



DR. ADAM J. RUBINSTEIN

When Honesty and Integrity Count Most in Choosing a Plastic Surgeon

By LAUREN BENS

If you want to make it in Miami – or at least look like you have – you will want to call Dr. Adam J. Rubinstein, a Board Certified and award-winning plastic surgeon who is just as passionate about keeping his patients safe as he is about giving them the perfect shape.

Dr. Rubinstein, a New York native who grew up in Brooklyn and attended Brooklyn College, has now been in practice for 18 years in South Florida. This dedicated doctor, who attracts patients from all over the world, specializes in surgical and cosmetic procedures for all parts of the face and body. He might be able to expertly hide away fat with a tummy tuck, but Dr. Rubinstein is a staunch patient advocate, devoted to bringing unethical plastic practices out into the open.

“There is a lot of information out there, and especially with digital media, people can portray themselves however they like. While you can get a lot of useful information on the internet and certain social media platforms, it’s not always so reliable. It’s hard for people to know how to protect themselves and ask the right questions. I try my best to bring honesty to this business.”

In order to remain as transparent as possible, Dr. Rubinstein frequently films procedures on his practice’s Instagram page, and has made it his mission to educate others on what to look for when searching for the right surgeon. Whether it’s on YouTube, Instagram, TikTok or Snapchat, this scrupulous surgeon helps people understand what they should be wary of and even shows the less pretty side of plastics.

“We show live surgeries on our stories everyday so people can follow along. It’s easy to glamorize a perfect tummy and getting a pre-baby body back, but you don’t know how it really happens.”

According to this surgical superstar, before getting your next breast augmentation, you will want to make sure that your plastic surgeon is Board Certified. Getting Board Certified might be a long and arduous process, but it helps to ensure that patients are being treated by the most qualified surgeons. “First you have to do both a general surgery and then a plastic surgery residency, which is not easy, and then you have to take written boards demonstrating that you have core knowledge,” explains Dr. Rubinstein. “You also have to collect cases over many months and submit that list of cases over a period of time

until board examiners eventually give you a short list of cases which you then have to put into presentation books. This includes everything from consultations to procedures to billing practices. The reason for this level of certification is to keep the public safe. Many people are also not aware that it’s not enough to simply be Board Certified, which is why it’s important to ask if your prospective surgeon is certified by the American Board of Plastic Surgery, as that is the only board that certifies plastic surgeons. Otherwise, it is legal for any kind of doctor to perform procedures they are not properly trained in, including plastic surgery. Scarily enough, this happens way more often than you think. There is also a site called certificationmatters.org, which will tell you if a doctor is certified in a certain field. It’s easy to be fooled if they are certified in another field.”

Dr. Rubinstein, who uses his platforms to dispense indispensable information surrounding plastic surgeons and their procedures, is now developing a new website that will allow the public to search for a doctor by name and subsequently get a free report. This will tell you not only if they are indeed Board Certified, but if so, by who, as well as if they are a member of any aesthetic societies, or if they have ever been sued or disciplined by a state medical board. This easy-to-use site provides all the information you need in one place.

Another page of theirs, the [@plasticsurgerytruths](https://www.instagram.com/plasticsurgerytruths) Instagram account, is based entirely on answering questions and giving people the critical information that they’re seeking. “I never give opinions,” explains Dr. Rubinstein. “I share public information that is already available. I regularly make videos to answer people’s questions, including my Exposed Series, where I uncover doctors who I think are being intentionally deceptive. I show the truth in these videos because I deeply believe that we need to shepherd our own profession by not allowing doctors to fool people and hide truths from patients. I don’t advise anyone whether or not go to a particular doctor, I simply tell them the truth and then they can decide for themselves.”

This high-profile patient advocate is known just as much for his fabulous facelifts as he is for his fierce fights against deceitful doctors. When he became aware of a local high-volume, low-cost surgery clinic which had faced a string of serious complications, as well as multiple deaths, Dr. Rubinstein came to the rescue and started writing blog articles analyzing their death rate, which was many times higher than what is deemed acceptable. The practice even wound up suing him for the popularity of his post which

would pop up when the name of the center was typed into a search engine. Another consequence of trying to inform the public about scary surgeons? Being threatened by a celebrity doctor most known for his Kim Kardashian endorsement.

“Dr. Simon Ourion paints himself as a cosmetic dermatologist and cosmetic surgeon, but all he has is some training in internal medicine and anesthesia. He never completed either residency program and has no residency training in dermatology nor plastic surgery. Despite having his Beverly Hills practice sanctioned by the State of California about ten years ago due to two dozen counts of improper behavior, including letting a non-doctor perform a facelift, he was able to resume his normal operations after serving five years of probation. At the time my video about his conduct was released, he already had 30 lawsuits against his clinic, and additionally, nine which were against him personally. Right after I posted my videos about Dr. Ourion I began receiving fake negative reviews online. Being sued and having my reputation threatened with fake posts on my social media accounts and review sites is a necessary evil if I want to continue being the guy who stands up and does what’s right. Doctors should feel comfortable telling the truth.”

When it comes to advising patients on selecting procedures, Dr. Rubinstein does what he does best – transparency! Whether it’s talking people out of certain procedures or steering them in a different direction, he gives his most honest and professional opinion. “It’s common for a new mom to self-diagnose and say she wants to get liposuction to lose the baby weight when in fact she really needs a tummy tuck,” says Dr. Rubinstein.

Dr. Rubinstein’s practice also implements the latest technologies and procedures, including CoolSculpting and Emsculpt, which reduces fat while building muscle in the abdomen and butt – the best part? It’s pain free and non-invasive. Another modern technique they use is Elleve, which allows for doing a neck lift without leaving scars. It’s all about getting better results with less recovery time!

If you’re thinking of taking the plastic surgery plunge, make sure to visit Dr. Rubinstein’s Miami office or be your own advocate by visiting his social channels including his Instagram accounts, [@drrubinstein](https://www.instagram.com/drrubinstein) and [@plasticsurgerytruths](https://www.instagram.com/plasticsurgerytruths), SnapChat [@drrubinstein](https://www.snapchat.com/add/drrubinstein), and Facebook page [@MiamiPlasticSurgeon](https://www.facebook.com/MiamiPlasticSurgeon) and his website www.dr-rubinstein.com ♦

