

Society darling puts his patients first

thing to do with Matarasso building an "Austin Powers"-like routine with his patients (as in "have you met Evil?" or "Where is Evil Nurse?" or "This is Queenie, my evil nurse.") The patients, brows and lips slathered in numbing cream (to make the injections less painful) hear this and immediately smile. Before they leave, they also hear him extol his staff's virtues, lest anyone take his statements literally.

10:05 a.m. The first patient is "Annie," or "650," as Matarasso dubs her because of her Peninsula telephone area code. She began coming to him 11 years ago, after burning her chest by tripping and spilling boiling water on herself. Today she'll have a chemical peel on her chest to diminish extensive

"I feel really uncomfortable with (shows like 'The Swan') – they set the wrong expectations. Everything is not going to be cured by cosmetic surgery."

SETH MATARASSO

nanant." He shows us a picture of a woman whose lips are almost triple the "normal" size. She was injected with what was supposed to be inexpensive collagen at a salon on the Peninsula. "She was able to get the syringe and we sent it to the lab," Matarasso says. "It tested for silicone." The FDA has not approved the marketing of liquid silicone for cosmetic uses; she'll

by cosmetic surgery. You go back to your hometown, you can't afford to maintain the \$200 haircuts, the veneers on the teeth, these people are going to resume their bad eating habits – that's not healthy."

10:45 a.m. We're in the room with Millie, who's been seeing him for 10 years. She's getting Bo-

"Do you think I should have been a movie star, Millie?" he asks. "You *are* a movie star," she says, smiling.

11:25 a.m. A countess (by marriage) flies in from her home in Santa Fe. Why has she come so far, I ask. "Because he's the best," Matarasso prompts in a stage whisper. "No, it's true," she says.

Matarasso concedes some patients may think he's too chatty, but defends his style, saying it's important to know about his patients' health and their motivations for the procedures they seek.

"Are you doing this because you made money in the stock market and you have the means to take care of yourself, or because you're trying to win back your husband, or because you want to