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## SPECIALIZED COSMETIC SURGERY

*After receiving an undergraduate degree at Yale University, Dr. Jeffrey B. Wise, of the Wise Center for Plastic Surgery in Wayne, trained at Cornell University School of Medicine and the University of Pennsylvania. He currently teaches facial plastic surgery at the NYU School of Medicine and operates out of his Joint Commission–accredited, state-of-the-art Wayne facility.*

### Why do you focus exclusively on plastic surgery of the face and neck?

Given the complexity of many cosmetic procedures and the importance of staying abreast of rapid changes in my field, I feel it is essential to specialize. I am one of a handful of surgeons double board certified in both facial plastic and reconstructive surgery and otolaryngology–head and neck surgery. I have performed close to 4,000 facial rejuvenation and eyelid procedures, and my expertise also encompasses brow-lifts, rhinoplasty and ear surgery.



Jeffrey B. Wise, MD, FACS

### You developed a combination of facial rejuvenation procedures known as the Wise Signature Lift. What problems does it address?

Women today are looking for cosmetic procedures that fit into their busy lifestyles. The Wise Signature Lift is a comprehensive approach to rejuvenating the face, performed comfortably without general anesthesia. It addresses the most common elements of aging—sagging skin and muscles, loss of volume, fine lines and wrinkles—through multiple rapid-recovery procedures combined in one convenient surgical session.

### What treatment modalities are usually involved?

I typically perform a face-lift, fat transfer, fractionated CO2 laser skin resurfacing and eyelid surgery. A face-lift tightens lax skin and muscle, while fat transfer replaces lost volume, typically around the eyes, cheeks, mouth and nasolabial folds. With this technique, body fat is transferred from the patient's belly or thighs to the face for a more comprehensive result than can be achieved with injectable fillers. And, being derived from one's own body, it is completely natural. Laser skin resurfacing addresses brown spots, fine lines and wrinkles, and eyelid surgery recaptures expressive, youthful eyes. Combined results are balanced, natural and harmonious, and can take 10 to 20 years off a woman's face. Patients experience renewed strength and confidence, and it's wonderful to see the change in how they carry themselves. When people feel better on the outside, they feel better on the inside!