

A man with dark hair and glasses, wearing a dark blue suit jacket over a light blue and white checkered shirt, is sitting on a light beige leather couch. He is smiling slightly and looking towards the camera. His hands are clasped together in his lap. The background features a textured, patterned wall in a neutral tone. The overall lighting is warm and soft.

Face VALUE



Innovation + Technology

Flip to pg. 54 to learn
more about Premier
Image's renowned lead
facial plastic surgeon,
Dr. Louis DeJoseph.

ABOUT FACE A sanctuary for those seeking the perfect blend of aesthetics artistry and medical expertise, **Premier Image Cosmetic & Laser Surgery** (premierimage.com) has been a pioneer in the industry since its inception in 1970, when it opened in Sandy Springs as Georgia's first cosmetic surgery center to specialize in aesthetic plastic surgery for both facial and body procedures. Under the leadership of triple board-certified facial plastic surgeon Dr. Louis DeJoseph (our cover star), Premier Image has since grown into a medical mecca for surgical and nonsurgical procedures alike, from IPL Photofacials, neurotoxins and dermal fillers to rhinoplasty, body contouring and beyond. *BY ASHTON PIKE*

Meet Dr. Louis DeJoseph, the triple board-certified surgeon helping Atlantans put their best face forward.

BY ASHTON PIKE
PHOTOGRAPHED BY PATRICK HEAGNEY

Armed with a passion for transforming lives, Dr. Louis DeJoseph is not just a triple board-certified facial plastic surgeon; he's an architect of confidence, a maestro of self-esteem. "The smile on a patient's face when you get the outside to match the inside is the reason I do what I do," he says. "It's one of the most rewarding parts of the job to watch people shine when they have the self-confidence to do so."

For Dr. DeJoseph, medicine wasn't just a career choice; it was a familial legacy. Growing up in a family of medical doctors—with his father being a cardiologist and his mother a nurse—he remembers accompanying his father on hospital rounds and to his office in his hometown of Pennsylvania. The stethoscope was his trusty sidekick, and it became the catalyst for his dream of becoming the highly respected doctor of facial plastic surgery he is today.

Since taking over Sandy Springs-based Premier Image & Cosmetic Surgery (premierimage.com) in 2002, Dr. DeJoseph has played a huge role in spearheading innovation at the facial plastic surgery practice, scouting new state-of-the-art technology and staying in the know of the latest treatments and techniques—all to ensure patients have access to only the best the industry has to offer.

This level of care and attention to detail is what separates Dr. DeJoseph from the rest—and it's why 90% of his patients are referrals. "The nicest compliment to a surgeon is when a friend sends a friend," he says. "My goal is always to establish a trusting relationship from the start, allowing for better communication and better results."

As one of the few surgeons in the Atlanta area with specialized training in facial plastic and reconstructive surgery, Dr. DeJoseph's bread and butter is face-lifts. With more than two decades of experience under his belt, he's

had a unique vantage point to watch the industry grow and shift over the years. The biggest change he's noticed? "Patients are getting younger and younger," he says. "Fifteen or 20 years ago, a 42-year-old having a face-lift was unheard of. Now, it's becoming fairly normal. There's no stigma to medical aesthetics anymore, a lot thanks to social media. Sometimes you can work out all you want, and eat as healthy as you want, but there are still things you can't change without surgery. That's where I can come in as a 'facial tailor' to re-instill that confidence and get patients feeling their best inside and out while still looking like their natural self."

Looking ahead to 2024, Dr. DeJoseph says treatments like nonsurgical skin-tightening, Botox-esque neurotoxins and dermal fillers that can actually help produce collagen are on the rise and likely to find their way to Premier Image. Until then, Atlantans can expect a refined medspa experience at the



practice in 2024, inclusive of an expanded service menu and new medical-grade products.

As for the Top Doctor himself, Dr. DeJoseph says, "Personally, I'm going to try to do a little more fly fishing in 2024. It's been my passion for a long time. I usually go to the Toccoa River in Blue Ridge, but my dream spot would be Montana, hands down." ●