



## **MyLooks® Provides Gold-Standard Plastic Surgery Procedures to St. Petersburg Residents with New Location**

*Company Identifies Fifth Florida Practice with Highly-Skilled, Board Certified Surgeon.*

Florida ([PRWEB](#)) October 25, 2013 -- MyLooks® Inc., a company dedicated to providing high-quality care for cosmetic surgery patients, has acquired a practice in St. Petersburg, FL. This brings the total of MyLooks® clinics to five in Florida, including cosmetic surgery clinics in Orlando, Miami, Ft. Lauderdale and Boca Raton.

Through a careful selection process, MyLooks® identifies very successful and well-established physicians who are board certified by the American Board of [Plastic Surgeons](#). The St. Petersburg location is part of long-term expansion plans of MyLooks® throughout the United States.

“When evaluating which clinics to bring into [MyLooks®](#), among our top criteria are the experience and expertise of the physicians. Then we look at whether the practice is sound from a business perspective,” said Michael Staw, CEO of MyLooks®. “We are pleased to be working with top plastic surgeons in Florida who are known for their medical technology and innovation, unsurpassed quality standards and good business acumen.”

The MyLooks® business model provides a way for physicians to operate in a private setting while relieving them of certain costs and administrative responsibilities. MyLooks® physicians offer both surgical and non-surgical procedures as well as numerous non-invasive cosmetic treatments to improve appearance.

“Joining MyLooks® is a bonus for me and my staff as well as for our patients,” said John J. O’Brien Jr., MD, director of MyLooks® St. Petersburg. “We are able to spend 100 percent of our time educating patients and providing the best patient care while MyLooks® manages the business of the practice, including financial duties, HR and marketing.”

Dr. O’Brien has been practicing cosmetic [plastic surgery](#) for more than 20 years and is recognized as an outstanding plastic surgeon in the Tampa Bay Area. Dr. O’Brien is certified by the American Board of Plastic Surgery. He is also past president of both the Tampa Bay Society of Plastic Surgeons and the Florida Society of Plastic Surgeons.

### About MyLooks®

Florida-based MyLooks® Inc. is a leading cosmetic service and plastic surgery provider dedicated to helping women and men achieve their personal image enhancement goals. Each MyLooks® Center of Excellence provides a high-quality total experience, including board certified surgeons, procedure customization, advanced technologies, fully accredited and certified facilities, patient financing, and complimentary consultations. More information is available at [www.MyLooks.com](http://www.MyLooks.com)



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