Special Advertising Section prime years health





Jeffrey B. Wise, MD, FACS.

# FACIAL PLASTIC SURGERY

#### FOCUSING ON THE FACE

Dr. Jeffrey B. Wise, double board-certified in facial plastic and reconstructive surgery and otolaryngology-head and neck surgery, operates out of his Joint Commission-accredited, state-of-the-art facility, the Wise Center for Plastic Surgery in Wayne.

#### What services do you offer at the Wise Center for Plastic Surgery?

We offer a variety of procedures such as face-lift, eyelid surgery, brow-lift, rhinoplasty, otoplasty (ear pinning) and less invasive treatments such as Ulthera®, fractionated  $CO_2$  laser skin resurfacing, laser hair removal, PermaLip<sup>TM</sup> implants and all of the current injectables.

### Is there a particular technique that you specialize in?

I developed the Wise Signature Lift, a comprehensive approach to facial rejuvenation. The Wise Lift is comprised of multiple procedures, including face-lifting, fat transfer, fractionated  $CO_2$  laser skin resurfacing and eyelid surgery. When done concurrently, these rapid-recovery procedures target the primary aging symptoms: loose skin, fine lines and wrinkles, brown spots, fatty deposits around the eyes and lost volume in the cheeks and folds. The Wise Lift is performed comfortably without general anesthesia. By taking this all-encompassing approach, my patients enjoy a more cohesive, whole kind of beauty, without the telltale signs of surgery.

## What new technology are you using?

The Wise Center now offers NeoGraft, the latest in hair restoration technology. It is ideal for both men and women who want to do something about thinning hair or bald areas of the scalp. NeoGraft is minimally invasive, and because it harvests individual follicles from the back of the head without a scalpel or stitches, it leaves no linear scars.

### Why should patients choose you over other doctors in the field?

I focus exclusively on facial plastic surgery and have performed more than 3,500 facial rejuvenation and eyelid procedures. After receiving my undergraduate degree from Yale, I completed my medical training at Cornell and the University of Pennsylvania. I share my expertise on the faculty at the NYU School of Medicine, where I teach facial plastic surgery. I invite readers to contact my office at 973-305-1400 to schedule a consultation.