



Dr. Michael Feinerman, plastic surgeon

Age: 69

Marital Status: Married with five children

Place of work: Feinerman Clinic,
Jerusalem Medical Center

Education: Where should I start? Medical
school at Albert Einstein College of
Medicine, New York

Years at work: 34

By YOCHAVED MIRIAM RUSSO

First job: In high school, I worked summers as an orderly in an operating room.

Worst job: My year of service in Vietnam with the US Army.

Why did you choose surgery as a profession? It started with that job as orderly. I fell in love with surgery from day one.

Why plastic surgery, specifically? During the army, I was assigned to an orthopedic service at Valley Forge Army Hospital, and next door was the plastic surgery department. Many times we worked together on injured boys. Plastic surgery gave me what I wanted: I like working with people, and my patients are of all ages, both sexes, with different problems. It's always challenging.

Who are your patients at the moment? Right now, I'm doing a lot of UltraShape procedures, which is a non-surgical method of body sculpting. Mostly women come for that, either after pregnancy or after menopause, when they develop that little pot belly that becomes the bane of their existence. Most men who come want to eliminate their love handles.

Is that the "fat zapper" everyone's talking about? Exactly. UltraShape reduces or eliminates unwanted fat deposits by using focused ultrasound. It's a walk-in, walk-out, office procedure that destroys fat cells permanently. There's no surgery, no anesthetic, no pain, no side effects.

How much does it cost? Usually between \$1,600 and \$3,200 depending on the size of the area that requires work.

Is this new? Not really. It's been around about seven years. The technology was patented by an Israeli plastic surgeon, Dr. Ami Glicksman, at Tel Hashomer. Over 30,000 treatments have been performed in 250 clinics in 46 countries, so it's popular around the world – everywhere except the US, because the FDA hasn't approved it yet.

Sounds like a miracle – get rid of fat painlessly, without diet or exercise? Well, it's not designed to treat general overweight problems. It works on specific areas, stubborn fat deposits on the thighs, butt or stomach.

What's the downside? None, really, other than that about 5% of people don't respond to the treatment, and a few more

have resistant fat cells, so it takes longer. There's no pain, but it does take a little patience.

Why patience? Most patients need three or four treatments, a month apart. [Each treatment is between \$400-\$800.] You come in for a treatment, which takes about an hour, but then your body needs time to get rid of the dead fat cells, and that takes about a month.

How does the body get rid of the cells? Naturally – they're carried away by the blood stream and metabolized in the kidneys. You're not aware of it – it just takes awhile, so when you walk out of the office, you don't see any immediate

change. We weigh, measure and take lots of pictures, so we document the changes, but it's sort of like watching the tree in your backyard. If you look at it all day, you don't see it change, but take a picture, and then compare the picture to the tree in a month, and the difference is obvious.

Does the fat come back?

No. We're born with all the fat cells we'll ever have, so if some are destroyed, they don't grow back. People can gain weight, though, and the fat cells they still have will expand.

How do your patients respond? They're happy. For many, it solves a lifelong issue. Plastic surgery in general is gratifying, because you're making people look better and feel better about themselves.

What's the best part of your work? I make people happy, and that's good. Besides that, there aren't many things in medicine we can do that have no side effects whatever. But with UltraShape, I help someone eliminate a problem without hurting or harming them in any way.