



Media Jockey

A Newsletter from Xanthus Communications

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Henri P. Gaboriau,
MD

Vanity Fair

PR Tip.

PR Tip: Having a good professional reputation is obviously connected to establishing one's brand identity, but many people don't take the time to nurture it. Reputation is the world's perception of who you are. You might want to give yourself a professional audit. Is the world's perception of who you are in alignment with who you think you are?

Brand Promise

You can promise your colleagues, clients

Issue: # 7

December 2007

Face Value.

Dear Friends and Colleagues:

Season's Greetings! We now count 80 individuals on our roster and our list is growing! Our experts range across all industries and sectors. In January 2008 we will be adding an expert in Flamenco dance, a Microbiologist who specializes in AIDS research and a domestic diva who knows everything there is to know about house cleaning. Our clients are getting coverage in the full range of media from Internet.com and the New York Times to MSNBC and Parade Magazine. Thank you so much for giving us the opportunity to serve you! We wish you the very best of health, wealth and success in the New Year!!

This month we are proud to feature a medical doctor who is expert in enhancing and healing the human face. Henri P. Gaboriau MD (Ga-bor--ee-o) is a plastic surgeon extraordinaire. Aside from his superb talent as a surgeon, Henri Gaboriau is so expert in administering the full range of botox and cosmetic fillers that he is a master-level instructor to other doctors. One of his colleagues recently commented that "Henri Gaboriau has made cosmetic fillers an art form. This is a man whom you can trust with your face."

When Dr. Henri P. Gaboriau was a doctor back in the small French town of Creteil, he'd often run into patients after hours, stopping to chat in the neighborhood bistros or on the village streets. It was this hometown feel that he wanted to bring with him to his practice, which is located in Sammamish, Washington in the heart of Microsoft Country. This emphasis on personal attention manifests itself in Dr. Gaboriau's work in many ways: namely, through an adherence to the belief that beauty means something different to everyone. Combining an expertise in the psychological aspects of cosmetic surgery with an

and friends the world, but you will not be able to deliver. And there isn't anything that you can do when your colleagues, clients and friends have false expectations about what you can do for them. Except to tell them the truth. Find the right words that express exactly what you can do.

innate sense of aesthetics, Dr. Gaboriau strives to help clients find their own, unique sense of beauty, and then helps them to achieve it. The ultimate goal behind this focus on individuality? For his clients to feel good about themselves.

Happy Holidays!

Best Regards,

Patricia Vaccarino,
Managing Partner
patricia@xanthuscom.com

Elizabeth Suman
Media Analyst
elizabeth@xanthuscom.com

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Brand Tip

Branding is not only for celebrities. Developing brand equity in your own name is essential for success and will ultimately define how much your are worth financially, professionally, emotionally and spiritually.

Expert Quote

Featured Expert

Featured Expert Henri P. Gaboriau M.D. | Expert in Facial Plastic Surgery

Originally from France, Dr. Henri P. Gaboriau obtained his first medical degree at the School of Medicine in Paris. He then transferred to Tulane University School of Medicine in New Orleans, La., where he received his second medical degree in 1994. He stayed at Tulane Medical Center to do his residency in the field of Otolaryngology/Head and Neck Surgery.

Following his residency, Dr. Gaboriau moved to Seattle to do a Fellowship in Facial Plastic and Reconstructive Surgery at the University of Washington. In 2000, he opened the Sammamish Center for Facial Plastic and Reconstructive Surgery and is currently the director of this facility <http://www.sammamishfacial.com>.



Dr. Henri Gaboriau is Board Certified and a diplomate of both the American Board of Facial Plastic and Reconstructive Surgery and the American Board of Otolaryngology/Head and Neck Surgery. He is also a member of the American Academy of Otolaryngology/Head and Neck Surgery, the American Academy of Facial Plastic and Reconstructive Surgery and the American College of Surgeons. He is licensed to practice medicine in both the states of Washington and California. Dr. Gaboriau is expert in all aspects of Facial Plastic and Reconstructive

unrealistic expectations. There are so many forms of beauty. The key is to help my patients find what is right for them. I'm always very honest. I do not sell dreams. I only offer the truth."

**-Henri P. Gaboriau
M.D., Expert in
Facial Plastic
Surgery.**

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Surgery, and has over 14 years of experience and expertise that ranges from the traditional face-lift, upper and lower eye surgery, and nose surgery to the advanced endoscopic forehead lift, and non-invasive procedures such as injectables and skin resurfacing. He has also had extensive training and experience in the treatment of head, neck and skin cancer.

Dr. Henri Gaboriau is expert in psychological issues related to plastic surgery, ranging from the pre-operative psychological assessment of facial cosmetic patients to facial plastic surgery as it relates to personality disorders. Dr. Gaboriau has received national recognition for his expertise in the psychological aspects of plastic surgery, and is the author of numerous, well-respected peer review articles as well as the subject of many interviews, including *The Puget Sound Business Journal*, *Seattle Magazine*, *Star Magazine*, *Glamour Magazine*, *Allure Magazine*, *New Beauty*, *Elixir News*, *Body Beautiful*, *Internet Broadcast News*, *The Plastic Surgery Advisor*, *cosmeticsurgery.com*, *KOMO Northwest Afternoon*, *KOMO Radio*, and the *newsfactor.com*.

Dr. Gaboriau is the co-founder of the non-profit organization "Face, Heart and Mind Foundation," formerly known as *Heart 2 Heart*, dedicated to helping disfigured, battered children, and he provides facial plastic surgery to injured children at no charge. Please see <http://www.faceheartmind.org>

Featured Media Outlet

Spotlight On: *Vanity Fair*

by Elizabeth Suman

Vanity Fair's Endurance: Print Media and the Pictorial

In a publishing landscape increasingly overwhelmed by fragmented celebrity gossip blogs like *Gawker* and *Defamer* and shock-value-based tabloids like *US Weekly* and *InTouch Magazine*, *Vanity Fair* occupies an enduring and respected role in print media as a publication that stretches and teases our conception of beauty.



Not to say *Vanity Fair* isn't without its own share of controversy. From the January 2006 feature interview reporting on Lindsay Lohan's drug tendencies and eating disorder issues to the infamous August 1991 cover depicting a nude and pregnant Demi Moore to Katherine Heigl's quote in the most recent issue that her newest Hollywood blockbuster *Knocked Up*'s characterization of women is "sexist," the publication's editorial and creative choices continue to push the envelope of what

For questions or comments, please reply to patricia@xanthuscom.com

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