

Westside Aesthetics

By Robert Prince, Contributing Editor

Westwood & Malibu, California

ALEXANDER Z. RIVKIN, M.D.

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A leader and innovator in non-invasive cosmetic procedures, Dr. Alexander Rivkin has been at the forefront of the non-surgical aesthetic revolution since he founded Westside Aesthetics in Westwood (Los Angeles), CA six years ago.

Dr. Rivkin's philosophy and vision are reflected in his practice. He wants to change the way aesthetic medicine is practiced today so that all patients have more non-invasive cosmetic options. "I believe that modern technology can provide our patients with superior alternatives to invasive, painful surgery that requires a long recovery time," comments Dr. Rivkin. He has dedicated his career to developing alternatives for patients and offers a host of effective, non- or minimally invasive treatments that he has perfected.

Westside Aesthetics was created as an alternative to the busy, impersonal physician's office. The waiting room with comfy chairs opens into an open central space that is bathed in natural light from an outdoor garden. The barriers between the clients and the front desk staff are designed to be minimal, so the experience is more

like visiting with friends than coming to a busy cosmetic practice. At any given day, one can walk in to find Dr. Rivkin chatting with a patient at the front desk and introducing them to his laser nurse for an impromptu consultation in her treatment room. At the other side of the desk Karen, the office

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manager, is welcoming another patient. The atmosphere is comfortable and relaxed as Kristen makes tea for a client reading a magazine and Rossane calls the next patient in to Dr. Rivkin's treatment room to get numbing cream placed on her nose. Ambient music plays softly, and there is a

hint of lavender in the air.

From the front desk, patients can go into the laser room where they undergo treatments such as painless laser hair removal with the Soprano Diode laser or acne scar and wrinkle resurfacing with the [Active FX](#) fractionated CO₂ laser. Also available are [Thermage](#) radiofrequency skin tightening procedures, Intense Pulsed Light treatments for Rosacea and brown spots and [Fraxel](#) laser for the gentler resurfacing necessary for Asian and darker skin type patients.

Next door is the esthetician room, where Malia (a 20-year veteran medical esthetician specializing in acne and anti-aging procedures) performs treatments such as the [Cosmelan](#) and [Vi Peel](#) depigmentation procedures, the Levulan and Blue Light based Photodynamic Therapy treatment of severe acne, as well as [Intracuticals](#) anti-aging oxygen facials. She also recommends home care products from carefully selected lines including [Jolie MD Metamorphosis](#), [SkinCeuticals](#), and [iS CLINICAL](#).

One can also sometimes find Malia in the next room, gently steamrolling away cellulite or reducing a patient's thighs with the VelaShape II Body Reshaping device.

The other wing of the suite contains Dr. Rivkin's treatment room and recovery area. In the recovery area, one patient could be lounging in a suede, modern armchair with numbing cream under her eyes, waiting for her [Juvederm](#) injection while chatting with a woman gently holding ice to her chin after an injectable chin augmentation procedure with [Radiesse](#). A relaxed mood is set by the gurgle of a standing fountain.



Dr. Rivkin's treatment room is the main injection area of the practice. A large, comfortable motorized treatment chair dominates the room. It is here that Dr. Rivkin performs the innovative non-surgical procedures that have brought him such renown. Among his most popular treatments are his signature Non-Surgical Nose Job. Pioneered by Dr. Rivkin in 2002, the procedure is the first real non-invasive alternative to surgical rhinoplasty. Dr. Rivkin has been featured throughout the national and world media, performing the procedure on programs like the TODAY show, the Tyra show, and EXTRA.



Alexander Z. Rivkin, M.D.



Westside Aesthetics is a haven for a wide range of aesthetic procedures. The caring support staff and the comfortable setting ensure a pleasant, luxurious experience. The expertise and knowledge of Dr. Rivkin and his clinical staff, along with their singular focus on providing the safest, most innovative non-surgical cosmetic treatments make Westside Aesthetics one of the world's leading centers for minimally invasive aesthetics.

“Having performed more than 1,000 Non-Surgical Nose Job procedures using temporary fillers (mostly [Radiesse](#)), it is clear that this is a procedure that successfully meets the needs of many Rhinoplasty candidates,” explains Dr. Rivkin. With the FDA approval of Artefill – the first permanent injectable filler – in 2006, Dr. Rivkin has successfully transitioned many of his [Radiesse](#) Non-Surgical Nose Job patients to Artefill, making their results permanent.

Dr. Rivkin's other injection procedures include the Non-Surgical Eye Lift, the [BOTOX®](#) Brow Lift, and Non-Surgical enhancement of the cheek, chin, and lip. The procedures are varied, but the results are always effective, subtle, and natural.

Westside Aesthetics is a center for clinical research, running studies investigating the products and techniques that are poised to change the world of aesthetic medicine. As one of the top providers of fillers and [BOTOX®](#) in the nation, Dr. Rivkin is always among the first to introduce new products.

Westside Aesthetics is also a teaching center for non-surgical injection techniques. As a member of the national teaching faculties for all of the FDA cleared cosmetic injectables ([Allergan](#), [Medicis](#), [Bioform](#), etc.), Dr. Rivkin spends a significant portion of his time educating other physicians both at Westside Aesthetics and at seminars and meetings around the world.

ABOUT WESTSIDE AESTHETICS

Alexander Z. Rivkin, M.D., is a Yale trained Facial Cosmetic Surgeon and UCLA faculty member who has become an international authority on non-surgical cosmetic treatments. Dr. Rivkin's vision is to change the way aesthetic medicine is practiced today. He wants to see all patients be able to access more non-invasive cosmetic options without the fear which has so long been associated with cosmetic surgery.

He divides his time between patient care, clinical research, educating other physicians, media appearances, and lecturing at scientific conferences throughout the world. Dr. Rivkin is a leading member of the national teaching faculties for Allergan, Contura, Medicis, and Bioform. He is a member of the American Society of Cosmetic Dermatology and Aesthetic Surgery, the American Society of Laser Medicine and Surgery, and the American Academy of Cosmetics.

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24955 Pacific Coast Highway
Suite B101
Malibu, CA 90265

888.722.SPAS (722-7727)
www.westsidemedicalspa.com

1033 Gayley Avenue
Suite 104
Los Angeles, CA 90024