

BREAKTHROUGHS TO SUPER EASY WAYS TO LOOK YOUNGER NOW—YOU WON'T BELIEVE WHAT THEY ARE!

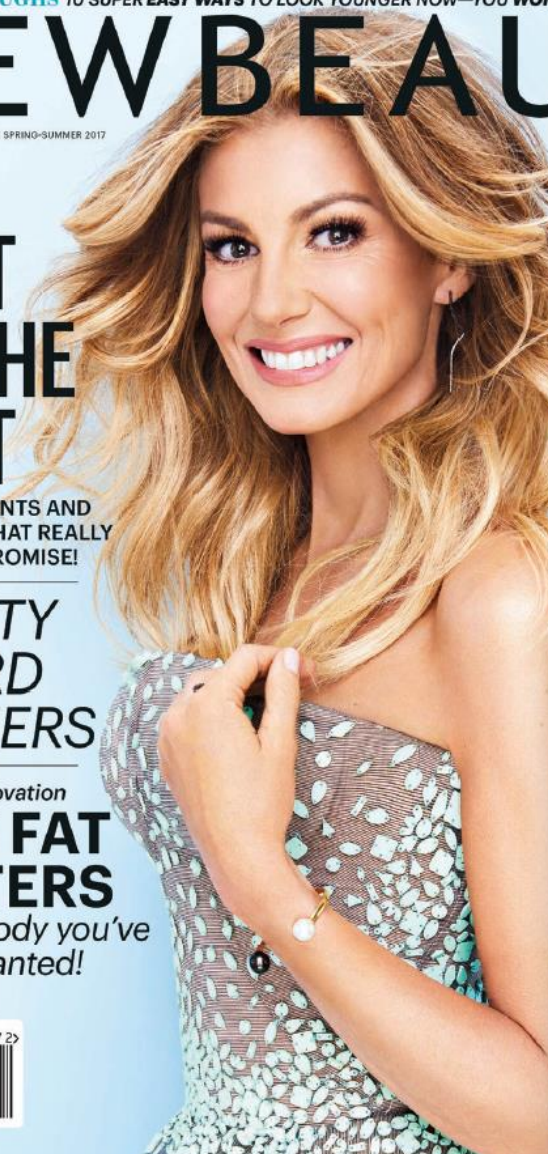
# NEW BEAUTY

THE BEAUTY AUTHORITY

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THE SECRET TO A FLAWLESS LOOK IN SECONDS

As Featured in  
**NEW BEAUTY**  
MAGAZINE

facial plastic surgeon

## ATTENTION TO DETAIL

By  
**DR. JEFFREY B. WISE**  
WISE CENTER FOR PLASTIC SURGERY  
WAYNE, NEW JERSEY  
NEW YORK, NEW YORK

“  
*My profession is the fusion of my greatest passions: science, artistry and architecture.*”

### WHO I AM

**1. HOW DO YOU MANAGE PATIENT EXPECTATIONS?**  
I take a lot of time with my patients (I set aside an hour in my schedule) for a thorough consultation. I also meet with them on multiple occasions, if necessary, to make sure we are both comfortable with the procedure.

**2. MY MOST REQUESTED PROCEDURES**  
Rhinoplasty has become my most requested procedure along with facial rejuvenation and eyelid procedures.

**3. HOW CAN YOU TELL IF AN EYELID LIFT OR BROWLIFT IS APPROPRIATE?**  
I provide a thoughtful facial analysis. I would do a browlift when someone has droopy brows. It's critically important not to create a surprised look with a browlift. An eyelid lift is necessary when the eyelids are droopy; by getting rid of extra skin on the eyelid we can create a more refreshed look.

**4. MOST MEMORABLE PATIENT REACTION**  
A mother-of-the-bride patient stated that she was dreading being in photos. We performed a total facial rejuvenation on her a few months prior to the wedding. After the wedding, she was so excited to show me photos. She not only looked beautiful, but also felt beautiful, which is the most important part.

**5. CAREER-DEFINING PATIENT**  
I recently treated a patient whose nose and face had become disfigured from a terrible car accident. I was able to rebuild her nose by using bones from her ribs. Afterward, she was finally able to go out in public feeling comfortable and happy with the way she looked. The surgery changed her life and it was extremely gratifying for me as well.

**6. WHAT ARE YOU BEST KNOWN FOR?**  
Natural-looking results.



**Natural-Looking Refinement**  
To address her aesthetic concerns and take down the bump on her nasal bridge, Dr. Wise performed a rhinoplasty procedure on this 20-year-old patient.



**WHAT I CAN'T LIVE WITHOUT**  
My staff

**MY MOTTO**  
Providing high-quality care in a nonjudgmental, collaborative atmosphere

**MY OPERATING ROOM PLAYLIST**  
The Beatles, Beastie Boys, Coldplay and Billy Joel

**ABOUT DR. WISE**  
Dr. Jeffrey B. Wise serves as a clinical assistant professor of facial plastic and reconstructive surgery at New York University School of Medicine. He is also a fellow of the prestigious American College of Surgeons.

**MY CREDENTIALS**  
**Medical Degree**  
Weill Cornell Medical College of Cornell University

**Board Certification**  
American Board of Facial Plastic and Reconstructive Surgery  
American Board of Otolaryngology / Head and Neck Surgery

**CONNECT**  
Visit the doctor's gallery of before-and-after photos at: [newbeauty.com/wise](http://newbeauty.com/wise)

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[drwise.com](http://drwise.com)  
[drwisehair.com](http://drwisehair.com)  
[drwisenos.com](http://drwisenos.com)

**A FEW OF MY SPECIALTIES...**  
Facelift  
Mid-Facelift  
Rhinoplasty  
Blepharoplasty  
Necklift  
Neck Liposuction  
Facial Rejuvenation  
Hair Restoration  
Otoplasty  
Botox® Cosmetic  
Fillers  
Kybella®  
Fat Transfer  
Platelet-Rich Plasma (PRP) Therapy

