

NEWS RELEASE

Virtu Cosmetic Surgery Opens in Columbia, Offering "Meaningful Change, Beautiful Results"

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Double board-certified plastic surgeon Steven J. Hermiz, MD brings unique blend of education, collaboration, social responsibility to new cosmetic practice

COLUMBIA, S.C.--(BUSINESS WIRE)-- Virtu Cosmetic Surgery in Columbia, South Carolina is now open and accepting appointments and requests for free consultations. The plastic surgery practice will serve patients in Columbia, Greenville, Charleston, and surrounding areas.

The local business will be led by Columbia-based, double Board Certified plastic surgeon Steven Hermiz, MD. Dr. Hermiz is a member of the American Society of Plastic Surgeons (ASPS) and fellow of the American College of Surgeons (ACS).

With this new practice, Dr. Hermiz looks forward to helping local patients realize their inner selves through surgical transformation. "When your outward appearance doesn't align with how great you feel on the inside, it can be discouraging," he said. "It's not about vanity. It's about merging the happy person inside with a body that matches."

At Virtu, Dr. Hermiz and his staff have built a system that supports surgical transformations through a unique emphasis on collaborative education and social responsibility. It all starts with a free, in person or virtual, in-depth consultation.

"We want to act as your guide along the journey," Dr. Hermiz explained. "We want people to feel comfortable, heard, and respected as well as excited about the future.

"For us, education is paramount to the entire process. We know people have a lot of questions about implants, for instance, whether they're talking about getting them for the first time or exchanging them. Cosmetic surgery, implant technology, and aesthetics have advanced so much in the last ten years and we want to help our patients understand all the new options."

Along with an educational and collaborative approach to the Virtu client experience, Dr. Hermiz and his staff will work with the Columbia community. "Plans are underway now to partner with like-minded organizations — in healthcare and business, as well as with the nonprofit sector — to play our part in contributing to this vibrant community."

Virtu's commitment to community extends worldwide as well, with a unique dedication to giving back and supporting women's health, financial security, and safety at home and around the globe. As patients take steps toward their own self-care, their impact goes far beyond themselves.

"I am making a pledge to you that for every surgery we do, we will sponsor a child, or make a small business loan to a female entrepreneur in a third world country, or donate to stop sex trafficking," Dr. Hermiz concluded.

"I am so happy to be here in Columbia with my family, opening this very special practice. With Virtu, I want to fully embody our motto — Meaningful Change, Beautiful Results — and create something as close to a non-profit as a plastic surgery practice can get."

To launch the practice to the community, Virtu is hosting a grand opening event open to all on Thursday, November 2, 2023, 5pm-7pm, at 700 Gervais St, Ste. 150

ABOUT VIRTU COSMETIC SURGERY

Virtu Cosmetic Surgery offers modern care for women seeking surgical procedures to improve how they look and feel. Helping patients to "look good, feel good, do great things", Virtu gives back to the local and global community with every surgical procedure performed. Located at 700 Gervais St, Ste. 150 in Columbia, the office is now open Monday - Friday from 8 AM - 5 PM. Contact Virtu for a free consultation at (803) 220-1303 or info@virtucosmetic.com. Visit www.virtucosmetic.com for more information.

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Source: Virtu Cosmetic Surgery