

artistry in medicine

Though his training confirms his medical skill, Dr. W. Byron Barber, a North Carolina plastic surgeon, is a true artist at heart. "I actually draw for each patient individualized sketches illustrating anatomy, scar placement and incision position," he says, "so that they know what to expect."

BOARD CERTIFICATION

American Board of Plastic Surgery

MEDICAL DEGREE

Medical University of South Carolina

GENERAL SURGERY INTERNSHIP AND RESIDENCY

Bethesda Naval Hospital, Bethesda, Maryland

PLASTIC SURGERY RESIDENCY

Duke University Medical Center

AFFILIATIONS

American College of Surgeons
American Society of Plastic Surgeons
North Carolina Society of Plastic Surgery,
Past President
Southeastern Society of Plastic and Reconstructive
Surgeons, Board Member

AREAS OF EXPERTISE

Abdominoplasty
Body Contouring/ Liposuction
Breast Augmentation
Eyelid Surgery
Facelift/ Facial Rejuvenation

LOCATION

Greensboro, North Carolina
866.779.9235

WEB SITE

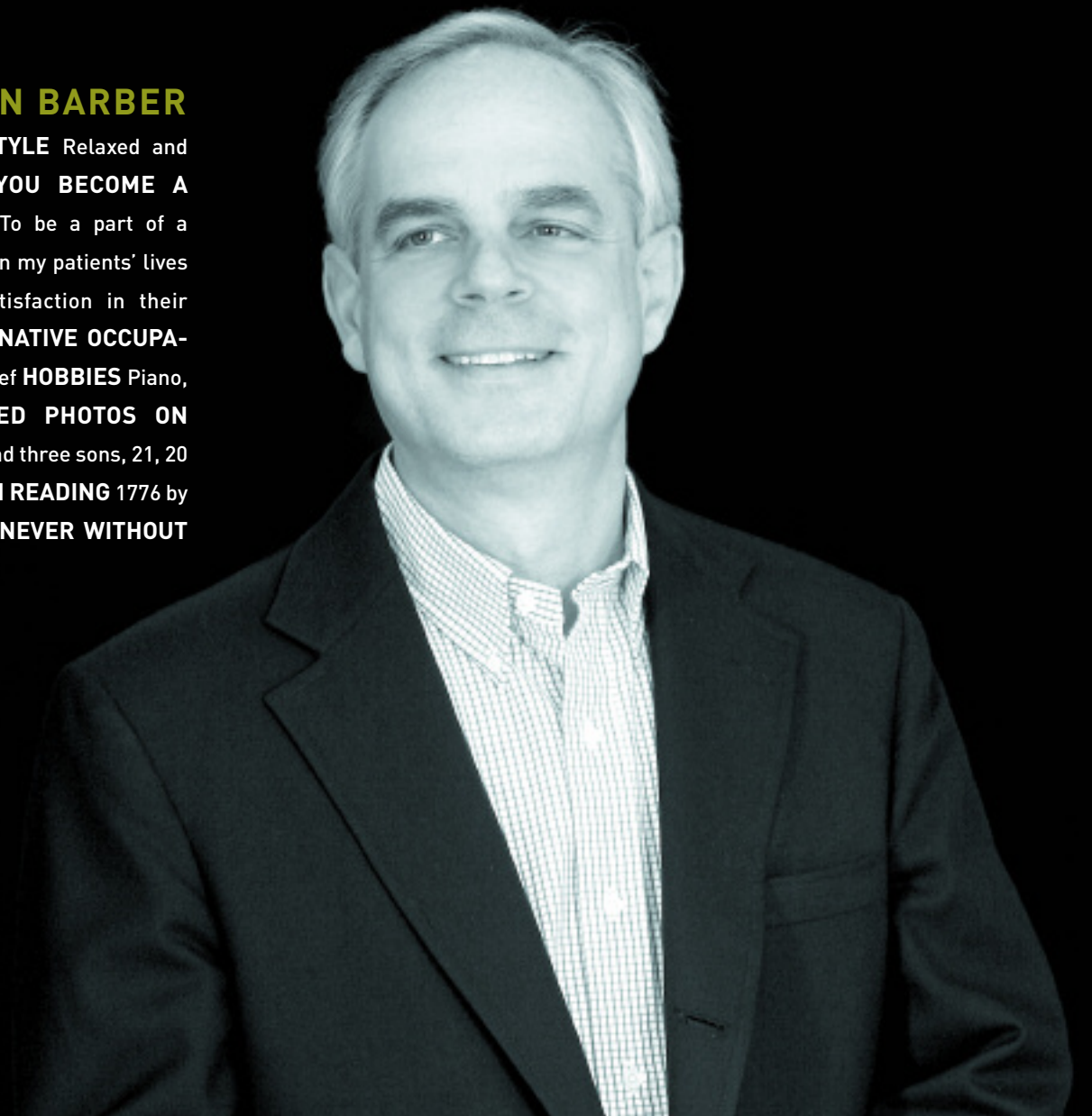
www.barberplasticsurgery.com

Going so far as to put ink to paper is just one of the ways Dr. Barber helps to create what he calls "an informed consumer." Brochures, computer slide shows and numerous consultations contribute to this instruction. "Education is the most important ingredient for a happy patient," he says. Stressing confidentiality, his practice, Barber Center for Plastic Surgery, offers breast augmentation, facial rejuvenation, liposuction and full-scale skin care. Added privacy is provided by a side door through the doctor's office to the exam room, which eliminates the need to pass through the hallway. Plus, the doctor makes sure there's never more than one family in the operating room waiting room at a time. "We are committed to providing our patients with individualized care in a confidential setting," says Dr. Barber.

The AAAHC-accredited in-house surgical suite has the highest level of safety certification. "We created the operating room with the promise that there would be no shortcuts and that every single safety feature here would match those in the hospital," he explains. Decorated in cool taupes and greens, the soothing waiting room offers a respite from the day, and the clean, crisp exam rooms are so tranquil that patients might think twice about leaving. "We want people to come in here and say, 'It's so serene. We don't want to say goodbye to this wonderful space,'" Dr. Barber says.

DR. W. BYRON BARBER

OPERATING ROOM STYLE Relaxed and focused **WHY DID YOU BECOME A PLASTIC SURGEON** To be a part of a major positive change in my patients' lives and receive great satisfaction in their transformation **ALTERNATIVE OCCUPATION** Airline pilot or chef **HOBBIES** Piano, cooking, golf **FRAMED PHOTOS ON YOUR DESK** My wife and three sons, 21, 20 and 17 **RIGHT NOW I'M READING** 1776 by David McCullough **I'M NEVER WITHOUT** An appreciation for life



INSIDE INFORMATION

ADVANCED PROCEDURES FOR BREAST, BODY AND FACE

Dr. Barber has noticed a dramatic increase in the number of **LIPOSUCTION AND BREAST AUGMENTATION** procedures in his practice. "The number of consults for breast augmentation is up at least 100 percent in 2006 in my practice," says Dr. Barber, who attributes the increase to recent media coverage of **SILICONE** breast implants. "When consulting with patients, I strive to educate each one on what is best for them as an individual. Every patient is different in terms of the size, shape, height, weight and dimension of their breasts. For that reason, each woman should have a customized plan for augmentation. I spend all the time necessary to formulate a plan that is best for each individual patient seeking breast augmentation. The number of patients requesting liposuction has also increased significantly, particularly for women who are looking to re-contour their figures after having children. "Liposuction can be a very effective treatment for the right candidate." **FACIAL ENHANCERS** like Botox® for reducing wrinkles and soft tissue fillers like Restylane®, which help add volume back to the face, are excellent for patients seeking a more youthful, attractive appearance. I also always advise my patients to protect their skin with a good UVB/UVA sunscreen," says Dr. Barber.