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NAPLES TOP DOCTORS,
CEO'S & PEOPLE OF INFLUENCE



Richard Maloney and
Anurag Agarwal

About Face

THEY SAY THAT BEAUTY IS IN THE EYE OF THE BEHOLDER. WHEN THE BEHOLDERS ARE HIGHLY ACCLAIMED PLASTIC SURGEONS RICHARD MALONEY AND ANURAG AGARWAL, BEAUTY IS NOT JUST IN THEIR EYES—IT'S IN THEIR HANDS.

At the Aesthetic Surgery Center in Naples, Maloney and Agarwal provide facial rejuvenation surgeries that look so natural the surgeons have earned respect throughout Southwest Florida. Naples Daily News readers selected Maloney as the Best Plastic/Cosmetic Surgeon in 2006, and the doctors often are asked to appear on local TV news programs.

"My practice specializes solely in facial plastic surgery," Maloney says. "I believe our facial appearance is the most important part of our physical identity. I would only trust mine to someone who specializes in the face."

Maloney and Agarwal use a contemporary approach and cutting-edge procedures to give tired faces a fresh look. The center's endoscopic facelifts diminish signs of aging in the face and neck, and the procedure is customized for each client, targeting areas where problems exist.

"I am convinced that endoscopic surgery

gives the most natural and enduring results," Maloney says. "This technique allows me to custom design each procedure to each individual's specific needs."

The center also offers Laser Wash skin resurfacing, a popular service in which the doctors use state-of-the-art laser devices to even the complexion, eliminating wrinkles, sunspots and skin damage. Other services include everything from rhinoplasty (Agarwal's specialty) to fat transfer to non-surgical procedures such as Botox and ArteFill.

A consultation allows the surgeons to determine exactly what the patient hopes to achieve. "I feel it is critical to listen to the patient without interruption," Agarwal says. "This enables me to address what is of concern to them. Our primary goal in facial plastic surgery is to ensure a happy outcome for each patient."

Maloney's impressive background in plastic surgery began more than 25 years ago.

In 1979, he was one of the first surgeons to perform a laser surgery. His clinical research in laser procedures has helped produce FDA-approved laser devices now used by doctors around the world. He started performing endoplastic surgery when it was introduced in 1985, and has provided microsurgery and endoscopic surgery since 1985.

Agarwal is a double board-certified facial plastic surgeon. He completed subspecialty fellowship training in facial plastic and reconstructive surgery, and was a clinical instructor at the Emory University School of Medicine.

The plastic surgery industry is booming. Years of expertise and cutting-edge procedures set the Aesthetic Surgery Center apart from the rest.

"For many years, plastic surgery was considered a well-kept Hollywood secret," Agarwal says. "Now, people from all walks of life want to look and feel their best."