

Two Destin surgeons known worldwide

■ Most of their patients want one thing — a feeling of beauty

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They come from Japan, Alaska, Holland, Hawaii and England.

Some travel the country from Washington, Michigan, Texas and Virginia.

Across the region, they come from Louisiana, Mississippi, Georgia, Alabama and Florida.

One was a Playboy magazine pinup.

Others have been the National Football League Pro Bowl cheerleaders, the New Orleans Saints cheerleaders and the cover model for Playboy Vixens 2006.

All want one thing — a feeling of beauty. And they rely on plastic surgeons Dr. William Burden and Dr. Scott Ennis at Destin Plastic Surgery to deliver it. After all, the surgeons were ranked among America's top surgeons in plastic surgery by the Consumers' Research Council.

"They have such great confidence," said Phyllis Starks-Swarner, who visits the Destin office regularly from her home in Kenai, Alaska. "There such special people; they're friends, not doctors. They spoil you and pamper you. When I had a problem, I called Dr. Burden. It's not everyone who has the cell phone number of their plastic surgeon."

Their ad says: "See why people travel the world." It runs nowhere but locally. Word-of-mouth advertise-

ment handles the rest of the globe.

"All of my friends — some who have never even been to Destin Plastic Surgery — said 'Go here,'" said Marcella Nevels of Charlotte, N.C. "And I was referred to them from previous patients they've had."

Nevels had researched various plastic surgeon offices, including one in Atlanta, but she wasn't satisfied until she decided to try Destin Plastic Surgery.

"They were totally what I was looking for," she said. "The price was even comparable, even after I factored in my travel expenses. The staff is great, they were nice to see me when I walked in, they were very truthful, and Dr. Ennis went above and beyond for me since I was from out of town. I went in with a very concerned family too, and they answered all of their questions as well."

Destin Plastic Surgery handles 10,000 procedures and performs 1,100 surgeries a year and is one of the largest providers of Botox cosmetic and dermal fillers in the Southeast. It's all thanks to the globe-travelers of the area's military bases, the attraction of the Emerald Coast, and of course, great customer service, Burden said.

"Destin has become a destination," he said.

"If you want people to come back, you have to deliver the goods and provide that Ritz Carlton service," Ennis said.



Dr. Scott Ennis (left) and Dr. William Burden

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It started small 12 years ago. Fresh out of school, Burden opened a small plastic surgeon office just east of Destin, something to simply make a living, he said. Two weeks later Hurricane Opal hit.

"I thought I was sunk. I may as well pack my bags because no one is going to come here," he said.

Yet Opal had the opposite impact on business. Thankful for a close-by surgeon, patients came in regularly with injuries suffered during hurricane repairs. Soon, business was booming.

"It just kicked off from there," Burden said. "A woman would think, 'Well, you did a good job on my husband's hand that had been cut by a chainsaw, so I think I'll let you do my liposuction.'"

Vacationers have similar stories. A Snowbird would come in to have skin cancer removed. Pleased with the results, she'd come back for



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a face lift. Next year while in town, she'd return with friends.

Military families did the same on a larger scale. Patients moving on to their next station, such as Japan or Germany, would schedule vacations back to Destin and be sure to stop by Burden's office.

And what better time to have a little work done, Ennis said.

"They think, 'Hey, while here on vacation, I think I'll come and have (this) done. My husband can go play golf while I hang out by the condo's pool and recover from surgery,'" Burden said.

Nevels and Starks-Swarner understand that.

"You need to recover after any surgery procedure, and Destin is beautiful," Nevels said. "It was incentive enough to take a week and a half extended vacation."

"It's always rough leaving Alaska just as the weather is getting lousy and go to the beach," Starks-Swarner jokes.

Burden and Ennis call it "The New You Vacation." The staff at Destin Plastic Surgery will assist customers in travel arrangements, finding accommodations and requesting local restaurants and entertainment.

"It's the whole idea of getting away from the nosy neighbors," Ennis said.

Upon returning home, tell-tell signs of recovery will be over and the "wow, you look great" comments can be credited to nothing more than vacation rest and relaxation, if the customer so chooses.

And the treats you return home with can be so much more than cosmetic procedures.

"I always take some fresh fish back home with me," Starks-Swarner said.

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Upon his success, Burden moved from his initial office of 1,500 square feet to his existing office of 15,500 square feet just off U.S. 98 at 4485 Furling Lane in Destin. This month is his fifth anniversary. Four years ago, Dr. Ennis joined the staff.

Their facility is divided into two parts. The first floor is the Destin Surgery Center, which specializes in a large variety of noncosmetic and cosmetic surgery, including orthopedic, gynecology, podiatry, pain management, ophthalmology and gastroenterology.

The second floor is designated for plastic surgery, including Botox injections, skin care specialists, makeup consultants, nutritional consultants, and varicose vein treatment. Up to 40 patients a day come in for just skin care. Starting in May, the office will also handle hair replacement.

The most popular work is divided evenly — one-third want facial surgery, one-third want breast surgery and another third want body contouring.