

Truth in Beauty

From the desk of Dr. Lorne Rosenfield

August 2026

Dear Friends,

Welcome to the inaugural edition of my “Truth in Beauty” newsletter. So many of you have asked, over the years, what I am working on beyond the walls of the office — the teaching, the meetings, the writing, the work on patient safety. This letter is my answer: a few times a year, a brief and honest look at what is happening in my practice and in our field, and what it means for you.

A Practice Built Over Three Decades

For almost 40 years, I have had the privilege of caring for patients here on the Peninsula. Alongside my practice, teaching has always been my other calling: I am honoured to serve as a professor at both Stanford and UCSF — the only plastic surgeon in the Bay Area to hold appointments at both — with an additional appointment at Duke University. Training the next generation of surgeons keeps me sharp, keeps me current, and keeps me honest. My patients are the beneficiaries of all three.

Save the Date: Focus On Faces — August 27, 2026

I am pleased to share that our upcoming Focus on Faces symposium is on the calendar — an annual gathering of my present - and future - patients where myself and my entire staff present and discuss the very latest in facial aesthetic surgical and medical care. This event will be held on August 27, 2026 from 5:30 pm - 8:00 pm. Please contact my office to receive all the details and register.

The INDIE Aesthetic Surgery Summit — August 15–16, 2026

Some years ago, I founded the iNDIE Aesthetic Surgery Summit around a simple idea: that surgeons learn most not from polished lectures, but from unscripted, honest conversation. At the INDIE, a hand-picked roundtable of the world’s leading surgeons — our “truth-tellers” — debate, cross-examine one another, and speak openly about what truly works, what does not, and how complications are prevented and managed. That candor is rare in medicine, and it is why iNDIE is now followed by surgeons worldwide.

This year, INDIE 6.0 convenes August 15–16 at the Hotel del Coronado in San Diego. What does this mean for you as a prospective patient? Simply this: your surgeon sits at the center of the most honest conversation in aesthetic surgery — and everything learned there comes home to my operating room.

Celebrating Our Team

This year we celebrate something I am perhaps proudest of all: the anniversaries of staff members who have been with me for 10, 15, and even more than 25 years. In an era when turnover is the norm, that kind of loyalty is no accident. It is proof of a culture of genuine care — and it means that when you call or visit, you are greeted by people who know you, know your history, and will know you next year, too.

From My Desk to the Journals

I continue to write and publish, most recently an editorial on ethics and professional behavior in aesthetic surgery — a subject I believe our specialty must hold itself to the very highest standard on. Choosing a surgeon is ultimately an act of trust, and trust deserves to be earned in print as well as in person.

Read the editorial here:

<https://docs.google.com/document/d/1RYwzZhNr6EaRKgyVMrFKECDxUglR0AEu/edit?usp=sharing&ouid=104996481681008819610&rtpof=true&sd=true>

Raising the Bar for Operating Room Safety — Worldwide

Finally, the work closest to my heart. As Chair of the Education Committee of QUAD A — the world's leading accreditation organization for surgical facilities — I am helping lead an exciting advance in operating room safety protocols: the adoption of my proven operative checklist, designed to safeguard every patient at every step, from the pre-operative visit through surgery and on to full recovery. It is a standard I have insisted upon in my own operating room for years; soon, it will help protect patients around the world.

Thank you, as always, for your trust. If you would like to arrange a visit, my office would be delighted to hear from you at 650 692 0467.

Warmly,
Dr. R

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