## **World Renowned Rhinoplasty Surgeon Brings Expertise to Manhattan**



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In a city studded with plastic surgeons, a gem like Dr. Masoud Saman shines brightly. Dr. Saman is not your ordinary plastic surgeon. He is a double board-certified facial plastic surgeon who specializes in the

most modern and advanced type of *rhinoplasty* (nose reshaping) called **Preservation Rhinoplasty.** Not all rhinoplasty is created equal. Preservation Rhinoplasty is a paradigm shift in nasal surgery which allows for obtaining outstanding and natural results while minimizing tissue injury and dissection. With only about 5% of rhinoplasty surgeons in the United States possessing the skillset and training to perform this type of advanced rhinoplasty, Dr. Saman is one of the very earliest adopters of preservation rhinoplasty.

## **#SamanNose: Not Your Typical Nose Job**

After completing his residency and fellowship training, Dr. Saman underwent additional rhinoplasty master's training in Turkey and France. He has travelled the globe to observe and learn from the best rhinoplasty surgeons in the world and over the past decade, Dr. Saman has thoughtfully curated the best practices in rhinoplasty to make his art a cut above both in aesthetics and in function.

His namesake #SamanNose rhinoplasty is set apart from ordinary rhinoplasties in that it is scarless and performed in a minimally-invasive fashion resulting in less swelling and bruising. "Most rhinoplasties are accompanied with massive swelling and bruising around the eyes, but not so in #SamanNose technique. In #SamanNose, we do not break the bones as with old-school nose jobs. In order to maximize precision and minimize discomfort, we carefully cut the bone with specialized tools not ordinarily available to most surgeons. In addition, I do not place packing inside the nose, further making the recovery more comfortable. Everything adds up to a great experience" described Dr. Saman in a manuscript.

## The World of Instagram, The World of Transparency

Dr. Saman's work is available for viewing on IG @SamanPlasticSurgery

Whereas in the ancient times of the early 2000s, surgeons could not be evaluated openly for their work (unless you paid and went into their office and browsed through the *photobook*), today's world of social media has leveled the playing field for patients. Patients now can openly and transparently evaluate their surgeon and their style before ever stepping foot into their office.

"#SamanNose is about elegance. It's about a nose that has a slight curve but isn't scooped. Has a lifted tip but isn't too upturned. We don't want Whoville here. We want a nose that fits the rest of a patient's face, one that doesn't widen when they smile. We want a nose that functions well, has a cute refined tip and has character" exclaims Saman during our interview.



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