



Why Both Trust and Technology Are Paramount in Skin Care

by **JENNY GRAHAM**
photos by **JODY ROBINSON**

Long known as a premier provider of the most advanced aesthetic enhancements, **Dr. Louis P. Bucky** brings both a new aesthetic team and low-downtime, high-impact treatments to the Main Line.

Louis P. Bucky, M.D., FACS, has been at the forefront of cosmetic medicine for more than 25 years. With four offices in the Philadelphia area, Dr. Bucky's industry-leading position for plastic surgery, injectables, skin care, and more has allowed him to hand-select his staff and the technologies offered at Bucky Plastic Surgery and the Bucky Body Center.

In a world where a new device, treatment, or product launches every day, and social media has the ability to proliferate photos and videos at lightning speed, Bucky Plastic Surgery remains strong in its "secret sauce" for the freshest faces and happiest patients: cutting-edge technologies such as Sciton laser-rejuvenation devices and the VISIA facial-imaging system, and the highest level of trust. The pairing of technology and trust—only when combined, never existing alone—creates real, visible improvements for the skin, and have allowed the practice to become a household name.

"I'm fortunate to be exposed to the multitude of talent and technologies available," says Dr. Bucky. "My expertise in the world of aesthetics has allowed me to curate the best of the best when it comes to the services we offer and the people administering them. You can have the best laser in the world, but if your skincare specialist isn't also the best, your results will certainly not be the best. It's the synergy between talent and technology that gives you those results that keep you coming back for more. That's what authentically earns patients' trust which is the most important thing to us."

The first step in building trust in skin care? Ensuring passionate, licensed, and highly trained providers are at the helm of each patient's experience. As a proponent of continual self-improvement, Dr. Bucky has cultivated a "new and improved" team of clinical aesthetic experts to his Ardmore office, in particular. These providers not only prioritize patient comfort, education, and safety, but are also laser focused on creating customized treatment plans designed to deliver individualized, visible results.

Newest to the team is Tirzah Blair, a licensed clinical aesthetician with nearly 30 years of industry experience and regional recognition. By focusing on color correction, resurfacing and rejuvenation procedures, and overall skin health, Blair helps each patient achieve a youthful glow and stimulate collagen remodeling. She is particularly fond of and skilled in procedures that utilize lasers, such as Sciton's age-defying MOXI™ laser and innovative hybrid fractional HALO™ laser.

"I am most thrilled about working with the Sciton laser-rejuvenation devices because they are leaders in color correction and age-prevention lasers," Blair says. "It's been wonderful to watch the industry advancement in light-based technologies. Dr. Bucky's practice has them all, which is so rare."

Blair's fellow aesthetician Amanda Leitzell, LE, harnesses her experience and the patient trust she has earned over the past years at Bucky Plastic Surgery. Like Blair, Leitzell possesses a depth of experience with various lasers. Dr. Bucky's office has all Sciton modalities, to fully customize treatments to each client's unique needs. She sees this as yet another defining characteristic of Bucky Plastic Surgery, as many practices will invest in only one or two lasers. By having an expansive toolbox from which to work, each of Dr. Bucky's skincare specialists can cater effective solutions for all skin tones and types.

Leitzell's expertise with the latest technological advancements starts with a facial-imaging technology known as VISIA, which she uses to develop an individualized treatment plan for each patient. The system's data-driven insights allow her to assess each patient's current skin health and determine their true skin age.

"From there, we have a conversation about their lifestyle, skincare goals, and any

Dr. Bucky's "new and improved" team of clinical aesthetic experts include (left to right) Amanda Leitzell and Tirzah Blair.



concerns they may have," Leitzell says. "Together, we create a personalized treatment plan and initiate a skincare regimen designed to promote healthy, balanced skin. This process helps build a foundation for a lasting relationship focused on achieving their long-term skincare goals."

Like all members of Dr. Bucky's team, Blair and Leitzell pride themselves on maintaining a high level of communication with patients. Doing so, they believe, lays the foundation for exceptional results.

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—DR. LOUIS P. BUCKY,
BUCKY PLASTIC SURGERY AND BUCKY BODY CENTER

"Listening to the patient's goals and concerns is a key part of truly managing positive expectations and outcomes," Blair says. "I like to educate my patients on skin health and what they need, both in the short term and long term, in order to help them achieve maximum radiance. Together, we create a plan that's comfortable for the patient's lifestyle and is safe and effective. Education is key, but trust is essential."

"Our team's experience is what sets us apart from other practices," she continues. "All Dr. Bucky's providers are leaders in the industry. Dr. Bucky prides himself on education and clinical research, which is essential for providers to stay current and to deliver effective results." ■

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For more information on Dr. Bucky's offices in Philadelphia and Ardmore, visit **DrBucky.com**.

A facial-imaging technology known as VISIA offers data-driven insights that clinicians use to develop an individualized treatment plan for each patient.

