

Cosmetic surgery is more than skin-deep

By: Michelle Lee

Although one would not normally associate surgery with fun, Dr. John C. Ferguson of The Ferguson Clinic would beg to differ. As the sole proprietor and surgeon at The Ferguson Clinic in downtown Honolulu, Ferguson looks forward to seeing his patients each day. "This is fun surgery," he said.

Since taking over for Dr. Robert Flowers in 2009, Ferguson has acquired a loyal group of clientele looking to improve more than just their appearance.

"The people who come here want to both look and feel better about themselves," said Ferguson. "It's a particularly enjoyable kind of medical care, one I feel privileged to take part in."

The Ferguson Clinic offers a wide range of services including face lifts, rhinoplasty, brow lifts, tummy tucks and breast augmentation. Ferguson also uses SmartLipo™ technology, a laser-based procedure that uses a small tube to break down fat.

Non-surgical procedures include Botox®, a muscle relaxing treatment that evens out deep frown lines between the eye



Dr. John C. Ferguson

brows. Botox is also applied to the forehead and eye area, commonly referred to as "crow's feet." The clinic also offers a number of facial fillers such as Radiesse® and Juvederm® to customers looking to contour wrinkles and augment lips.

For a surgeon practicing in the cosmetic surgery industry, the rewards are abundant. "For me the biggest thing is watching a person's confidence blossom so dramatically," said Ferguson. "I meet people who start out so self-conscious and shy, but after the procedure you can see their whole life has changed."

Ferguson does not promote cosmetic surgery as a quick, easy alternative to traditional weight loss. "(However) once a person reaches a certain age, certain hormonal imbalances can render specific areas too difficult to alter naturally," he said. "We often times get people in the military who have 19 years of service and just need that extra help to get through their last year and qualify for pension."

Those who start off with a small procedure to reduce the waistline or rejuvenate loss of lift to their facial profile often end up adopting a major lifestyle change. "It's wonderful when someone is so happy with the results they suddenly have the motivation to live healthier," said Ferguson. "I have had diabetic patients who turned their lives around to a point where they no longer take insulin."

To book a surgery, the process is simple. The clinic invites all to visit for a complimentary consultation, where patients can meet one-on-one with Ferguson to discuss their individual needs and concerns. Next, the staff will schedule a pre-operative ap-

pointment for the patient to complete any necessary medical examinations as well as go over the details pertinent to the procedure.

Ferguson encourages all patients to return for post-operative, follow-up appointments frequently for the rest of the year, sometimes more.

"I like to keep in touch with my patients for as long as possible," said Ferguson. "Their procedure is just as much of an investment for me as it is for them."

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Dr. Ferguson performs procedures in state-of-the-art, certified operating suites.

Photo courtesy of The Ferguson Clinic

Enjoy safe, minimally invasive procedures

As technology in the cosmetic surgery world continues to advance at a fervent pace, doctors such as Dr. John C. Ferguson of The Ferguson Clinic in Honolulu are implementing innovative techniques to help reduce fat and tighten skin. The Ferguson Clinic now proudly invites customers to learn more about ThermiGen™ technology.

The FDA-approved device provides a minimally invasive solution to fat reduction and skin tightening by utilizing radiofrequency (RF) energy to target and minimize fat cells anywhere on the body. The device's tiny probe delivers a prescribed dose of safe RF energy to heat the targeted fat cells, allowing the surgeon to accurately select and treat fat cells. Over time, these fat cells drain and are excreted as urine.

"Using this modality of heat reduction is extremely precise and reproducible," said Ferguson, who serves on the technology's advisory board. "The device allows me to detect, measure and exert heat energy so accurately there is absolutely no room for error."



The 411

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Doctor: John C. Ferguson, MD, FACS

Employees: 7

Benefits: Employees may receive medical, dental and vision insurance, paid vacation and sick leave.

Noteworthy: To assist patients in the payment process, The Ferguson Clinic works with several financing companies that offer a variety of payment plans, many of which are interest-free.