

## BROWS, LASHES & BEARDS CAN BE TRANSPLANTED TOO!

PUTTING YOUR BEST FACE FORWARD

BY JACOB PUCK

Keith R. Durante, M.D., a highly trained, board-certified general surgeon, parlayed an already esteemed career as a vascular surgeon into becoming one of the most renowned practitioners of hair transplantation.

“What I do is permanent.  
It’s a change that lasts a lifetime.  
It’s a beautiful, natural look!”



Keith R. Durante, M.D., F.A.C.S.

“The satisfaction of improving someone’s self-image is what truly moves me, and I believe that my skill-set is a gift that allows me to really take this area of facial aesthetics to the next level,” says Dr. Durante. Most people think hair transplants are only for the scalp, but Dr. Durante has expanded this surgical art form to replace hair elsewhere.

**We’ve previously covered hair transplants and your philanthropy. But I know you specialize in replacing hair any place a person wants. What are the top three requests.**

After the scalp, patients definitely seek eyebrows, eyelashes, and even beards . . . for men, of course!

**What is the most common?**

That’s easy: eyebrows.

**Is it true you’re known for your eyebrow “Cara Package.”**

Yes! That got a lot of press after I published an article in *Vogue* about the trend for lush eyebrows. Many celebrities now have thicker eyebrows, and they are stunning. This is a look that more and more women are adopting. The truth is, it’s so much more than a trend because the eyebrows say more about a person than just about any other feature. They frame the face and announce all facial expressions. They show emotion, especially happiness. They highlight the eyes, which serve as a window to the soul.

**Why don’t women just let their own brows grow in.**

Many can’t just let their brows grow in. Some brows are naturally thin; others are thin, or worse, from medical conditions. Then there are women who have over-waxed and over-tweezed their brows to the point where they can no longer grow. Now, every day I hear from a woman who would like fuller brows.

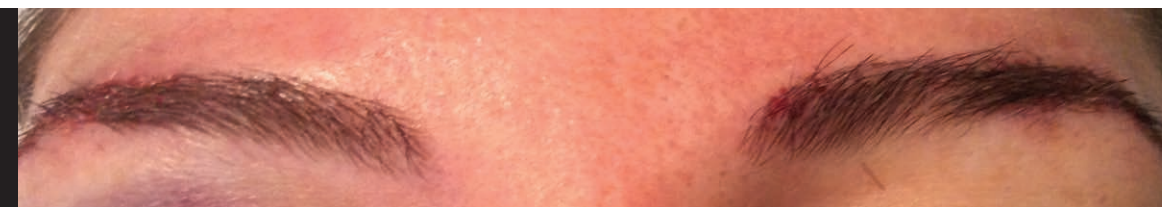
**For something so important, it sounds like this would be a big commitment and very time consuming.**

Not at all. In fact, it’s a very easy procedure. First, we outline the desired eyebrows, or the patient can have her make-up artist do it for me, so we have a customized blueprint. Then, I remove individual hairs from just behind the ear, using the automatic follicular device, which is painless. Then I implant the hairs, which is also painless.

PRE-OP  
WITH  
TATTOOING



POST-OP  
IMMEDIATE  
RESULTS



**Does it take long?**

Generally it takes about 90 minutes for each brow. Post-operatively, all I recommend is sunglasses and a short wait before washing the brows. Transplanted hairs continue to grow, but women tend to love that because they have even more flexibility when shaping their brows. And remember, this is permanent: there’s no need for micro-needling, gel, tattooing—all the tedious and repetitive fussing.

**Is the process similar for eyelashes?**

The procedure is somewhat different, but it’s also easy and painless. As with brows, I use a number of longer hairs from behind the ears, but I implant them in a different way. I thread each hair, which I then trim to the desired length.

**Why shouldn’t people just go with fake lashes?**

Because they are so destructive. Every time you remove fake eyelashes, you risk removing real lashes from the root, too. You are creating your own problem. Once there is nothing to stick the fake lashes to, you’re often out of luck. What I do is permanent. It’s a change that lasts a lifetime. It’s a beautiful, natural look!

**They never have to be replaced?**

No! Once we do it, it’s done. I like to say one and done. And that goes for the brows, too. This is because what I’m transplanting is not just a hair; it’s a hair attached to its bulb, the hair root. Therefore, the life cycle for each transplanted hair continues indefinitely.

**Let’s talk about the guys. What’s hot for them?**

The current makeup trend for men is now moving to a more permanent solution to accentuate their brows and eyelashes. They choose brow and lash transplants when they want a permanent yet completely natural look.

Also I see many men who want a better beard. As you probably know, the beard phenomenon isn’t going away. In fact, more and

more men are deciding to emphasize their appearance with facial hair. However, when they start to grow out a beard for the first time, they’re disappointed if they discover noticeable bare spots.

**That must be ego bruising.**

It certainly can be. I recently had a patient who was able to grow a beautiful beard, but he had no sideburns. And then there are men who attempt to extend a mustache into a goatee, but discover a gap between where the mustache ends and the goatee starts. I’ve successfully helped these guys and others with similar requests.

**Is this an easy transplant area?**

Very. In fact, it’s even easier than some other procedures.

**And this is a one and done, too?**

Everything I do is a one and done! Guys who have beard transplants are trimming them within a matter of weeks and still trimming years later.

**What sets you apart in all these procedures?**

Several things. My skill and comfort with micro-surgery is not necessarily matched by others who have had different surgical training. Also, artistry is a critical aspect of what I do. I am skilled in making aesthetic choices. All scalp and facial transplants are about framing the face. I understand the nuances of a person’s appearance. I give patients the look they want to present and make them feel wonderful.

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