

SOCIAL LIFE

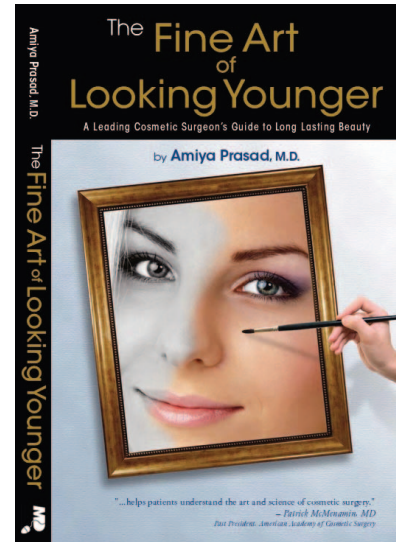
MAY 2011

*memorial day weekend
in the hamptons with*

Beth Stern

THE FASHION ISSUE
EXCLUSIVE GALA PHOTOS

Dr. Amiya Prasad



MANHATTAN'S MIRACLE DOCTOR

BY THERESA FISHER

Dr. Amiya Prasad doesn't cut and tell. Well, he's happy to describe the process behind his highly coveted handiwork, but he won't point out whose fresh faces he plumps and lifts. Regardless, people talk. In a cluster of zip codes where the professionally pretty pass secrets back and forth, "Dr. Prasad" is a reply that drips with subtext. His name, often uttered under hush-hush conditions, means modern and natural — at least to those familiar with his subtle work.

Regardless of clients' requests, Dr. Prasad stands by his aesthetic. Preternaturally taut skin and suspiciously lifeless brow lines fell out of style long ago, and Dr. Prasad refuses to tweak faces to waxy perfection. Instead, his "face" is undeniably human — just a shade more refined. Smooth complexions peppered with a few laugh lines. Fresh, animated eyes. Cheeks that support big smiles. Dr. Prasad seems able to produce the kind of beauty that spurs models to spout, "Who, me? Just good genes!"

But good genes aren't quite that common. Between Dr. Prasad's Upper East Side and Long Island locations (a Garden City office that should offer shuttle service to Bridgehampton), he answers to a constant stream of aesthetic discontent. Men and women pinch their eyelids and pull skin back over their jaws to show Dr. Prasad how they'd prefer to look.

Dr. Prasad describes most of his clients as impressively savvy, often possessing a firm grasp of his super-specialties — oculo-facial (eye and face) and cosmetic facial surgery (He's a diplomate of the American Board of Cosmetic Surgery). He fields

a surprising number of requests for popular procedures, especially eyelid rejuvenation and the aptly named "Prasad facelift." They want the ineffable "Prasad look," even when they can only describe it through exaggerated expressions and gestures.

Dr. Prasad frequents the same Upper East Side restaurants as many of his patients, where he often shares meals with celebrity friends like *Gossip Girl's* Matthew Settle. When patients spot the surgeon, he chats blithely and reveals nothing. His public visibility drives business, since casual networking prompts patients' friends to book appointments. In his waiting room, the pre-appointment chatter seems unforced, as other patients freely flip through back issues of magazines or Dr. Prasad's comprehensive book of self-maintenance, *The Fine Art of Looking Younger*.

With an arsenal of non-surgical treatments — fillers, micro-fractional CO laser treatment, and Pelleve radiofrequency skin tightening — Dr. Prasad gives miracle medical makeovers. He works with unflinching focus, but talks with the affable tone of a practiced tour guide.

Most noticeable, however, is the ease of communication between Dr. Prasad and his patients. Regardless of the procedure, he happily breaks down his thought process aloud and senses when skittish patients need more information. Such a candid attitude comes by surprise for a doctor whose name travels through a network of whispers. Then again, patients tend to let the iron curtain fall when compliments fly. Dr. Prasad knows when to talk.