

The Art of CONFIDENCE

*Surgical or Not, Wave Plastic Surgery
Is Here to Improve Your Quality of Life*

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Irvine





*P. Lee M.D.
Plastic Surgery*

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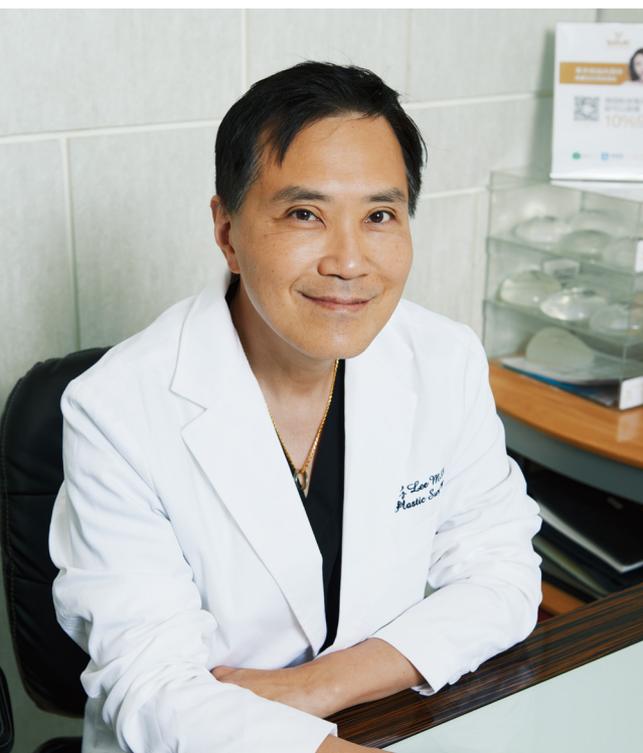
"THE GRATIFICATION
OF INCREASING A
PATIENT'S QUALITY OF
LIFE IS WHAT I ENJOY."

-DR. PETER LEE

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DR. PETER LEE is a renowned plastic surgeon and also the Founder and CEO of Wave Plastic Surgery Center, the largest practice of its kind in the nation. Wave took Southern California with such success that a new facility recently opened in San Francisco, with even more on the horizon. Dr. Lee uses his business to help bring more options to more people, paying special attention to individualized patient care. It's safe to say that your beauty is in good hands with Dr. Lee and the team of doctors at Wave!



"WAVE COVERS ALL SPECTRUMS," SAYS DR. LEE, "AND WE OFFER THE MOST REALISTIC, HONEST EXPECTATIONS."

—DR. PETER LEE

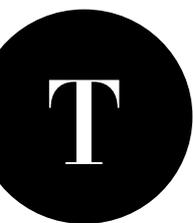


ONWARD AND UPWARD

• Wave has set its sights on expansion and plans to open up locations in the South and East Bay—after that, the company is off to take on the Big Apple!

SPEC-TACULAR SOLUTIONS

• At Wave Plastic Surgery Center, there's a large focus on providing care for Asian-predominant surgeries like the double eyelid procedure. Dr. Lee saw a need for this specialization in the industry.



At the age of 14, Dr. Lee began attending a university for a special physics program, but before long, he decided that he wanted to work with something more tangible. Dr. Lee then turned his focus to medical school, in an effort to make a difference in peoples' lives. He says, "[Plastic surgery] is not just medicine and science, but art and creativity as well—it all goes hand in hand." Now, Dr. Lee is an award-winning plastic surgeon with international acclaim. He also travels to teach microsurgery, with an emphasis on minimal incision.

Dr. Lee has a unique perspective on plastic surgery that rebuffs the pervasive vanity stereotype of the industry. He (and Wave, by extension) believes that cosmetic surgeries are primarily about increasing a patient's quality of life. Having the ability to fix your flaws with surgery allows people to gain confidence and shed whatever insecurities they're carrying. According to Dr. Lee's personal philosophy, "Aesthetic treatments are a cure for a lot of people who aren't as confident, and when you do something to make yourself look better, it changes who you are."

While Dr. Lee has worked with sick patients in the past and has even performed reconstructive surgery for people suffering from cancer, he enjoys his current occupation because, "In the cosmetic realm, you're not sick—you're healthy. You're looking for improvement." Dr. Lee sees the curative function of plastic surgery in his work, which he believes is often overlooked since the changes that occur appear only on the outside. What the common observer cannot see in cosmetic surgery patients are changes to their everyday happiness. "The gratification of increasing a patient's quality of life is what I enjoy," Dr. Lee explains. Whether you want to lose a few extra pounds or that wonky family nose you inherited, it's important to never let the small things keep you from going out and enjoying life. As Dr. Lee puts it, "When we stop doing things is when we get older."

Dr. Lee's spirit of improving a patient's quality of life through cosmetic surgery translates over to the company model as well. Wave Plastic Surgery Center recognizes the importance of well-informed and singularized cosmetic surgery care, from the first interview to the last checkup. "We invest heavily in a variety of options," explains





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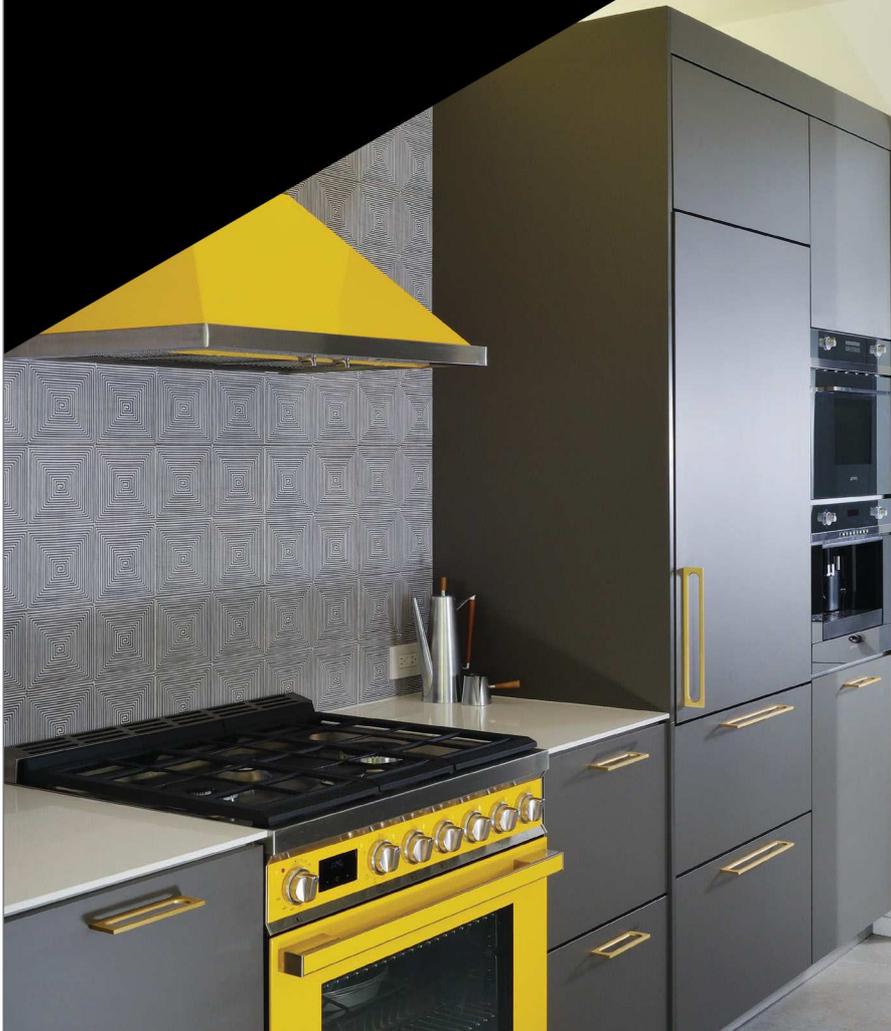
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LOCATIONS, LOCATIONS, LOCATIONS

• Wave Plastic Surgery Center has locations in Los Angeles, Irvine, Rowland Heights, Arcadia and San Francisco. Pop by for a 30-minute consultation with an expert plastic surgeon if you think some cosmetic surgery might help improve your quality of life.



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Dr. Lee, which is why Wave Plastic Surgery Center is set up to allow for specifically designed individual care, the likes of which are rare in cosmetic surgery clinics. Since Wave is so much larger than other plastic surgery companies, they can offer a much wider selection of procedures which, in turn, gives patients a chance to sit down and decide on the absolute best path for their foray into cosmetic alterations. “Something we stress [at Wave] is to feel out and get an answer from the patient,” he says.

Dr. Lee and the doctors at Wave Plastic Surgery Center are aiming to do more with their skills than just alter a patient’s physical

appearance—they want to empower people by giving them the control to change parts of themselves that hold them back in life. Wave has doctors from different backgrounds with varying realms of experience, but all of them are there for one reason: to help their patients experience life exactly the way they want to experience it. Dr. Lee’s humanistic approach to cosmetic surgery, as well as his success in his field, has opened a platform where anyone has the power to change anything they don’t like about themselves. “Wave covers all spectrums,” says Dr. Lee, “And we offer the most realistic, honest expectations.” ■