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The Art of Facial Rejuvenation: Dr. Gene K. Lee's Approach to Facelift and Neck Lift Surgery

Harper Sloane  · October 6, 2026

At LA MÔEM Plastic Surgery, facial rejuvenation begins with anatomy, artistry, and restraint.

Gene K. Lee, MD, MPH, FACS, is a board-certified plastic surgeon and founder of LA MÔEM Plastic Surgery in Beverly Hills, where his practice places particular emphasis on facelift, neck lift, and individualized facial rejuvenation. His approach brings together reconstructive training, an appreciation for proportion and craftsmanship, and a commitment to preserving each patient's

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Long before establishing LA MÔEM, Dr. Lee was learning to see beauty through two very different cities. In Los Angeles, he absorbed the openness and visual language of Southern California. In Seoul, where he spent much of his childhood and adolescence, he noticed the discipline of fashion, the power of proportion, and the quiet force of detail. Those experiences became part of a broader perspective that now informs his approach to aesthetic surgery.

The Philosophy Behind LA MÔEM

LA MÔEM Plastic Surgery reflects that layered identity. “LA” points to Los Angeles, while “Môem” draws from the Korean word for body. The name reflects a practice shaped by heritage, place, craftsmanship, and the belief that aesthetic surgery should be approached as an individualized experience. LA MÔEM offers a boutique setting in Beverly Hills, emphasizing individualized planning, clear communication, and attentive care.

Dr. Lee's path to facial surgery was built through extensive surgical training. He completed residencies in General Surgery and Plastic and Reconstructive Surgery at the University of Southern California, with chief resident responsibilities across multiple institutions and services, including Children's Hospital Los Angeles, Cedars-Sinai, and Keck Hospital of USC. He also earned a Master of Public Health from Harvard University, adding to his academic background and broader perspective on health and patient care.

That foundation matters in facial rejuvenation, where patients often want improvement without losing the characteristics that make them recognizable. A facelift or neck lift is not simply about tightening skin. It involves facial anatomy, tissue position, proportion, expression, and the patient's individual goals.

“My goal in facial rejuvenation is to help patients look refreshed while preserving the features and expressions that make them recognizable,” says Gene K. Lee, MD, MPH, FACS.

At LA MÔEM, facelift and neck lift planning is individualized according to anatomy, facial structure, skin quality, and the patient's desired degree of change. Facelift surgery can address concerns involving the cheeks, jowls, jawline, and lower face, while neck lift surgery can address



Facial Rejuvenation As An Individualized Plan



Dr. Lee's approach does not assume that every patient needs the same procedure or combination of procedures. Instead, the goal is to understand which areas are contributing to the patient's concerns and determine which interventions, if any, make sense.

Depending on the patient's anatomy and goals, an individualized facial rejuvenation plan may include facelift or neck lift surgery alongside procedures such as eyelid surgery, an endoscopic brow lift, facial fat grafting, or skin resurfacing. These procedures address different aspects of facial aging and are considered when appropriate rather than automatically added to a surgical

Facial fat grafting, for example, can restore volume in areas that have become hollow with age, while skin-focused treatments such as chemical peels or CO2 laser resurfacing can address concerns including sun damage, fine wrinkles, uneven texture, and acne scarring. Eyelid surgery and brow lift procedures can address changes around the eyes and upper face. The objective is not to perform more procedures, but to match the treatment to the layer and concern being addressed.

That philosophy reflects Dr. Lee's emphasis on restraint. In facial rejuvenation, the aim is meaningful improvement that remains harmonious with the patient's features, with the degree of change guided by anatomy and individual preferences. A refined result can involve restoring definition and balance while maintaining natural movement and individual character.

"What I admire in fashion is the discipline behind the finished piece: the attention to proportion, the craftsmanship, and the care devoted to each detail. I bring that same dedication to my work as a surgeon," he says.

How Reconstructive Surgery Informs Aesthetic Judgment

The foundation for that philosophy was built in reconstructive surgery. During his training, Dr. Lee cared for patients with facial trauma, burns, and congenital differences, including cleft lip and palate. Those experiences reinforced an understanding that facial form is closely connected to function, expression, and identity.

"Reconstructive surgery taught me how closely facial form, function, and identity are connected. That perspective informs every aesthetic decision I make," he says.

That perspective continues to influence his aesthetic work. Reconstructive surgery requires an understanding of anatomy and the relationship between structure and function. In facial rejuvenation, the same attention to underlying anatomy can inform decisions about tissue movement, proportion, volume, and the preservation of natural expression.

For patients considering facelift or neck lift surgery, those distinctions matter. A consultation

Beyond The Face: A Complementary Breast Surgery Practice

Although facial rejuvenation remains a central focus of LA MÔEM, Dr. Lee also performs aesthetic breast surgery. His breast practice includes procedures such as breast augmentation and breast lift, with treatment plans designed around individual anatomy, proportions, and aesthetic goals.

The same principles that guide his facial surgery carry into this part of his practice: individualized planning, attention to proportion, and respect for patient preferences. Breast surgery therefore represents a complementary part of LA MÔEM's broader aesthetic practice rather than a shift away from its particular emphasis on facial surgery.

What Patients Should Consider



For patients exploring facelift, neck lift, or other facial rejuvenation procedures in Beverly Hills, the

Patients should understand what is contributing to their concerns, which options may be appropriate, and what each procedure can and cannot accomplish. They should also have realistic expectations about healing, risks, recovery, scars, and the degree of change that can reasonably be expected.

A facelift cannot stop aging, and no surgical procedure can guarantee a particular appearance. Likewise, skin resurfacing addresses skin quality rather than replacing the structural changes addressed by facelift surgery. Understanding these distinctions allows patients and surgeons to develop plans around the actual needs of the face rather than trends or assumptions.

This individualized approach is central to LA MÔEM's boutique model. The practice combines Beverly Hills aesthetics with Dr. Lee's reconstructive foundation and an emphasis on safety, artistry, compassion, and natural-looking results.

At its core, the story of LA MÔEM Plastic Surgery is one of integration. Reconstructive experience meets aesthetic judgment. Fashion-inspired craftsmanship meets surgical precision. Los Angeles and Seoul influence a perspective shaped by culture, while rigorous surgical training provides the technical foundation.

The result is an approach to facial rejuvenation built around a simple idea: the goal is not to create a different face, but to thoughtfully refine what is already there.

For those considering facelift, neck lift, or individualized facial rejuvenation, [LA MÔEM Plastic Surgery](#) offers an opportunity to learn more about Dr. Lee's approach and explore options based on anatomy, goals, and personal preferences.

Recognition For An Individualized Approach

Dr. Gene K. Lee's approach to facial rejuvenation has also earned recent recognition. He was named [Best Facelift Surgeon in Beverly Hills of 2026](#) by Best of Best Review, which highlighted his surgical training, reconstructive background and his dedication to improving facial aesthetic surgery.



Connect With Dr. Gene K. Lee

Discover more about Dr. Gene K. Lee's approach to facial rejuvenation and aesthetic surgery.

Follow his work on [Instagram](#), explore educational content on [YouTube](#), and connect on [TikTok](#).

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