

three's company

Voted by his peers as one of the top plastic surgeons in *San Diego Magazine* on multiple occasions, Dr. Wendell M. Smoot, along with his brother, Dr. John D. Smoot, and colleague, Dr. Richard A. K. Chaffoo, form a remarkable triumvirate. Based in La Jolla, California, they manage an age-old, established practice, offering decades of experience between them.

WENDELL M. SMOOT III, MD

BOARD CERTIFICATION

American Board of Plastic Surgery

MEDICAL DEGREE

University of Utah

RICHARD A.K. CHAFFOO, MD

BOARD CERTIFICATION

American Board of Plastic Surgery
American Board of Otolaryngology/Head and Neck Surgery
American Board of Facial Plastic and Reconstructive Surgery

MEDICAL DEGREE

Wake Forest University

JOHN D. SMOOT, MD

BOARD CERTIFICATION

American Board of Plastic Surgery

MEDICAL DEGREE

University of Utah

DOCTORS' AFFILIATIONS

American Society of Plastic Surgeons
American Society for Aesthetic Plastic Surgery
American College of Surgeons

AREAS OF EXPERTISE

Abdominoplasty
Blepharoplasty
Body Contouring
Breast Augmentation
Breast Reconstruction
Facelift
Liposuction
Rhinoplasty

All three surgeons perform cosmetic procedures of the face, breast and body, integrating a common philosophy: honesty. "Patients are inherently vulnerable," says Dr. Wendell. "We pride ourselves on recommending what should be done rather than what can be done, in relation to each particular patient's specific cosmetic objectives." Dr. Chaffoo agrees: "Plastic surgery shouldn't be taken lightly. Patients need accurate information that reflects what they are hoping to achieve—not an overwhelming laundry list of cookie-cutter procedures." All new consultations are seen for at least 30 minutes. "Patients deserve focused attention," says Dr. John. "Most clients have been anticipating a change for a long time, so it's important we understand their desires and where they are coming from. Our genuine regard for patients enables us to execute their visions with extreme competence and due diligence."

The practice has a distinct residential atmosphere, making patients immediately comfortable. An in-house surgery suite offers patients convenience and privacy. The doctors describe their tenured, supportive staff as a "strong differentiating factor," particularly postoperatively when patients need extra care. The team universally adopts the belief that while embracing technology and new procedures is important, nothing replaces the ongoing, trusting relationships they develop with patients. Dr. Wendell says, "We all share the desire and skill to do a great job for patients, relying on the synergy we have created to achieve individualized results that exceed patients' expectations."

LOCATION

La Jolla, California
858.587.9850

WEB SITE

www.smootchaffoomd.com
www.drchaffoo.com



INSIDE INFORMATION

FACE, NECK AND BREAST REJUVENATION

"While people age differently, in general, we have found that the midface area seems to show its age early on," say the doctors. To address this age-revealing area, Dr. Chaffoo employs what he refers to as "**THE BABY BOOMER TECHNIQUE**," making small incisions in the hairline by the temple and in the mouth, lifting the cheekbone endoscopically. "It's an effective way to combat sag and address the early signs of aging. It takes an hour to perform, and people are usually back in public in 10 days." A bonus? The forehead and eyelids can be addressed at the same time. For patients concerned about their necks, Dr. Wendell lifts the neck through the muscle via what he calls his "**CORSET NECKLIFT**," which incorporates the use of **MINIMAL INCISIONS**. "You have to do a wide dissection and pull the muscles evenly," he says. According to Dr. John, shorter-scar breast lifts take a great deal of meticulousness. "I like to perform a vertical mastopexy incision, which eliminates the horizontal 'anchor' scar under the breast." This "lollipop scar" goes around the nipple, and then vertically down to the breast fold. The majority of his patients have augmentation at the same time for additional cosmetic benefits.