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Less is more with cosmetic surgery

Wayne's Dr. Wise offers latest technologies and procedures for facelifts

When it comes to cosmetic surgery, Dr. Jeffrey Wise knows that less is more. This facial plastic and reconstructive surgeon is using emerging technologies that are less invasive, less risky, and less extreme, while giving patients more options with more natural-looking results.

"Gone are the days of the one-size-fits-all facelift," said Dr. Wise, who has dedicated his career exclusively to enhancing the face, head and neck, having performed over 4,000 facelifting and eyelid procedures. "When it comes to facial rejuvenation, we're now using a combination of incremental procedures that offer quick recoveries and long-lasting solutions."

This multi-faceted approach requires Dr. Wise to tackle the three components of aging: sagging tissue, volume loss, and loss of skin quality and elasticity. Using the right combination of non-invasive and minimally invasive treatments, he can create beautiful subtle changes that help maintain harmony in the face. The facelift is still the most effective solution for sagging tissue. Dr. Wise will typically combine this with fat transfer, using the body's own fat cells to add volume and eliminate fine lines and wrinkles. He finishes with a laser rejuvenation procedure to stimulate collagen production and improve skin elasticity.

Based on Dr. Wise's vast knowledge and experience, the Wise Signature Lift was developed to address facial rejuvenation with a global approach. The Wise Lift is comprised of multiple procedures including facelifting, fat transfer, fractionated CO2 laser skin resurfacing,

and upper and lower eyelid procedures (blepharoplasty). When performed concurrently, these procedures target the primary symptoms of an aging face: loose skin, fine lines and wrinkles, brown spots, fatty deposits and loose skin around the eyes, and lost volume in the cheeks and folds.

The ultimate in facial rejuvenation, the Wise Signature Lift is a multi-faceted comprehensive technique developed and performed exclusively for the patients of Dr. Wise. He has found that combining these procedures is an ideal and convenient way to achieve patients' aesthetic goals. Individuals have discovered that combining procedures into a single surgery allows for minimal downtime and unparalleled results.

Since the eyes are often the first to show signs of aging, women and men in their 30s and 40s are proactively undergoing an eyelid procedure to stave off the aging process. "Frequently, people are coming for eyelid surgery long before they would ever consider a face lift," says Dr. Wise, who adds that when done properly, an eyelid procedure will last decades.

Dr. Wise practices in Wayne and has performed thousands of facelifts and eyelid procedures. He is also a double board-certified facial plastic and reconstructive surgeon who underwent his training at some of our country's finest institutions, specifically Yale, Cornell and the University of Pennsylvania. He shares his expertise at the New York University School of Medicine, where he teaches facial plastic and reconstructive surgery. His artistry, compassion, and exceptional skills led to his being named



one of America's top physicians by the Consumers' Research Council of America.

Additionally, he is one of only a handful of plastic surgeons in the country to offer Neograft, the most advanced single-follicle hair grafting technique available today. The Wise Center for Plastic Surgery also offers a variety of aesthetic services including Botox, Dysport, Restylane, Perlane, Juvederm, Radiesse, Sculptra, hair removal, nose-reshaping surgery, ear-pinning (otoplasty) surgery and permanent lip enhancement.

Dr. Wise also offers Ulthera, an exciting new device recently featured on the Doctors, the View, and the Rachel Ray Show, that tightens and lifts the tissues of the face and brow. For more information, visit www.drwise.com