



## DR. JOURDAN R. GOTTLIEB

**HOBBIES** I collect antique maps **PLACE YOU GO TO ESCAPE THE OFFICE** The East Coast, where my kids live **FRAMED PHOTOS ON YOUR DESK** My five kids, and James Dean and Marlon Brando **RIGHT NOW I'M READING** 1491: New Revelations of the Americas Before Columbus, by Charles C. Mann **I START EACH DAY** I wake up 5 minutes before my clock radio goes off, listening to the news and making myself a latte **I WOULD LIKE TO BE REMEMBERED** As a good father and a caring physician

## BREAST SURGERY OPTIONS

Each patient who sees Dr. Gottlieb for a **BREAST AUGMENTATION** is given a choice of how their implants should be placed. "There are different types of incisions, each with pros and cons," he explains. "It's the same operation but with different incision sites." The most popular choices are the ones that have the most **MINIMAL SCARRING**, such as through the **NAVEL** or the fold under the breast. When the doctor goes through the belly button, for instance, there is no visible incision on the torso and a minimally discernible incision on the navel. "It's nothing a boyfriend or husband will see," Dr. Gottlieb points out. "This is a real advantage because it's a very attractive alternative." The instrument used is very specialized because it has to reach a far distance to get the implant to the right place. Another inconspicuous option is through the **FOLD UNDER THE BREAST**, which is also not noticeable by the patient or anyone else. "I believe both options have the least tampering of the breast tissue compared to other methods," he says.

INSIDE INFORMATION

# a trusting comfort

Patients meeting plastic surgeon Jourdan R. Gottlieb for the first time might be surprised that he is in street clothes rather than a three-piece suit or white lab coat.

"I don't want them to feel like they're talking to just another doctor, but rather with someone they feel they can be honest with," he says.

Truthfulness and understanding are what attract patients to his office, called Plastic Surgery Seattle. His practice, offering mostly body contouring, including breast augmentation, abdominoplasty and liposuction, is two-thirds cosmetic surgery and one-third general reconstructive surgery. "I try to make sure that the patient understands what he or she wants and that I understand what that is and whether there is a realistic possibility of accomplishing it," Dr. Gottlieb says. "We always want to make sure that their goals match what can be accomplished surgically."

The trim on the office walls and the carpet in the large exam rooms hide the clinical components of this downtown Seattle office. Dr. Gottlieb likens the place to "a businessman's office" and chose it for its homey appeal. "Every space within my practice looks attractive, not like a place you'd go to have your heart listened to," he says. Personal attention is a central focus of the practice. "We treat all of our patients with individualized care and concern."

### BOARD CERTIFICATION

American Board of Plastic Surgery

### MEDICAL DEGREE

Case Western Reserve University

### GENERAL SURGERY INTERNSHIP

University of Virginia

### GENERAL SURGERY AND PLASTIC SURGERY RESIDENCY

Northwestern University

### AFFILIATIONS:

American College of Surgeons  
American Society of Plastic Surgeons

### AREAS OF EXPERTISE

Breast Augmentation  
Liposuction  
Abdominoplasty  
Rhinoplasty  
Facial Rejuvenation

### LOCATION

Seattle, Washington  
206.320.2270