



power

MODERN LUXURY SPOTLIGHT

George Bitar, MD, FACS

**Bitar Cosmetic Surgery Institute
Founder and Medical Director**

Dr. George Bitar is the founder of the Bitar Cosmetic Surgery Institute, which is celebrating its 20th anniversary this year, and has grown to include a luxurious medspa, a state-of-the-art surgery center and an advanced aesthetic surgery fellowship training program all under one roof. It is the only one of its kind in the DC area, featuring Dr. Bitar's proprietary skin care line, Model Skin.

"My father, who is a pediatrician, played a major influence on me," says Dr. Bitar. "So did my uncle, who was an artist. I love combining my artistic skills and my surgery skills to give my patients the most beautiful and natural results, whether it is a rhinoplasty, a face-lift or a mommy makeover."

Dr. Bitar is a leader in plastic surgery and has treated patients from 114 countries, including high-level politicians, celebrities and Instagram Influencers. He has also trained many successful plastic surgeons, nurse injectors and aestheticians.

"This year has been very exciting for us," Dr. Bitar says. "We have built a beautiful new surgery center, so now we are able to provide 'The Bitar Experience' at every step of a patient's experience."

The Bitar Experience is first class all the way, and the institute's online reviews tell the story. The new surgery center was thanks to Dr. Bitar's wife, Dr. Rima Bitar. With her background in electrical engineering, her vision and expertise has created an institute of the future.

"She makes us all look good and is constantly improving on our patient experience," Dr. Bitar says.

PHOTOGRAPHY BY SARAH MARCELLA CREATIVE

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