



MODERN LUXURY SPOTLIGHT

## INNOVATORS *in* AESTHETICS & BEAUTY

### ALLAN WULC, MD, FACS

W COSMETIC SURGERY

**WHAT GIVES YOUR BUSINESS THAT COMPETITIVE EDGE?** Our practice utilizes invisible incision endoscopic approaches to rejuvenate the eyes and face with natural and long lasting outcomes. We are focused on the patient experience, from the first meeting through to the final result, including speeding the healing journey using advanced modalities.

**WHAT INSPIRES YOU TO PROVIDE YOUR SPECIFIC SERVICE TO CLIENTS?** I am very interested in art and come from two generations of artists. My day-to-day inspiration comes from using skills derived both from art and my experience as a microsurgeon, and surgery in general, to envision and then recreate patients' personal transformations and then witness the positive changes in their look and in their confidence.

**WHAT IS YOUR MOST POPULAR OFFERING TO CLIENTS? WHAT MAKES IT SPECIAL?** The WNaturalLift®, which restores a youthful shape to the face and harmonizes the eye area and lifts the cheek and jowls. It's done using hidden incisions and is long lasting.

**WHAT HAS BEEN YOUR BIGGEST ACCOMPLISHMENT THIS PAST YEAR?** I co-edited Volume VII of Elsevier's Advances in Cosmetic Surgery textbook and have had a chance to work with and learn from some of the greatest cosmetic surgery innovators in the world. I also wrote a chapter in the book on the WNaturalLift®.

**WHAT DO YOU ANTICIPATE YOUR POPULAR SELLERS WILL BE FOR THE HOLIDAY SEASON?** Surgical eyelid lifts and nonsurgical RF microneedling under-eye treatments using Morpheus8®. These procedures allow professionals to recuperate during the holiday season. Also popular are treatments with injectables like Botox® and Restylane.

**WHAT ARE THE BEST BEAUTY REGIMENS FOR THE WINTER/HOLIDAY SEASON?** We recommend treatments with an exfoliant, an antioxidant, and moisturizers. Moisturizers that contain hyaluronic acid are essential to hydrate the skin in the winter months. They can be applied at home or delivered more efficiently into the skin with microneedling in our office.

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