

W2W

WOMAN TO WOMAN

GIRLFRIEND GETAWAY

Montage Kapalua Bay



Waiting room of The Aesthetic Center of Connecticut



Gail Segal, Dr. Joseph O'Connell, Anthony DeMatteo

Beautiful Synergies

Unless you're familiar with the term Beautiful Synergies, there's a well-kept secret that's been hiding in plain sight in Fairfield County for over a decade. It's the only facility in the country that offers the combination of medical, surgical and non-medical aesthetic services under one roof – and unless you've met one of their legions of satisfied clients you wouldn't know it even exists because the principles don't advertise their services. It's a woman's center and they call it Beautiful Synergies.

The concept of Beautiful Synergies is the brainchild of visionary plastic surgeon Joseph O'Connell who founded the center in 2002. As an accomplished artist and photographer born and raised in Connecticut, O'Connell actually turned down a college scholarship in fine art much to his parent's dismay. While at Cornell Medical School he saw plastic surgery as the ideal way to combine his passion for art with a challenging science-based career and he went on to complete the

prestigious plastic surgery residency at Cornell-New York Hospital. Dr. O'Connell still takes art courses to help refine his surgical skills and aesthetic sense. "I once tried to convince my wife that a torso sculpture I did was from a local art gallery but she didn't fall for it," jokes O'Connell.

Early in his career, Dr. O'Connell saw the need as well as the opportunity to combine a comprehensive array of aesthetic services for women under one roof long before the advent of medical spas. "Nobody was able to offer women the whole package and aesthetic services were fragmented," states Dr. O'Connell. "After finishing a facelift or browlift, plastic surgeons were dropping the ball and neglecting incredibly important aspects of aesthetic care including Botox, injectables, skin care as well as helping our patients with their hair and makeup services." Just over a decade ago, Dr. O'Connell decided to solve that problem.



Interior of Faces Beautiful

What we've done is to bring together three of the most well-known and highly regarded professionals working in the field so they can combine their expertise and offer the ultimate aesthetic experience under one roof

He began by relocating his practice to 208 Post Road West in Westport and he commissioned architect Monte Mitchell to renovate the building. The result was the most elegant plastic surgical facility in the country complete with hidden private entrances that earned a Town of Westport beautification award. Mitchell then designed an over-the-top ultra hair salon for Salon DeMatteo of Westport as well as a makeup studio for Beautiful Faces both of whom relocated to the facility. "What we've done is to bring together three of the most well-known and highly regarded professionals working in the field so they can combine their expertise and offer the ultimate aesthetic experience under one roof. We've combined medical aesthetic services with the non-medical all with our legendary standard of patient and customer service. Because of my interest in minimally invasive techniques almost all of my patients are women so it's really a woman's center," notes Dr. O'Connell.

Dr. O'Connell unfailingly believes in his idea that the end result is inevitably better when things are designed to work together from the outset. "You wouldn't have one person design the first floor of your

home and hire a different person to design the second floor, and aesthetic services are no different," he notes. In keeping with this overriding philosophy O'Connell and his team design a comprehensive aesthetic plan for each and every patient, beginning with the "3-R's" of facial aesthetics – Relax, Refill and Reposition. O'Connell personally injects all Botox and fillers to address the first two "R's" emphasizing that, "this is just too important to delegate to a nurse or other assistant." As a double board certified plastic surgeon he's in a unique position to reposition structures that have deflated or dropped because of gravity and his unique, minimally-invasive technique of facelifting is about to be published nationally. "The problem with the 3-R's is that they don't address the color and texture of the skin, notes Dr. O'Connell. "That's where our comprehensive aesthetic skin care program comes into the equation." O'Connell begins with a computerized complexion analysis that calculates skin age and evaluates the skin based upon six scientific parameters. A personalized but unified home skin care program is then designed utilizing an array of corrective and maintenance products from ZO Medical. "Most of my



The operating room at The Aesthetic Center of Connecticut that is dedicated entirely to aesthetic surgery.

patients have a medicine cabinet with numerous products from many different companies – I prefer my patients to stay with a single skin care line where the products are designed to work together as a whole – that’s one reason I’m so enthusiastic about ZO Medical.” states Dr. O’Connell. With skin care as the foundation O’Connell then proceeds with nonablative technology including intense pulsed light therapy and the new FRAXEL Dual to build collagen and correct both red and brown color abnormalities. For patients with deeper lines or more superficial skin problems nano-laser peels are added with the potential to progress all the way to laser resurfacing.

The upper floors of the center house The Aesthetic Center of Connecticut, Dr. O’Connell’s aesthetic surgery and medicine practice, and include a nationally accredited, state-licensed outpatient surgical facility, a room dedicated to the new non-invasive technique of fat removal known as CoolSculpting, and an area where women can have laser hair removal, microdermabrasion and medical facials in a non-medical, spa-like setting. Whenever possible Dr. O’Connell prefers to perform procedures using simpler, less invasive techniques without the need for anesthesia or sedation and he’s one of the pioneers of “no-touch” eyelid surgery. “I prefer the less invasive techniques because the scarring is less, the risks are less and my patients are able to return to their activities sooner” states Dr. O’Connell. He likes to emphasize his concept of volulmizing surgery – “other than removing fat from the neck, I never take anything out of the face because mother-nature will do this over time. Even my eyelid surgery is designed to add the appearance of volume and my goal is a full, youthful, natural appearance that doesn’t look like you’ve had work done.”



The Affordable Closet Experts

Custom designed simple to elegant closets. We offer a full line of materials that range from melamine laminate to stained wood with your choice of finish. Our professional closet designers will be happy to give you a free in-home consultation.

Our state-of-the-art manufacturing facilities enable us to keep our quality high and our prices low.

- Home Office & Mudroom Areas
- Entertainment Centers
- Bookcases
- Pantries
- Garage Systems
- Accessories



Factory Direct!



QUALITY STAINED WOOD & MELAMINE SYSTEMS

Free In-Home Consultation

203-847-4179

Visit our showroom: 6-B Muller Park
Norwalk, CT 06851



“Because we’re fully trained as plastic surgeons we’re not limited to one technique or one area of the body”, notes Dr. O’Connell. Many of his facial patients also request breast, abdominal and body contouring and he is particularly enthusiastic about CoolSculpting - a new, non-invasive technique to remove unwanted fatty deposits. “We can literally contour the body with CoolSculpting from the shoulder to the knee and best of all there is no need for anesthesia, incisions, or scarring. “Our patients literally drive themselves home after CoolS-

culpting and we’ve found that this has replaced small areas of liposuction in our practice. CoolSculpting has created the perfect storm in body contouring – it’s safe, it works and the price point is quite reasonable,” notes Dr. O’Connell.

“After finishing a facelift, browlift or eyelid surgery I wanted my patients to be able to see hair care and makeup professionals that I could trust to help them through the recovery process and to advise them with regard to their makeup and hair style with the same level of



Above: Interior of Salon DeMatteo of Westport, designed by Monte Mitchell Architects.

Right: Dr. O'Connell and the staff of The Aesthetic Center of Connecticut

customer service and attention to detail that they had come to expect from me," states Dr. O'Connell. We were fortunate to have Salon DeMatteo of Westport relocate to our first floor in 2009. Anthony DeMatteo is the consummate hair care professional and he was well known in Westport hair stylist for nearly a quarter century. "Anthony and his team are innovative, highly-trained and they offer the highest quality products in the industry so Salon DeMatteo was a perfect fit for us," adds Dr. O'Connell.

To complete the synergy, nationally known makeup artist and author Gail Sagal relocated her longstanding Westport business, Faces Beautiful, to the location two years ago. "Gail and her team at Faces Beautiful offer non-medical services that complete the package," says O'Connell. Their signature services include makeup for all occasions, eyebrow shaping and bridal packages. "We know that makeup can be necessary following facial aesthetic treatments but it can also be the finishing touch to enhance a woman's natural beauty," says Dr. O'Connell. "We're thrilled to have Gail, Anthony and their teams on board to complete our vision of "Beautiful Synergies" – three separate businesses joined by their desire to provide the ultimate aesthetic experience for our patients and clients."

The Aesthetic Center of Connecticut

Plastic Surgery of Southern Connecticut

208 Post Rd. West
Westport
203.454.0044
www.plasticsurgeryct.com
www.relaxersandfillers.com

Salon DeMatteo of Westport

203.454.3840
www.salondematteowestport.com

Faces Beautiful

203.226.1818
www.facesbeautiful.com

