFECTLY SHAPED BREAST WITH SUPERIOR FULLNESS IN THE UPPER BREAST THAT WOULD PREVIOUSLY HAVE REQUIRED A BREAST IMPLANT” *Daniel Brown, MD*



is one of only five surgeons in the world certified to perform a novel breast surgery that leaves patients with only a single, discreet scar.

The Bellesoma technique uses three-dimensional imaging and volumetric analysis to aid surgeons in achieving desired results with no vertical scar. It allows Dr. Brown to create a lifted and naturally shaped breast that is rounded and full without the use of a breast implant. While the technique itself is two decades old, its creator began inviting other doctors to learn it just two years ago. Brown was one of the chosen few.

3D volumetric planning software is used as a blueprint for this technically challenging, 58 step breast lift or breast reduction. The measurements and plan generated ensure that there is enough tissue to cover and shape the lifted breast, and to guide the cosmetic restructuring of the breast beneath the skin. By making the incision lie completely within the crease beneath the breast, the end result is a perfectly shaped and positioned breast without visible scarring.

“What makes this procedure superior, not only aesthetically but functionally, is that we utilize

the patient’s own tissue to attach the reconstructed breast to their pectoralis muscle to give it really dynamic support leading to a long-lasting and beautiful result” he emphasized.

“The Bellesoma [method] differs significantly from others in that there is no vertical scar on the front of the breast, the lifted or reduced breast is attached directly to the chest muscle greatly reducing the potential for future sagging and creating a perfectly shaped breast with superior fullness in the upper breast that would previously have required a breast implant”

“Most other procedures do not add dynamic support. If they do, they’re typically utilizing sutures only attached on the surface of the muscle that will give support for just a few months, not a lifetime. What we do is actually use the patient’s own tissue to attach the breast tissue directly to the muscle at nine points circumferentially around the base of the breast. Using the patient’s own tissue essentially heals the breast to the pectoral muscle permanently.”

Brown added, “Functionally, it really changes women’s lives because their breast is finally in a great position with no sagging, they are able to go out and find clothing that fits, and they are able to exercise freely

and move on with their lives; they literally have the proverbial weight taken off their shoulders with no vertical scar." Patients from around the world seek out Brown's practice specifically for his performance of the Bellasoma technique.

"I hope more surgeons will start offering this procedure. There is no reason for someone to have a vertical scar with a breast lift. People travel locally, regionally, and internationally to seek out this technique because they don't want to see a vertical scar. I understand that."

Dr. Brown and his staff create a restful, spa-like atmosphere balanced with attentive care at every juncture. "We want people to have an amazingly comfortable and relaxed educational experience from the second they first contact our practice," he said. "We treat our patients like we would treat our family members."

What does a patient-centric consultation mean? "I always give my expert advice and together we create a crystal clear plan for

an ideal result through the eyes of my patient. It's not about what I want, or what anybody else wants; it's truly about what the patient's concerns are. I try to find out what their desired outcomes are, do a physical exam, and then meld the two to come up with a personalized plan designed just for their specific anatomy. The next step is to decide on the technique I will utilize for the procedure—whether it's a breast lift, radio frequency skin tightening, contour liposuction, or a combination of procedures—to give the patient the results that they are looking for. We develop our plan together."

That collaboration is central to Brown's practice philosophy of delivering an impeccable, state-of-the-art patient experience in a caring, supportive atmosphere. "I'm here to help patients achieve the result that they want so they can be the best version of themselves. I want people to look, feel, and be their best. Looking great is good, but feeling great is what it's all about!" ■

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