

# SOUTH FLORIDA SunSentinel

Boca Raton Forum

## New Steiger Aesthetic Medical Center focuses on the face

**W**illiam Becker had his nose and chin done, and came all the way back to Boca from Coral Gables so Dr. Jacob Steiger could even out his skin tone with a laser.

Steiger just does faces, so when Becker was searching on the Internet, he picked the University of Pennsylvania-educated and double board-certified facial plastic surgeon. "I had 25 consults with other doctors but never followed through," said Becker. "I was expecting it to be more expensive, but it wasn't."

The before-and-after photos look just like Becker, only better. Correcting the family bump on his nose and giving him a more pronounced chin line was exactly what Becker was after. "I have my nose, but a better nose," he said.

The biggest mistake people make with plastic surgery is overdoing it, said Steiger, who opened his practice in his new building at 1001 N. Federal Highway on March 15. "The trend today is, it's no longer taboo and very commonplace," although he has a back entrance for people who want to keep their improvements under wraps, he said.

"A face-lift is when you need it, usually 50 and up, although there are exceptions. It's really a diagnosis of what makes people look older," he said.

It's never one size fits all, but a customized approach to these conditions: loss of fullness, increasing inelasticity, weakness of ligaments of the face, fine lines and wrinkles, and bagginess



**NEW PLACE** Dr. Jacob D. Steiger, of Boca Raton, who is a facial plastic surgeon, opened a new medical center in Boca Raton. STAFF PHOTO/ERIC BOJANOWSKI

around the eyes, Steiger said. "Today's techniques are for more natural lifts, and the goal is to make you look natural," he said.

Although he's best known for nose jobs, face-lifts and eyelid surgery, the practice also offers noninvasive treatments, including fillers, Botox, lip enhancement and skin resurfacing, among others. Becker was having 30 years of sun damage reversed with a laser, a peel that Steiger developed to help give his patients "that wow effect."

The sleek, modern building with his name on the top took two years "from the ground up," after Steiger scouted out locations and decided on Boca Raton. A native Floridian, he wanted to re-

turn to the area to be near his family and is getting married next week, he said.

His patients are from Palm Beach to Miami, and include an international clientele from Russia and even Afghanistan. "We live in an international city and you get a reputation," Steiger said.

For Becker, it was never about convenience of location, more the reputation and the doctor's credentials "if someone is going to be touching your face," he said.

Turning 47 in August, Becker called the change in his looks a midlife decision. "He did exactly what I asked him to do, not change it by much," Becker said. "He nailed it."