Movassaghi Plastic Surgery Expands Non-Surgical Services with Skin Tightening Technology

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EUGENE, OR - October 09, 2025 -
Movassaghi Plastic Surgery announces the expansion of its Ziba Medical Spa division with the addition of Sofwave non-surgical skin tightening technology. The investment represents the practice's continued commitment to offering advanced aesthetic solutions that meet growing patient demand for effective, minimally invasive treatments.

Board-certified plastic surgeon Kiya Movassaghi, MD, FACS, made the decision to add Sofwave technology following extensive research into patient preferences and treatment outcomes. The FDA-cleared ultrasound system addresses skin laxity on the face, neck, and body without requiring needles, anesthesia, or recovery time.

"The addition of Sofwave reflects our ongoing commitment to staying at the forefront of aesthetic medicine," states Dr. Movassaghi. "Our patients increasingly seek effective treatments that fit into their busy lifestyles. This technology allows us to offer meaningful results with minimal disruption to their daily routines."

The decision to expand non-surgical services aligns with broader industry trends showing increased demand

for minimally invasive aesthetic treatments. According to industry data, non-surgical cosmetic procedures have grown significantly as patients seek alternatives to traditional surgical options.

Dr. Movassaghi brings extensive credentials to the Eugene market as an internationally recognized plastic surgeon and Immediate Past President of The Aesthetic Society. His practice has served the Eugene community for over two decades, earning multiple recognitions including recent wins as Best Cosmetic/Plastic Surgery Center in the 2025 Community's Choice Awards.

The practice's strategic expansion into advanced non-surgical technologies positions Ziba Medical Spa to serve a broader patient demographic while maintaining the physician-supervised care standards that have earned community recognition. The medical spa previously received Best Medical Spa finalist recognition in the 2025 Community's Choice Awards.

"Eugene has been incredibly supportive of our practice's growth over the years," explains Dr. Movassaghi. "Adding Sofwave technology allows us to continue meeting our community's evolving aesthetic needs while maintaining the safety and efficacy standards our patients expect."

The Sofwave system utilizes proprietary ultrasound technology to stimulate natural collagen production, with clinical studies demonstrating visible improvements that can last twelve months or longer. Treatment sessions typically require 45 minutes, making them accessible for working professionals and busy families.

Ziba Medical Spa operates under direct physician supervision, with all treatment protocols overseen by Dr. Movassaghi and administered by specially trained aesthetic specialists. The practice maintains hospital-grade safety protocols while providing treatments in a comfortable, boutique environment.

The introduction of Sofwave technology complements the medical spa's existing menu of advanced treatments, including RF microneedling, laser therapies, and precision injectable treatments. This comprehensive approach allows the practice to create customized treatment plans that address individual patient goals.

"Our focus remains on providing treatments that deliver meaningful results while prioritizing patient safety and satisfaction," notes Dr. Movassaghi. "The addition of Sofwave strengthens our position as Eugene's premier destination for both surgical and non-surgical aesthetic care."

The practice has consistently invested in cutting-edge technology and staff training to maintain its leadership position in the regional aesthetic market. Dr. Movassaghi's Harvard Medical School background and board certification by the American Board of Plastic Surgery provide the clinical foundation for these advanced treatment offerings.

About Movassaghi Plastic Surgery & Ziba Medical Spa

Movassaghi Plastic Surgery & Ziba Medical Spa has served the Eugene community for over two decades under the leadership of board-certified plastic surgeon Kiya Movassaghi, MD, FACS. Dr. Movassaghi is a Harvard Medical School graduate and Immediate Past President of The Aesthetic Society. The practice offers comprehensive plastic surgery services and advanced non-surgical treatments, with a focus on natural-looking results and patient safety. The practice has earned multiple Community's Choice Awards, including Best Cosmetic/Plastic Surgery Center in 2025.

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For more information about Movassaghi Plastic Surgery & Ziba Medical Spa, contact the company here:Movassaghi Plastic Surgery & Ziba Medical SpaNiloo Marashi541.686.8700info@drmovassaghi.com330 S Garden Way #100, Eugene, OR 97401

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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.

Website: https://www.drmovassaghi.com/

Email: info@drmovassaghi.com

Phone: 541.686.8700