



## **Eugene Plastic Surgeon Dr. Kiya Movassaghi Debuts Novel Sub-SMAS Facelift at the New York Facelift and Rhinoplasty Master Course**

*June 25, 2025*

EUGENE, OR - June 25, 2025 - PRESSADVANTAGE -

Eugene, OR?Board-certified plastic surgeon Dr. Kiya Movassaghi of Movassaghi Plastic Surgery & Ziba Medical Spa presented his novel facial rejuvenation technique, the U-SMAS facelift, during a live faculty presentation at the New York Facelift & Rhinoplasty Master Course?, an elite four-day symposium that convened more than 40 leading facial aesthetic surgeons in Manhattan.

Held each spring on New York?s Upper East Side, the Master Course is recognized worldwide for showcasing next-generation surgical techniques, live surgery broadcasts, and interactive case discussions led by the field?s foremost innovators. Dr. Movassaghi?s invitation to share his approach placed him among an international roster of experts tasked with demonstrating procedures that advance safety, efficacy, and artistry in facial rejuvenation.

?Refining a technique is only half the mission?sharing it so other surgeons can elevate patient care is the

other half," Dr. Movassaghi commented. "Presenting the U-SMAS lift in New York allowed me to show, step-by-step, how we can secure midface support and deliver a naturally refreshed appearance while minimizing surgical risk."

The superficial musculoaponeurotic system (SMAS) is the fibromuscular layer surgeons manipulate to lift sagging cheeks, jowls, and neck tissues. "Low" SMAS facelifts are efficient but may underserve the upper midface, while "high" SMAS techniques better sculpt the malar region yet can expose surgeons and patients to greater anatomic hazards. Dr. Movassaghi's U-SMAS method blends the best of both: it begins with a familiar low-SMAS imbrication, then seamlessly extends into a malar-based flap of mobile-only SMAS to rejuvenate the orbitomalar junction.

Dr. Movassaghi explained that the U-SMAS lift improves vector control, allowing precise redraping without over-tightening skin. "Patients wake up looking refreshed—not pulled," he added. "Most tell me friends remark that they look 'rested' or 'healthier,' not 'operated on,' which is always the goal. Seeing the success of the U-SMAS lift has been a highlight of my career, and I am so pleased to be able to offer my patients safer, more favorable outcomes. It's what they deserve."

The Eugene plastic surgeon is well-known for his commitment to mentorship and continuous learning. Beyond the podium, Dr. Movassaghi shared his insight with newer colleagues at the event. "There's no substitute for hands-on guidance," he noted. "Facial anatomy is unforgiving, and subtle misjudgments can compromise both results and safety. Demonstrating this technique in real-time empowers surgeons to replicate it without guesswork."

Harvard-trained and practicing in Eugene since 2002, Dr. Movassaghi is certified by the American Board of Plastic Surgery, a Fellow of the American College of Surgeons, and a past president of The Aesthetic Society—one of the highest leadership roles in the leading national organization for plastic surgeons. He directs an elite aesthetic surgery fellowship sanctioned by The Aesthetic Society, mentoring surgeons from across the globe in advanced cosmetic procedures. Dr. Movassaghi is also a 13-time winner of Eugene's "Favorite Cosmetic Surgeon" in the Register Guard's Community Choice Awards.

Under his guidance, Movassaghi Plastic Surgery & Ziba Medical Spa offers a full spectrum of surgical and non-surgical aesthetic services for men and women, from deep-plane facelifts, breast enhancement, body contouring procedures, and rhinoplasty to innovative energy-based skin tightening, injectables, and regenerative skincare. The integrated practice philosophy ensures patients enjoy continuity of care, evidence-based treatment plans, and natural-looking outcomes. To schedule a consultation at the Eugene plastic surgery office, please call (541) 686-8700 or visit the website at <https://www.drmovassaghi.com>.

Movassaghi Plastic Surgery & Ziba Medical Spa is located at 330 S Garden Way, Suite 100, Eugene, OR 97401.

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## **Movassaghi Plastic Surgery & Ziba Medical Spa**

*Nationally-renowned, board-certified plastic surgeon Dr. Kiya Movassaghi is a graduate of Harvard Medical School with over 20 years of experience. He is an 11x winner of Eugene's Favorite Cosmetic Surgeon in the Register Guard's Readers' Choice Awards.*

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