

LOS ANGELES, Sept. 30, 2013 /PRNewswire/ -- When discussing the [best plastic surgeons in Beverly Hills](#), the name Dr. J frequently comes up. Formally Payam Jarrah-Nejad, MD, FICS, FACS, the medical expert is fondly known as Dr. J to friends and patients, and widely revered as a double board-certified surgeon with certification from both the American Board of Plastic Surgery and the American Board of Surgery. The acclaimed surgeon has also founded his own practice, where he specializes in providing women with procedures, like Brazilian butt lift, a natural and effective alternative to [butt implants](#), that enhance their aesthetic beauty in ways that are utterly invaluable. A single glance at [Brazilian butt lift before and after](#) photos from Dr. J's previous patients is all it takes to convince those curious regarding the benefits of plastic surgery of exactly how beneficial the surgeon's expert skill can be.

While Dr. J has proven himself to provide impeccable treatment to those seeking nearly any beauty-enhancing procedure, in recent years, his practice has seen an influx in patients that are looking to enhance one specific feature – namely, the posterior. Perhaps due to the popularity of celebrities like Kim Kardashian and Jennifer Lopez, as well as their famed backsides, more people than ever are looking to enhance their appearance through butt implants. In fact, data from consumer review and information site for plastic surgery RealSelf.com reveals that butt augmentation is among the top plastic surgery treatments performed or searched for last year, with interest up by a substantial 28%.

"Butts are on the rise, no pun intended," says Alicia Nakamoto, vice president of community at RealSelf. "Our community told us very emphatically this year that their interest and obsession with getting a fuller, more voluptuous butt is at an all-time high."

The Brazilian butt lift, which takes fat from unwanted areas of the body and injects it into the buttocks to improve contour and add volume is currently the most popular type of butt augmentation – and it is also a specialty of Dr. J's. When performing the Brazilian butt lift, the celebrated surgeon will liposuction fat from the back, stomach or thighs and purify it. He then re-injects the qualified fat into the patient's buttocks, giving her a youthful, more feminine shape. Since it is sourced from the patient's own body, the innovative procedure substantially decreases the chance that the fat will be rejected, leading to a marked decrease in potential

With Brazilian Butt Lifts on the rise, the Exquisite Work of Dr. J is More Popular than Ever

Written by Australian Business

complications and greater retention of shape and volume.

If you've been marveling at the exquisitely sculpted bottoms of some of today's hottest celebrities, take heart in knowing you can bring red carpet-quality beauty into your own life with Beverly Hills

-based Dr. J. Whether you're seeking a stunningly rendered Brazilian butt lift, breast augmentation, tummy tuck, or even a full mommy makeover, Dr. J is committed to ensuring every patient embodies artfully crafted beauty. For more information about Dr. J and his gifted surgical touch, schedule a free consultation by calling 310-228-3151 or by visiting

www.drjplasticsurgery.com

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