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**NEWBEAUTY**<sup>®</sup>  
 MAGAZINE

facial plastic surgeon

## ATTENTION TO DETAIL

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

**H**aving performed more than 5,000 facial and eyelid procedures, Dr. Jeffrey B. Wise's approach is to bring out each patient's individual beauty. He is dedicated to achieving the most natural aesthetic result by tailoring each procedure to each individual patient's goals. His background in head and neck surgery and specialized training in facial plastic surgery gives him a unique knowledge of the face and its underlying structures. With a practice that focuses exclusively on performing plastic surgery of the face, head and neck, Dr. Wise leverages his depth of skill into a breadth of beautifying options to help his patients achieve the best versions of themselves.

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*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 plan.
- 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 sagging; 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.



**Nasal Tip Refinement**  
 This 32-year-old patient was unhappy with the width and tip of her nose. Dr. Wise performed a rhinoplasty to reduce the width of her nose and create a more refined and elegant tip.



**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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**A FEW OF MY SPECIALTIES...**

- Facelift
- Mid-Facelift
- Rhinoplasty
- Blepharoplasty
- Necklift
- Neck Liposuction
- Facial Rejuvenation
- Otoplasty
- Hair Restoration
- Otoplasty
- Botox® Cosmetic
- Fillers
- Kybella®
- Fat Transfer
- Platelet-Rich Plasma (PRP) Therapy

PHOTOGRAPH BY: JONATHAN BECKERMAN