



BY AMANDA BEDORTHA
PHOTOS BY JON CHRISTOPHER MEYERS

WHEN DR. KIYA MOVASSAGHI opened his cosmetic surgery practice in Eugene in 2002, there were few options available besides surgery for those looking to tighten skin in certain areas of the body and remove unwanted fat.

"The gap between surgery and no surgery was wide, and there was nothing in between," says Movassaghi. It was with this in mind that he sought out the latest in noninvasive technologies for body contouring and skin tightening for his practice's Ziba Medical Spa.

Ziba Medical Spa

When Dr. Movassaghi moved into his new office at Garden Way Medical Center in 2008, he set it up to include the expanded services of Ziba Medical Spa. He was seeing patients who could benefit from ongoing skin care, patients who could benefit from post-surgical skin care, and patients who were not ready for surgery but wanted to maintain their skin. "I realized very quickly that a medical spa where I could provide these kinds of advanced skin care treatments under medical supervision was necessary," says Movassaghi.

Ziba ("beautiful" in Persian) offers a wide spectrum of medical-grade spa treatments, including microdermabrasion, peels, photofacials, laser vein treatment, and laser hair removal. "Teaching our patients about great skin care and helping them maintain their skin is part of the whole program," says practice administrator and office manager Niloo Marashi.

The team at Movassaghi Plastic Surgery & Ziba Medical Spa strives to make every patient feel comfortable. From the moment they walk in, every effort is made to ensure that patients have the best possible experience. The softly lit and stylish office is smartly designed so that recovering patients can leave through a discreet exit to special parking spaces. "We offer a completely private and unique environment," says Marashi. "When patients come here, aside from getting professional treatment from the medical staff, they are getting exceptional treatment from the front office staff."

Along with Ziba Medical Spa's treatments, Movassaghi's practice also offers services in all aspects of cosmetic surgery, with a special focus on the face and body: body contouring, facial rejuvenation, nasal surgery, and breast surgery.

Redefining Cosmetic Surgery



Dr. Movassaghi's office moved to Garden Way Medical Clinic in 2008.



Exilis—the latest technology

A recent addition to Movassaghi's practice is Exilis, a new method to tighten loose skin anywhere on the body and get rid of unwanted fat with no anesthesia and no downtime. "It is a very advanced technology," says medical aesthetician Casey McNabb. "Exilis uses radio frequency to create an intense heat that stimulates collagen repair to reduce wrinkles, treat skin laxity, and reshape your face and body."

It's a very comfortable treatment, says McNabb. "A lot of people compare it to a hot stone massage." Typically, a patient's custom care plan includes four treatments about two weeks apart "to stack the collagen repair and stack the benefits of the fat removal."

Results are subtle through the four treatments. "Once we've stimulated the collagen, it continues to repair for three to four months after the last treatments," says McNabb. "The final results are realized about four months after we stop." Movassaghi recommends a maintenance visit every six months after the last treatment to maintain the results.

Exilis is rapidly growing in popularity, says McNabb. "Until now—in terms of skin care—I could give you a facial with very good products, we could do a peel and improve the texture of the skin, or you could have surgery or a laser resurfacing treatment with Dr. Movassaghi," says McNabb. "There was nothing in between. This is an exciting advance in technology."

Movassaghi chose Exilis after extensive research, including reading scientific papers and speaking with peers across the country. "Short of doing surgery, this is the best possible technology out there," Movassaghi says. He's not alone in that assessment: Exilis was recently named Best Skin Tightening Device at THE Aesthetic Awards, an international industry event that showcases new technologies in cosmetic medicine.

Beyond the office

"I not only enjoy doing the surgery, I enjoy the artistic part of it," says Movassaghi, a Harvard Medical School graduate who also completed his plastic surgery training there. "I see firsthand the impact that I have on people's lives because I am changing the shape of something they carry with them their whole lives. I think that is a wonderful thing."

In addition to his surgical practice, Movassaghi is a clinical assistant professor of plastic surgery at Oregon Health & Science University (OHSU) in Portland. He also teaches nationally at plastic surgery conferences and has published numerous scientific papers on the topic of plastic surgery. "I love teaching. I've established a rotation for OHSU plastic surgery residents allowing them to come to my office and learn the latest in cosmetic surgery," says Movassaghi. "I really enjoy bringing new innovations in plastic surgery to my patients."

ZIBA MEDICAL SPA

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