



LWRLife

Lakewood Ranch area's style, nature, community.

art & culture



Joshua Kreithen, MD
Plastic & Reconstructive Surgery

Joshua Kreithen, MD, is a board certified plastic surgeon specializing in body contouring procedures to create smooth curves and a dramatic improvement to the body's contour as a whole.

Body Beautiful

THE CANVAS OF A SURGEON

*Plastic surgery,
in the hands of an artist,
is about drawing natural
beauty out from within,
not creating an artificial look.*

At Lakewood Ranch Plastic Surgery and Skin Care, Dr. Joshua Kreithen puts a premium on being real, both with his aesthetic sense and his bedside manner. Tapping into his visual bent as a painter, Dr. Kreithen views his patients with as much sensitivity as he does his palettes.

A Tranquil Retreat

In a green-designed lobby, adorned with tropical landscapes, bamboo laminates and cork floors, Dr. Kreithen and his wife, Dr. Andrea Kreithen, run their dual practices.

The eco-friendly couple moved to Lakewood Ranch in 2004, and steadily built up a combined clientele of 6,000. Last year, they expanded their workspace to accommodate the growing numbers. They moved into Medical Office Building Two, but before doing so, spent countless hours of planning and construction to mold the space into their vision. The structure is currently undergoing Leadership in Energy and Environmental Design (LEED) certification.

"We wanted to use green products, and we felt that was important for the future, to set a good example and create a healthy working environment."

BY ABBY WEINGARTEN

PHOTOGRAPHY BY AARON LOCKWOOD



*Green
is beautiful*

LAKWOOD RANCH PLASTIC SURGERY'S BRAND NEW, ECO-FRIENDLY OFFICE SPACE, NOT ONLY REFLECTS

DR. KREITHEN'S DESIRE TO CREATE A HEALTHY WORK ENVIRONMENT, BUT ALSO PUTS HIS PATIENTS AT EASE.



Most clients seek Botox, fillers, microdermabrasion and home skincare programs – techniques that will bolster their appearance and slow the signs of aging, with minimal downtime.

Dr. Joshua Kreithen says. "We try to create an environment in our office that puts people at ease, and we try to focus on the person as a whole person."

The Kreithens use their complementary skills to help patients rediscover their true potential, from the inside out. Dr. Andrea Kreithen is a board certified family and preventative medicine doctor who focuses on nutrition and exercise for patients ages six and older. Dr. Joshua Kreithen is a University of Florida-trained board certified plastic surgeon, specializing in body contouring, reconstructive surgery and skin care

The two collaborate in the "Take Shape for Life" weight loss program, which regularly results in 15-to-20 pound losses in four to six weeks without diet pills. Dr. Joshua Kreithen also performs liposuction, breast implants, tummy tucks, reconstructive surgery, chemical peels, Botox and dermal filler treatments among others.

"As an artist I use my aesthetic sense and surgical techniques to enhance each patient's appearance," says Dr. Joshua Kreithen, who, with his wife, painted the palm tree landscapes that line his office. "My greatest reward is using all of my skills as a surgeon and an artist to help my patients achieve their goals."

Most clients seek Botox, fillers, microdermabrasion and take home skincare programs – techniques that will bolster their appearance and slow the signs of aging, with minimal downtime. Women regularly opt for breast augmentation or lifts, tummy tucks and liposuction to restore body image after pregnancy or weight loss.

"Overall, men and women both come to me concerned with physical changes associated with aging, such as wrinkling, drooping, poor skin quality," Dr. Joshua Kreithen says. "Women and men both want to appear slender and fit."

For aesthetics, 85 percent of Dr. Joshua Kreithen's patients are women ages 18 and older. To determine their eligibility for a procedure, he looks at their weight, skin elasticity and lifestyle choices, from sun exposure to drinking alcohol and smoking. He schedules a complimentary consultation with the surgeon or medical aesthetician at the office and goes over the



Botox and dermal fillers are regularly performed by Dr. Kreithen.



Michelle Callans: Obagi skincare; photos have not been retouched in any way

Beautiful Transformations

NON-INVASIVE PROCEDURES PERFORMED UNDER DR. KREITHEN'S CARE



Maggie Mitchell: Botox, microdermabrasion, IPL photofacial; photos have not been retouched in any way

patient's concerns. Dr. Joshua Kreithen's objective: to inspire healthier self-image in his clients that will help them take more control of their lives.

"I am very honest and conservative about medical treatments and I would never recommend something I do not believe to be indicated or the right thing to do," Dr. Joshua Kreithen says. "I try very hard to listen to and address the concerns and perceptions of the patient and proceed based on their concerns, but it is very important that the patient have realistic expectations."

Client Confessions

After forging a bond with Dr. Kreithen, Maggie Mitchell, club manager for the Sarasota Polo Club and the publisher of Sarasota Polo Magazine, decided to follow his guidance in determining which treatments would be best for her skin, and started with microdermabrasion.

"Dr. Kreithen was awesome and so was Lisa Hart, my medical aesthetician," says Mitchell, who also sampled a facial, Botox and three photofacials. "I love the results. I have had so many compliments on my face. I look refreshed and got rid of my dark spots."

Like Mitchell, Lisa Barnott, editor of LWR Life Magazine, had a facial, a photofacial and Botox, as well as Restylane injections in her upper lip.

Dr. Joshua Kreithen's team heeded her concerns about appearing too "paralyzed or plumped up" post-surgery, and offered realistic suggestions. Each practitioner encouraged her to ask questions at every step of the procedure so that Barnott was never surprised or out of the loop.

They taught Barnott how to cleanse and moisturize and to incorporate skin care products into her daily protocol, and these days, she no longer needs to cake on foundation before heading out the door. The transformation has boosted her self-esteem, and the fact that she had significant work done is unidentifiable to onlookers. Most people just comment that she looks refreshed.

"Instead of feeling like I was doing something that others might think of as superficial or extravagant, I felt like I was doing something that was really helping both the condition of my skin and the way I felt about my appearance," Barnott says. "I shamelessly tell people what procedures I've had and relate the entire experience, because I'm proud of the changes I've made."



"I believe there is no substitute for the expertise of the plastic surgeon who understands the nuances of facial anatomy and musculature for best results. When it comes to your skin, accept nothing less."

-Dr. Joshua Kreithen



Lisa Barnott: Lip filler; photos have not been retouched in any way



For some, the idea of altering one's appearance may be daunting, but it should be remembered that plastic surgery has many incarnations, from simple skin care to major surgery.

Michelle Qualley, the designer of LWRLife Magazine, a self-proclaimed lifelong "skincare junkie" had tried every expensive anti-aging cream on the market before meeting with Dr. Joshua Kreithen. Once he introduced her to the Obagi line two years ago, as well as facials and microdermabrasion, she chucked all the prior products that graced her shelves.

"I can say with confidence that my skin has never been this clear and smooth or my pores, so small. I rarely have any breakouts, and my skin tone is always even," Qualley says. "But the best part is I no longer have a drawer full of over-rated skin care creams that never really worked. I love bypassing the skincare counter at the department stores, and I always do it with a smile on my clear, smooth, wrinkle-free face."

For some, the idea of altering one's appearance may be daunting, but it should be remembered that plastic surgery has many incarnations, from simple skin care to major surgery. Is it for everyone? Maybe not, but one thing is for certain: if beauty is, indeed, skin deep, it pays to take care of yours. **LWR**

Skin Care

MENU OF SERVICES

Complimentary skin care consultations

FACIALS / TREATMENTS

Customized facials \$85*

Microdermabrasion
\$125 or pkg of 6 for \$500

Customized facials
with Microdermabrasion \$175*

IPL photofacial \$100-450*

Blue light acne treatments*
\$70 (pkg of 10 \$595); with levulan \$295

PEELS

Chemical peels \$125 – \$450

HAIR REMOVAL

IPL hair removal* \$100-\$2500
\$2500 lifetime full body package

BOTOX / DERMAL FILLERS

Botox \$12/unit

Restylane \$500 per 1cc

Juvaderm \$500 per tube

Radiesse \$750 per tube

SKIN CARE

Obagi, Skin Medica, Jane Iredale Mineral Makeup, Eye Candy, Blinc, LaRoche Posay and more...

OTHER

Permanent makeup \$700 - \$1000

Massage services \$50-\$130

*Packages available ** Prices as of 12/2008, subject to change