

Members in the News

From our Member in Athens, Greece

Maria Joannides



Hello!

My name is Maria Joannides and I live

in Greece. My husband Spyro V. Joannides, MD, F.R.C.S., is an aesthetic plastic surgeon. Spyro's goal has always been to provide his patients with state-of-the-art services that cater not only to the body but the soul as well.

Spyro and I started Morphe Plastic Surgery center in 1988. We incorporated a weight loss department in 1990 to meet our patients' demands. While attending the 1991 ISAPS meeting in L.A, we met with Cristina Carlino, founder of BioMedic, and became the first center in Europe to use BioMedic's procedures and products. Our skin care services became very successful and gradually we started offering other services to our patients. I became a full time manager, despite the fact I attended law school.

We moved into our own beautiful red granite five story building in the central Athens Area in 1999 and turned it into a total beauty and wellness center. At the same time we expanded with two more branches, one in the city of Thessaloniki and one in the suburbs of Athens. In our skin care treatments we include: light peels, microdermabrasion, medifacials and the Hydradermie® method. We are very happy to use Excel's AFA's products and to be their distributors in Greece. They really work! Other companies we work with are the French Guinot and Juvenage, the German Biomaris, and Canada's Biophora.

In our body treatment department, physiotherapists working along with a full-time licensed dietician offer endermologie treatments using the LPG device as well as manual and machine-assisted lymphatic massages and electrotherapy.

One floor is dedicated to laser treatments, wrinkle injections and medium chemical peels. These are all performed by trained physicians under the constant care and supervision of Dr. Joannides. They do hair removal using Alexandrite Laser, intense pulsed light, photorejuvenation, Lipolysis® injections, and leg veins combining sclerotherapy with vasculight. Our first floor offers spa treatments and massages, (therapeutic, relaxing and lymphatic). One section has been transformed into a small "thalassotherapy" center. Lastly, Dr. Joannides' consultation rooms take up one floor of Morphe's building, so he and his team are constantly available to our patients for consultation and encouragement.

Our belief is that prevention is always preferable to correction and we try to educate our patients with undivided care and attention. With many of our patients we share a decade of

life's experiences. Since a lot of our 32 employees have been working with us for years, they have formed long-lasting relationships. For our loyal patients, we have created Morphe's "Loyalty Club" enabling them to enjoy discounted services and other favors.

Twice a year Morphe publishes a newsletter, which we distribute to our patients and visitors, informing them on the newest trends in plastic surgery and medical aesthetics.

I must congratulate the board of the Society of Plastic Surgical Skin Care Specialists for organizing successful meetings and for publishing the Specialty Skin Care newsletter, the contents of which we find to be most valuable.

Please come and visit us in Greece. Bear in mind that Xenios Zeus was not only the god of gods but also patron of hospitality! Meanwhile, visit us at www.morphe.gr and e-mail me at info@morphe.gr. ▲

Members in the News

P

LEASE LET US KNOW ABOUT ANY OF YOUR PROFESSIONAL ACHIEVEMENTS, PROMOTIONS, PRESENTATIONS, NEWS ARTICLES, ETC.

WE WOULD LIKE TO PROMOTE AND RECOGNIZE OUR MEMBERS.

E-MAIL AT DYATES7870@AOL.COM OR FAX 717-763-4918.