Facial Cosmetic Surgeon, at the Top “in New Mexico”

TOP FIVE REASONS MEN HAVE COSMETIC SURGERY

DR. EISBACH FEATURED IN “THE BEAUTY MAKERS”

Q & A ABOUT COSMETIC SURGERY & DR. EISBACH

CONSTITUTION PLASTIC SURGERY CENTER – AWARD WINNING FACILITY
It's no small feat to be number one in a State. It's even more amazing to make it among the top 5 percent in the nation in facial cosmetic procedures performed annually. You are fighting the odds when you're establishing a practice in a State with only one and a half million people and it’s the fifth largest land mass in the U.S.

So, what makes this happen?

When Dr. Karl Eisbach was asked about reaching these remarkable goals, he quickly summed up the path he chose to follow.

How Did You Reach These Milestones?

It comes from being focused, committed, hard working, an attention to detail and matching it to natural attributes and skills all of us have in some way.

I wanted to focus just on the face — the most revealing and animated part of the body in communicating to others about ourselves. I've always desired to be the best at whatever I chose to do. Consequently, I identified programs that would allow me to be double-boarded in both the function and aesthetics of the face; that were some of the hardest in the country to get accepted into. The training I received at the University of Iowa [a program that has been consistently rated in the top three in the nation by U.S News & World Report since they began rating training residencies some 14 years ago] provided me that foundation. The tools and support to pursue the excellence in facial plastic surgery I desired.

It's the love and passion for this specialty that keeps me always seeking new knowledge, finding and developing new techniques and teaching and holding leadership positions in the field of facial plastic surgery.

Why Facial Plastic Surgery?

The face—it’s what we show to the world. Modifications or subtle changes in the face whether correcting an undesirable feature or reversing the signs of aging can markedly affect a person's self-esteem. Often times we are trying to bring harmony between inner and outer perceptions of ourselves. For others it re-energizes them; enhances their zest for life. I love helping people feel better about themselves.

Technically, the greatest challenge in plastic surgery is dealing with the face.

What Changes Have You Seen In People Who Have Had Cosmetic Surgery?

They usually start taking better care of themselves with diet and exercise. Often times they present themselves with more confidence and energy. Many patients have shared stories about how it has helped their careers and personal lives.

Who Gets Cosmetic Surgery?

It can be anyone. There's no defined profile as often portrayed by the media. It is the person next door, your grandfather, your work colleague, teachers, construction workers, ranchers, realtors—almost anyone you can imagine. We all want to feel good about ourselves. We’re living longer, staying more active and having multiple careers; consequently, we want to look as good as we feel.

Besides, it's great standing next to your former classmates at a reunion and looking half their age!

You Have Organized Trips To Central America To Treat Children With Cleft Lip and Palate. What Spurs You To Do This?

It is such a meaningful way to take a specific skill and talent and make a difference in someone's life that would, otherwise, never have it available to them. There's no words to describe the appreciation seen on the mother’s face when their child is returned to them after surgery. The entire trip is funded by the people who go and supplies supported by medical vendors. It is quite an undertaking.

These trips are part of the Face to Face program of the American Academy of Facial Plastic and Reconstructive Surgery [AAFPRS]. Our office also supports the domestic component of the Face to Face program providing surgery for victims of domestic violence.
What Do You Think Makes You And Your Office Unique?

We exclusively treat the face. Certified in both the function and aesthetics of the face, our office focuses on correcting structural features of the face, repairing defects and injuries, and reversing the signs of aging. Our staff and facility is designed to offer patients a very wide selection of facial improvements—from skin care treatments and products to minimally invasive enhancements and surgical procedures.

We emphasize that each patient and each case is equally important to us. We are concerned with treating the whole person encouraging a healthy lifestyle which contributes to a more vital aging process. Taking a tip from the American Cancer Society’s program, “Look Good, Feel Better”; we embrace a similar philosophy that often your outer appearance influences your inner self.

We listen to our patients. We truly work at making their experience in our office the best possible. We take their concerns very personally and continually try to find ways to improve ourselves and what we provide.

Dr. Eisbach is the only New Mexico surgeon and one of only 25 in the nation featured in the recently released book, THE BEAUTY MAKERS. By C.C. Risenhoover and Don Patterson

When Training, Experience, and Results Matter

E I S B A C H

FACIAL PLASTIC SURGERY PC

7800 Constitution Ave. NE • Albuquerque, NM 87110
CALL 505.332.7800
www.eisbachplasticsurgery.com
In 2003 men nearly overtook women in percentage of increase in cosmetic procedures, 28 percent vs 33 percent. In fact, in the past twenty years they are the fastest growing segment; previously, a mere 4 percent to nearly one-third of the market today.

What’s their favorite cosmetic surgery? Having their nose reshaped. If that’s not their concern, then getting rid of the tired, droopy-eyed look is next on their list. The third most common procedure is a face lift.

Men and women were equally desirous of Botox; their most preferred minimally invasive treatment for a quick correction of lines and wrinkles.

Living longer, market ups and downs, and a tendency to look more severe as they age draws men to consider ways to freshen their appearance. Past studies show that more men are considering facial plastic surgery as a necessary option to stay ahead in their career. They are more engaged in fitness, eating better and pursuing active lifestyles. “Men look in the mirror every bit as much as women do”, comments Dr. Eisbach, “and every walk of life is looking for a way to look better and enhance the aging process.”

Their biggest hurdle is finding information discreetly. It is not unusual to have a female friend, spouse or significant other provide access to their personal knowledge of available cosmetic resources.

TOP FIVE REASONS MEN HAVE COSMETIC SURGERY

1. Look Younger ....................... 39%
2. Work Related ...................... 31%
3. Dislike or Improve Specific Feature .... 29%
4. Look Less Tired ..................... 18%
5. Self Improvement ................... 16%

[“2003 Membership Survey,” American Academy of Facial Plastic and Reconstructive Surgery; AAFPRS is the world’s largest association of facial plastic and reconstructive surgeons.]

Join Us for a Complimentary

Evening of Beauty

A great way to get acquainted with Dr. Eisbach, the staff and our facility is to come to our next Evening Of Beauty. Call 505.332.7800.

It is a friendly, relaxing way to meet Dr. Eisbach and our staff and hear about various procedures and treatments for facial rejuvenation or corrective options. It is an informative event. There are skin care demonstrations with samples of anti-aging and photo-rejuvenation products and, if you’re really lucky, you may go home a winner of some very special gifts.

OUR STAFF

They are so caring and committed. They are constantly seeking ways to enhance your experience in our office. We are always striving for excellence—it is a never ending effort to find ways to meet and exceed your expectations.

“...this building just hugs you…”

—A PATIENT

THE CONSTITUTION PLASTIC SURGERY CENTER was designed for patient privacy, comfort and safety. Our office, operating suites and recovery areas have met rigorous licensing and certification standards and was awarded the prestigious NAIOP recognition for design and environmental and neighborhood sensitivity.

“The Staff

When asked to describe what they think makes him so popular, they responded with great enthusiasm about his sense of humor, love of people, sensitive and caring nature, honesty, his judgment and the special sparkle he has in greeting everyone. He’s just a fabulous listener and has great hands and touch.”
**SCOPE OF SERVICES**

**EISBACH FACIAL PLASTIC SURGERY, PC**

Eisbach Facial Plastic Surgery, PC is one of the few practices in the country exclusively focused on treating the face—providing cosmetic and reconstructive options from correcting specific features to anti-aging skin care programs, minimally-invasive treatments and surgical procedures.

**FACELIFT • EYELID SURGERY • ENDOSCOPIC FOREHEAD LIFT • NASAL SURGERY**

**EAR SURGERY • FACIAL LIPOSUCTION • LASER SKIN RESURFACING • BOTOX® • COLLAGEN • RESTYLANE®**

**HYLAFORM® • LA ROCHE-POSAY/Biomedic® • JANE IREDALE COSMETICS . . . AND SO MUCH MORE!**

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**MEDICAL PHILOSOPHY**

**Our Commitment To You...**

_is to provide high quality, patient-centered care._

**Every facet of our office from the staff we employ to the facility we built is dedicated to treating patients with compassion, respect and dignity. As such, our patients have the security of knowing that not only are they getting the finest in surgical care, but also a positive life-enhancing experience._

*The Surgeon...the hands...a new you.*

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**FIND OUT MORE**

**WEBSITE – www.eisbachplasticsurgery.com** We encourage you to visit our website. It is a great way to leisurely read about Dr. Eisbach, get answers to most commonly asked questions and stay current with upcoming events at Eisbach Facial Plastic Surgery.

You will hear about Dr. Eisbach’s latest engagements locally and nationally and the latest methods for redefining the contours of the face and in treating the aging face.

**CALL US – 505.332.7800** Our specially trained staff can answer many of your questions or you can make a one-on-one appointment with Dr. Eisbach to discuss your personal goals and desires.
Services Include:
FACELIFT
EYELID SURGERY
ENDOSCOPIC FOREHEAD LIFT
NASAL SURGERY
EAR SURGERY
FACIAL LIPOSUCTION
Laser Skin Resurfacing
Botox®, Collagen, Restylane®, Hylaform®
La Roche-Posay/BioMedic®
Jane Iredale Cosmetics
and so much more!

We Love Helping You Look Great!

Everything we do from the procedures we perform to the design of our building and the staff we employ is dedicated to providing you the very best in care and results... and we love it!

When Training, Experience, and Results Matter

EISBACH
Facial Plastic Surgery PC

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