

AESTHETX CO-FOUNDER DR. R. LAURENCE BERKOWITZ TO BRING NEW INNOVATIVE TECHNOLOGY TO RHINOPLASTY PATIENTS

World Renowned Surgeon One of the First to Use New Comeg Ultrasonic Tips for Piezoelectric Power Tools

January 12, 2018 (Campbell, CA)--Today, [Aesthetx](#) announced that its co-founder, [Dr. R. Laurence Berkowitz](#), will be one of the first surgeons to bring new FDA approved technology to his rhinoplasty patients to allow for increased precision, quicker recovery time and more refined results. A visionary in the field of rhinoplasty and specifically the use of Piezoelectric power tools, Dr. Berkowitz will be using Comeg Medical's new ultrasonic tips, the first and only exclusively designed for rhinoplasty.

Dr. Berkowitz has been at the forefront of cutting-edge techniques for rhinoplasty through his use of high-frequency Piezoelectric tools. While Piezo had been used mostly for neurosurgical and orthopedic applications, Dr. Berkowitz introduced the concept of using power tools for nose reshaping to the Rhinoplasty Society in 2006. He has since been leading the charge on educating surgeons on this technique in which he is one of only a few rhinoplasty surgeons in the U.S. to use.

Early on, Dr. Berkowitz saw how these tools could be used to revolutionize the traditional way in which rhinoplasty had been performed for over one hundred years. By using electric power tools, bones are shaped, cut and moved, as opposed to rasped, chiseled and fractured due to the "hammer and chisel" tools typically used for this procedure. Dr. Berkowitz's use of these tools allow for total precision and delicacy when shaping the bone, leaving surrounding nose tissue completely untouched.

A board member of the Rhinoplasty Society, Dr. Berkowitz is a thought leader in the future of rhinoplasty and has performed thousands of procedures over the past 30 years. Over the past decade, he has been integral in the development and popularizing of Piezoelectric power tools collaborating with visionaries such as Dr. Olivier Gerbault to further refine this technique for rhinoplasty. Initially, this high-speed equipment was only being used in Europe but was first tested in the U.S. as a prototype by Dr. [Berkowitz](#) in 2006 when he quickly recognized the benefits of its general approach. Since then, Dr. Berkowitz has been a regular speaker at national medical society conventions such as the Rhinoplasty Symposium and ASAPS meetings on the benefits of power tools and is very influential in academic programs conducted at these events. In addition to presenting countless scientific presentations at these meetings on Piezoelectric power tools, he wrote a textbook chapter and a commentary that will be published in the *Aesthetic Surgery Journal* in November on the topic as well. He is also the principal surgeon that has instructed on the use of Piezoelectric tools in hands on workshops and courses around the country.

"With the recent FDA approval of the ultrasonic tips specifically for use in rhinoplasty surgery, I believe we will finally see growing adoption of these power tools and move rhinoplasty techniques into the 21st century," said Dr. Berkowitz. "Surgeons will now have more control and precision and patients will greatly benefit by achieving more predictable and natural results, less bruising and pain, and quicker overall recovery. I can routinely return patients to work or school within one week."

About Aesthetx

Launched in 2017 by Dr. Kamakshi R. Zeidler and Dr. R. Laurence Berkowitz, this general partnership, Aesthetx, is dedicated to provide patients with the premier plastic and aesthetic surgery services in the Bay Area. With over 50 years of combined plastic surgery experience, Dr. Zeidler and Dr. Berkowitz are committed to using the most unique and latest surgical techniques in addition to providing an unprecedented level of customized care. For more information please visit: www.aesthetx.com.