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Dr. Steven Davis
Plastic Surgeon

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A VOICE OF REASON

In a landscape crowded by so-called influencers, patients turn to Dr. Steven Davis of Davis Cosmetic Plastic Surgery for informed guidance on their health and aesthetic well-being.

Steven L. Davis, D.O., FACOS, has become something of a media darling. One might even call him an influencer.

“The media knows to call on me,” says Dr. Davis, a board-certified plastic surgeon and the founder of Davis Cosmetic Plastic Surgery. “So many people are relying on TikTok and Instagram videos for their information about plastic surgery and cosmetic medicine, and that’s not necessarily a good thing. They need a voice of reason in this sea of craziness, to dispel myths, or talk about trends, or discuss things that are real and safe versus those that are not.”

In recent years, Dr. Davis has appeared on numerous local, regional, and national media outlets. On *Inside Edition*, he explained advances in body contouring. On FOX 29, he detailed a surgical innovation known as the eyebrow transplant. On PHL17, he talked about body dysmorphia influenced by social media. Viewers may have also seen him on YouTube and other channels, through the podcast *The Plastic Surgery Revolution*.

“It’s so important to listen to a voice of reason, because we’re talking about people’s health and appearance,” he adds. “People need guidance on these products and procedures that are meant to help them maintain a youthful appearance. Will it work? Is there sound science behind it? Can you trust it? Most people don’t know the answers to those questions; they need to be informed by someone who knows the science and the literature.”

In other words, someone like Dr. Davis.

He has spent his career building his knowledge and adding to his armamentarium, all to better serve patients of all ages and backgrounds. A lifelong proponent of continuing education, he taps into the latest research through his affiliation with organizations of global influence, such as the International Society of Aesthetic Plastic Surgery. He recently attended the American Brazilian Aesthetic Meeting (ABAM) in Park City, Utah, where he presented some of his own research and gained firsthand knowledge of emerging trends from around the world.

“Based on what I saw at that meeting, the trend internationally seems to be heading more and more away from the dramatic looks from years ago,” he says. “Rather than the overly exaggerated lips, butts, and breasts, people want to age gracefully with more of a naturally perky and youthful appearance. More and more, people are turning to plastic surgeons to attain a non-plastic look. We can deliver that by imple-



Photos by Alison Dunlap, A. Gross, and courtesy of FOX 29

Dr. Davis has shared his informed perspective on numerous local, regional, and national media outlets.

menting all the things we've learned over the years."

Dr. Davis's reputation as a leader in the field extends far beyond the men and women who come to his office seeking care. Manufacturers of cosmetic injectables and body-contouring technologies—industry leaders such as Allergan and Galderma among them—have partnered with him to vet their latest and greatest offerings. For example, he was also among the first in the country to offer AgeJET, an Italian-made device that uses a medical-grade nitrogen plasma technology to resurface and regenerate the skin. AgeJET has been FDA-approved to treat fine lines, wrinkles, acne scars, skin laxity, hands, and more. It's also safe to treat both the upper and lower eyelids.

"I often hear about these new products months or even years before they receive FDA approval, so I get to see what's coming down the pike based on what's happening in Europe, Asia, and the Middle East," he says. "The bottom line with us is always safety. We're vetting out all these new injectables and procedures first, and making sure our people are trained at the top level."

Just as the technology has continued to improve, so has practitioners' understanding. Dr. Davis references the research he did for his recent presentation at the ABAM confer-

ence in Utah. He explored the science behind anterior neck-lifts, particularly for men. The procedure has become increasingly popular as a result of people seeing themselves up close on pandemic-era Zoom calls.

"I reviewed all the literature on the topic, dating back to the 1960s and '70s," he says. "We're now using new tools and technology and have a more informed understanding of human anatomy to come up with new procedures that build upon the genius of many years ago. That's the great thing about plastic surgery; we're continually coming up with more elegant ways to give patients better results with less recovery time."

Three FDA-approved game-changers in particular have helped him to address the issue: CoolSculpting, a fat-reduction device that uses cold temperatures to freeze and destroy fat cells in areas of the body that resist diet and exercise, such as beneath the chin, as well as "love handles" and other places on the body; Juvéderm Volux, a hyaluronic acid-based injectable that specifically targets the jawline; and Renuvion, a minimally invasive procedure to address the appearance of loose skin on the neck, chin, and body.

Dr. Davis's commitment to continual self-improvement extends to his staff. His two "fabulous aesthetic nurse injectors," Sara Cole, N.P., and Kayla Matteo, R.N., have undergone extensive training, both at his side and by attending hands-on workshops.

"A lot of practices have some of the same technologies and products," he says. "The difference comes down to the skill and training of the operator, whether they have the artistic eye and the knowhow to use these tools and instruments to deliver the final result you're looking for.

"Let's say I do a face-lift or a tummy tuck," he continues. "It's very important to have a team to look at every aspect of a person's care; we'll want to prepare the skin in advance of the procedure and take care of the skin afterwards. It's a whole process, and you have to be able to take the patient through every step of the way to deliver the desired result."

As Dr. Davis considers the future of plastic surgery, he sees an ever-changing landscape dotted with opportunities and challenges alike. On the positive side, patients have

more and better options than ever before. On the negative side, the continually shifting terrain has created vast swaths of information, with little of it coming from experts who truly deserve people's trust.

"The science is evolving all the time," Dr. Davis says. "We now know that combining different technologies and modalities can provide the ultimate result for many of our patients' concerns. We're also using things like exosomes in stem cells to provide a better result for everything from hair restoration to skin rejuvenation. People need to get their information from someone who not only evolves along with the science, but can help them understand the difference between fact and fiction." ■



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—DR. STEVEN DAVIS