

NOBLEMAN

THE RETURN OF STYLE & SUBSTANCE



SAM HEUGHAN

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dr. kevin SADATI

FACIAL PLASTIC SURGEON



Dr. Kevin Sadati is a prominent facial plastic surgeon with a burgeoning practice in Newport Beach. However, beyond the beautiful new center that he designed and created in Orange County, his story of perseverance and doing it the right way is worth telling. After more than 10 years as a surgeon in a large plastic surgery group, Dr. Sadati decided that it was time to create the kind of place that he always knew would be successful. Walking in the center in downtown Newport Beach, adjacent to Fashion Island, is like entering a gorgeous oasis. Sophisticated design, plush furnishings, a welcoming and knowledgeable staff, it is indeed the kind of place that one feels immediately at peace and comfortable. After a busy day, Dr. Sadati took some time to tell us his own story.

It is a beautiful space. What is the genesis behind it? I started my career in Newport Beach about 15 years ago, working in a minimal space that never felt like my own. The practice I was a part of had a more corporate culture and led me to consider a practice of my own where I could offer my clients the care and attention they deserved. I started very conservatively, knowing in my heart there was a bigger plan ahead. As my business and vision began to grow, I hired more employees which gave me the ability to provide a holistic approach to the care I could provide. Ultimately, I decided to build a one-of-a-kind luxury medical practice that I always imagined for my clients. I knew instinctively what this place should be. As an artist, I have a clear picture in my head of what needs to be done, whether it is a space like the one we are sitting in or a complicated procedure designed to make my patient look her or his best.

It took eight months of planning, down to the last detail. After an extensive search for the right architect, from New York to London, finally landing in San Francisco, where I found Mohsen Ghoreishi from Kohan Group, whom I consider to be a genius, and who helped me realize my vision. As with everything I do, because of the level of planning we undertook, the final product is pretty much in line with what we initially designed. It is much like planning a surgery; I never go into it trying to figure out what to do. I plan everything ahead of time with the intended result of being successful.

What is the connection between being an artist (Dr. Sadati is a painter and sculptor) and a facial plastic surgeon? As a sculptor and painter, I have a better understanding of balance and harmony in the human anatomy, giving me a holistic approach to deliver natural, non-surgical looking results. The results I provide, are custom designed for each individual, similar to having a bespoke garment tailored to your form.

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Do you know right away if a patient is not the right fit for you? I think that, within the first five minutes of the initial consultation, I know. It goes beyond my surgery skills. As a facial plastic surgeon, I also have to be somewhat of a psychologist and realize quickly why this particular person is in our office. I want to be able to meet their expectations, which have to be realistic; otherwise, no one is going to be happy. It's a lot easier to say, "I'm very sorry, but I'm not the surgeon who can provide the kind of procedure you are looking for," than having them be utterly dissatisfied with the work.

Do you have a typical patient? We are very fortunate to have clients from all over the world. People will travel great distances to come here because they trust what I will do for them. We've had people coming from Sweden to New Zealand, not to mention all over the U.S. There are no typical clients; however, the one thing we know is we work with very sophisticated people, who have done their homework on both what they want in terms of procedures and, more importantly, on who I am and the kind of work I do. They certainly know what they are getting into. They watch videos, our website, look at before-and-after pictures, and know precisely what they are looking to do. They have a clear understanding of what the procedure entails and what the expected results are. In some ways, it is making it more accessible, but with this comes expectations.

Are we seeing more men benefitting from cosmetic surgery? Absolutely. In the early days of my practice, some 15 years ago, I would say probably 3-4% of our clientele were men. The number now is closer to 20%, so that is a big jump. I believe that social media and the influence of selfies has been a contributing factor. Someone sees a great picture and says, "Hey, why shouldn't I look this good? I feel good. I exercise. I go to the gym. I'm fit, but I don't look exactly the way I'd want." It's not just the province of women anymore. We've had highly successful men, lawyers, judges, and corporate CEOs, who can schedule a procedure, get it done, and go back to work in two weeks looking refreshed. Many studies correlate the benefits of looking youthful and healthy with success. I think that we play a part in this new attitude.

Is there such a thing as going too far? Oh my God, when I see some of the more drastic looks on television, I always think that I am thankful that I wasn't involved in that one! Once again, it has a lot to do with the initial consultation. It's pretty easy to see if someone is completely unrealistic about the outcome. However, we've had many cases that have come to us after the fact. We do several secondary or tertiary procedures on people who have had surgery that initially didn't go well.

With all the success that you've experienced, do you still love what you do? More than ever. It is a place that I like to come and spend time during the day, even if I don't have work scheduled. It is my sanctuary. Everything here is what I want to be a part of. I select my staff; accordingly, there is no drama here [laugh]. We are—pardon me for the cliché—a family. I still enjoy getting better and refining my skills every day. It is my ultimate expression of joy.

What's a nobleman to you? It has nothing to do with money or anything like that. It's not about being monetarily rich, but rich in ideas and philosophy. It's about being unique.