

Eugene Plastic Surgeon Dr. Kiya Movassaghi Shares Expertise in Recent Media Appearances

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EUGENE, OR?Board-certified plastic surgeon Dr. Kiya Movassaghi recently made several notable appearances at conferences and in the media. Based in Eugene, Oregon, Dr. Movassaghi is a respected voice in the field of plastic surgery who spent the past two years serving as President of The Aesthetic Society, a national organization of aesthetic medical professionals.

?I?ve been honored to be invited to speak through both online platforms and in-person presentations,? commented Dr. Movassaghi. ?Conversations among industry professionals are critical to sharing ideas and advancing the field of aesthetic plastic surgery. With the prominence that social media influencers have today in affecting trends, it continues to be true that, through working together, aesthetic professionals are able to innovate and meet changing demands.?

For the inaugural episode of The Aesthetic Society?s podcast ?Society Scoop with Mark Theis? in 2024, Dr. Movassaghi sat down with Theis, who is the organization?s CEO, to discuss their focus on strengthening

relationships with members.

Importantly, the pair discussed AlliedPro, a new tier of membership in The Aesthetic Society that Dr. Movassaghi established for non-MD professionals who are part of an aesthetic practice. AlliedPro stands for ?Allied Professionals,? or those aesthetic professionals who work together with plastic surgeons to provide aesthetic enhancements safely and effectively at modern medical spas and practices.

?Our work at The Aesthetic Society is focused on adapting to the changing landscape of aesthetic practices,? commented Dr. Movassaghi. ?Our podcast is both an exciting way to keep our members engaged and part of our mission to bring together all kinds of aesthetic professionals and patients.?

In September 2024, Dr. Movassaghi contributed insights about combination surgical procedures during a meeting of The Aesthetic Society in Scottsdale, Arizona. He spoke about combined Facelift and Rhinoplasty, as well as about combined Breast and Body surgery, sharing both the cosmetic aspects and considerations for patients safety based on his decades of experience with these procedures.

In October 2024, Dr. Movassaghi discussed changes in breast surgery with New Beauty magazine for the article ?Beyond Size: The Art and Science of Personalized Breast Shaping.? This article focused on the aspects of modern breast surgery techniques that make it more personalized than ever before, allowing patients to better achieve their vision for their breast appearance. Dr. Movassaghi is a breast expert, having edited the 2021 book Shaping the Breast: A Comprehensive Approach in Augmentation, Revision, and Reconstruction, which is a seminal text for anyone interested in modern implant-based breast surgery. In the book, as in the article, Dr. Movassaghi posits that the approach to implant-based breast surgery must evolve from ?volumizing? the breast to ?shaping? the breast.

?I am passionate about sharing procedure knowledge with both fellow surgeons and patients,? said Dr. Movassaghi. ?The field of plastic surgery has been steadily moving in the direction of personalization, rather than a one-size-fits-all aesthetic, and this has been a thru-line in much of my recent work.?

Dr. Movassaghi also appeared as a guest on a special episode of the Naked Beauty Live Podcast focused on patient safety. The discussion offered an in-depth examination of the inherent risks of plastic surgery, Brazilian butt lift (BBL) safety and best practices, techniques patients can use to help them choose a provider and avoid ?chop shops,? and the risks of smoking and vaping.

?Patient safety is critical, and in my work with The Aesthetic Society, much of my focus was on getting the word out to patients about how to have a safe procedure from start to finish,? Dr. Movassaghi explained.

Most recently, Dr. Movassaghi was interviewed about his experience as President of The Aesthetic Society

on ?Beauty and the Biz,? a podcast about the business and marketing of plastic surgery hosted by Catherine Maley, MBA. In this conversation, they discussed the many successful initiatives that Dr. Movassaghi spearheaded in collaboration with the Society?s Board, as well as the delicate balance of running a practice while meeting the demands of the role.

As a trusted expert in the plastic surgery community, Dr. Movassaghi is dedicated to patient-centered care, technical precision, and an informed approach to evolving trends. He continues to offer expertise on various media platforms, educating both industry professionals and the public on the transformative potential of modern aesthetic procedures.

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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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