

# SACRED BODIES

Dr. George Bitar discusses the state of surgical and nonsurgical cosmetic surgery at his renowned institute.

BY MICHAEL MCCARTHY



Dr. George Bitar, founder of the Bitar Cosmetic Surgery Institute, has some impressive numbers: He's performed more than 20,000 cosmetic face and body procedures over the course of his career. Bitar, who's an award-winning, board-certified plastic surgeon and medical director of the Institute, also operates at Inova Fairfax Hospital—ranked as one of the top medical facilities in the country. We recently caught up with Bitar to discuss his practice and new services for DC-area clients.

**What distinguishes your practice from others in the region?** What makes us an institute rather than a medical private practice is our research-oriented and educational [approach]. We're the only practice in the DC area that has been selected by the American Society for Aesthetic Plastic Surgery to run an accredited fellowship training program for plastic surgeons. Our plastic surgery fellows, staff members and I consistently publish clinical research in peer-reviewed publications and aesthetic surgery books. I also lecture other physicians about my techniques several times a year at national and international conferences.

We have two beautiful suites, which have both won architectural awards for their clean and modern design. One is a medical spa, where we have physician associates, nurses and medical estheticians performing nonsurgical treatments, and another suite, where I see my patients. This suite also houses our new state-of-the-art ambulatory surgery center, where I operate alongside a board-certified anesthesiologist and a team of experienced operating room nurses and surgical technologists.

**What are the most popular services you offer clients?** My signature, nonsurgical CONTINUED...

From left: The Bitar Cosmetic Surgery Institute performs surgical and nonsurgical procedures for clients in two Northern Virginia offices; Dr. George Bitar.

FROM LEFT, PHOTOS BY ICONS & TEAM/UNSPLOASH; COURTESY OF THE BITAR COSMETIC INSTITUTE



...CONTINUED Model Lift has been one of my most requested procedures this year. Over the course of my career, I've had numerous patients request a certain celebrity's body part during an initial surgical consult—Kim Kardashian's nose, Angelina Jolie's lips or J. Lo's jawline, to name a few.

I spend a lot of time educating my patients that a facial feature that looks good on one person cannot be simply copied and pasted to another. The reason these models and celebrities look beautiful is not because of one attractive facial feature, but because their facial features are in harmony with one another. This is what my Model Lift seeks to achieve; it aims to create a harmony between a patient's facial features such as their cheeks, chin, jawline, nose and lips.

From a surgical standpoint, rhinoplasties—nose jobs—are my most popular procedure. Because of my international training, where I operated on patients of various ethnicities on all six continents, I specialize in ethnic rhinoplasties. I can give patients the nose they desire, all while keeping their ethnic features. I also specialize in revision rhinoplasties and rhinophyma reductions, a skin disorder that causes the nose to enlarge and become red, bumpy and bulbous.

**Are there any new services you offer that you're particularly excited about?** Our very own Model Skin skincare line. The line consists of medical-grade skincare products with high potency that target the most common skin concerns including hyperpigmentation and sun damage, early aging, acne and rosacea.

We've also added the plasma pen to our arsenal of nonsurgical cosmetic treatments. The plasma pen uses controlled electric charge to emit plasma gas that vaporizes excess skin through a tiny dot on the treatment area. The overall result is a more tightened, rejuvenated and youthful skin. We're excited to offer a complete

solution to nonsurgical body contouring, which consists of CoolSculpting to reduce unwanted body fat, Exilis Ultra to tighten the skin and Emsculpt to tone the muscles and increase muscle mass.

**How does your new membership program work?** We introduced a monthly membership program to make it easier for patients to stay consistent with treatments. With a low monthly membership fee, a patient will be able to receive a complimentary HydraFacial maintenance treatment, discounts on skincare products and special member only pricing for injectables, lasers and other nonsurgical procedures.

**Please tell us a little about Qwo and cellulite reduction.** We're one of the first practices in the area to offer Qwo, the only FDA-approved injectable to reduce the appearance of cellulite. Qwo is an injectable treatment that targets a primary structural cause of cellulite—the fibrous septae. Fibrous septae are the fibers that pull the skin down, causing the uneven and dimpled appearance, which results in cellulite. The procedure consists of three treatments three weeks apart, and results are seen within three months.

**I know you and your wife, Dr. Rima Bitar, give back in significant ways. What are your go-to charities?** I'm proud of the growth we've accomplished in the last 20 years, but I'm also proud that we were able to give back to the community through multiple fundraisers which have supported organizations such as Care, the Leukemia & Lymphoma Society, the American Red Cross and SafeSpot. We've also supported several charities in my native Lebanon, where I grew up during the civil war before immigrating to the United States. 3023 Hamaker Court, Ste. 109, Fairfax, Va., 703.206.0506; bitarinstitute.com