



# SAVVY / *main line*

it's what you want to know

## Planning to have work done? Best pick the perfect plastic surgeon

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You only get one face, after all.

You want skilled hands, a cutting-edge mind and a caring heart. Tall order, right?

Not for Dr. Brannon Claytor, Chief of Plastic Surgery for Main Line Health.

*Dr. Brannon Claytor with some of his team in his offices near Bryn Mawr Hospital, visible from the window: (from left) registered nurse Melissa Lees, licensed aesthetician Jessica Sager, and certified medical assistant Stephanie Mattis. Claytor performs 75 percent of his operations in his in-office OR, which meets hospital standards for a clean, safe surgical environment.*



Precise and patient, he explains every step on the "Aesthetic Ladder" and helps you choose which is best for you: from the first rung of non-invasive treatments, to higher rungs involving more aggressive procedures with minimal-to-some downtime, through the top rung, surgery.

"The first thing I tell patients is that this needs to be customized," Claytor tells SAVVY. "This isn't Ford Motor Co. pumping out the same product for each person."

To look simply refreshed and rejuvenated, Claytor says microneedling, injections, lasers and/or peels – all offered in his office – might be all you need.

If you want to take it up a notch without scars, you might be a candidate for a Silhouette InstaLift or an Ellevate neck lift.

But if your aim is to look ten years younger, you're probably headed for a full facelift, Claytor says.

Most surgical patients come in complaining about their lower eyelids, jowls or neck, he says. "No one comes in and says their cheek has fallen."



*A 29-year-old patient before and after Claytor performed the new, no-scar, minimally invasive neck lift, Ellevate, along with SmartLipo and liposuction. Done under local anesthesia with "absolutely zero pain," the patient calls the result "amazing ...I completely trust him as a physician and artist." She says Claytor never rushed her during the consult and follow-up appointment, explaining options. "You won't get a one-size-fits-all experience with him."*



*(Above) A 67-year-old woman before and three months after Claytor performed a deep-plane, full facelift. (Below) A 62-year-old Claytor patient before and two months after a deep-plane facelift.*



But that's just what's happening. Osteoporosis shrinks facial bones, he explains, and "skin is falling off its scaffolding ... If the neck is bad, the cheeks usually need to be addressed. Everything fell as a unit." A facelift rebalances everything.

Claytor performs short-scar facelifts with minimal downtime for the middle and lower face, traditional SMAS facelifts, and more advanced deep-plane facelifts. Some surgeons shy away from deep-plane lifts for fear they'll inadvertently injure tiny facial nerves. But Claytor completed a nerve fellowship during his plastic surgery training and has "a deep comfort level with nerves."

## Indeed, Claytor has long pioneered the latest and greatest.

He recently appeared on "The Innovators," a web-based docuseries about plastic surgery, discussing advances in breast reconstruction.

He was the first local surgeon to perform the Ellevate non-surgical neck lift.

He's completed (or soon will complete) clinical trials of microneedling for facial rejuvenation; the topical collagen Excellagen to

shorten downtime after deep chemical peels or laser treatments; and Alastin to improve skin after liposuction.

"When I can, I like to be part of the evidence side of medicine," Claytor says.

For good or ill, the internet and social media, he says, are "massive equalizers" in which everyone gets a platform. "People in our own community who are not plastic surgeons are performing these procedures in their offices." They took weekend courses and don't have nine years of specialized training and board certification, he says. "Today, if you're not telling people what you do, they'll find someone who will."

Also setting Claytor apart: his in-office surgical suite, fully inspected and nationally accredited and where about 75 percent of patients choose to have facelifts and other procedures under local anesthesia. Not only do they save on operating room and anesthesia fees but, God forbid, if something were to happen, Bryn Mawr Hospital's ER is right across the street. "I think I'm the only plastic surgeon I know who has a full-blown operating room in his office."

And then there's Claytor's refreshing personal touch. He gives patients his cell phone number and calls everyone the night before surgery. "Inevitably, they have a question, which they were too shy to call and ask me about."

The night of surgery, he calls the patient to check on recovery. "If there is a concern, I will have them come right to the office. I've seen patients at 11 o'clock at night!"

Claytor's easygoing personality puts people at ease, crucial in a field as personal as plastics. He's confident and self-assured, yes. But arrogant? Never.

"I go out of my way to create a peer relationship with the patient," he says. "I want people to be as comfortable as they can be. It makes the whole experience so much more productive and positive."

Twenty years in practice and his endgame hasn't changed: a natural look. You, but better.

"I want people to say to my patients: 'You look fabulous. Did you get a new haircut?'"

Everyone will notice, but no one will know.

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