

## Designer feet for designer shoes

by Bend\_Weekly\_News\_Sources

### Beverly Hills Doctor Enables Women to Have Shoes and Wear Them Too!

Dr. Ali Sadrieh of Beverly Hills Aesthetic Foot Surgery is giving women the best of both worlds: fashion and comfort. Known as "Dr. Footnomenal" by his celebrity and socialite clientele, Dr. Sadrieh leads the \$3.5 billion cosmetic foot surgery industry with revolutionary techniques to correct flat, fat, and wide feet and provides extensive hours of comfort for women in high-heeled shoes.

Dr. Sadrieh's menu of commonly-requested treatments include: "Toe Tucks" (shortening of lengthier second toe), "Foot Sculpture" (eliminating excessive fat), "Cinderella Procedure" (narrowing of feet), "Footox" (Botox injection to eliminate excessive sweating); and, "Cushion Comfeet" (collagen injection or silicone implant into the bottom of feet for comfort).

In the past, podiatrists performed surgery in response to painful foot problems. Today, many of Dr. Sadrieh's patients undergo cosmetic foot surgery to change the appearance of their feet, which also prevents future structural problems. "Since 90% of women's foot deformities can be attributed to improperly-fitted shoes," explains Dr. Sadrieh, "correcting feet so they fit properly and beautifully into shoes is correcting a problem before it occurs."

"If consumers spend \$500-\$1500 for a pair Manolo's, Gucci's, or Jimmy Choo's today, why shouldn't they also invest in the look and comfort of their feet showcased in these designers?" reasons marketing director, Christine Cheng.

Cosmetic foot treatments range from \$1000-\$3500, though some insurance plans will cover the majority of costs. After approximately an hour in the operating room (some procedures require local anesthesia), patients emerge with "phenomenal" results that last for years.

Dr. Sadrieh has performed over 3000 procedures in the past 6 years. His undergraduate training was completed at the University of California, Los Angeles and his medical training at the University of Osteopathic Medicine in Des Moines, Iowa. He has served as the Director of Podiatric Medical Education at the Northridge Hospital Medical Center, in addition to being Chief of Podiatric Medicine for the Beverly Hills Physicians Medical Group.

At Beverly Hills Aesthetic Foot Surgery, Dr. Sadrieh's private practice, patients are provided with the most advanced cosmetic treatments for the foot. He has pioneered new techniques for shorter and virtually pain-free recovery periods and takes pride in minimal incisions for natural, aesthetically-pleasing results. Dr. Sadrieh

believes neither fashion nor comfort should suffer and provides a means to "have your shoes, and wear them too."

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