

MAKEOVER FOR THE SEASON

Dr. Joshua Greenwald, MD, FACS

By Laura Tomana

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Now is the perfect time to plan for cosmetic surgery. We sat down with Joshua Greenwald, MD, FACS, to discuss some hot plastic surgery topics as the season ends and we have time to restore and renew ourselves. Certified by the American Board of Plastic

Surgery, Dr. Greenwald has had his private practice in Westchester County since 2004. He was named a top doctor by Westchester Magazine and Castle Connolly in 2012 and 2013. He was also selected to the Mentor LEAD (Leadership, Experience and Development in Breast Augmentation) council of surgeons, and is a member of the American Society of Plastic Surgeons and the American Society of Aesthetic Plastic Surgery. Dr. Greenwald is an extremely skilled, experienced, and intuitive surgeon in our area.

SOCIAL LIFE: As the summer is coming to an end, what are the most popular procedures that women are scheduling?

DR. JOSHUA GREENWALD: During the summer months, there is a slowdown in many body-contouring procedures, such as tummy tucks, liposuction, and breast surgery. Now that beach season is coming to an end, people are trying to get themselves ready for the next summer. Our surgery schedule is rapidly filling up. Fall is a great time to have these procedures done because you'll be showing less skin and spending more time indoors.

SL: With soirees, weddings and event season cooling down, what procedures would it be an ideal time to schedule that may require some extra healing time?

JG: In the past few years, surgical techniques have become much more refined, resulting in less downtime for patients after cosmetic procedures.

Our patients are able to return to normal activities within a few days to a week of their procedure, and are typically back to their normal exercise routine within three weeks! The healing time frame is very important to consider when planning a procedure, and we do our best to make sure the patients can return to their normal lives as quickly as possible.

SL: A lot of clients must come in saying they want new breasts or a new nose. How do you help educate your patients and guide them towards the best cosmetic decision?

JG: It is my job to educate patients, and I work hard to make sure they know what to expect before, during, and after their procedure. It is also my job to manage their expectations. We use computer imaging to help plan your procedure and review hundreds of before-and-after pictures of patients who have had similar procedures to ensure patients have a realistic idea of what they can expect from their procedure. Many patients are more anxious about anesthesia and the operating room than they are about their actual procedure. I operate with a fantastic group of nurses to make sure patients have the best and safest experience and use only board-certified anesthesiologists in our state-of-the-art operating rooms.

SL: Sometimes men need a little help too! What are the most recommended and beneficial procedures for men?

JG: This may be a surprise to many, but men had nearly one million cosmetic procedures performed in 2012. The top five surgical procedures for men were liposuction, rhinoplasty, eyelid surgery, breast reduction to treat enlarged male breasts, and ear shaping. Men tend to want more subtle improvements than women. Men account for a significant portion of Botox and fillers I perform in my practice, as well. It is a minor procedure that can make a great difference in male patients.

SL: For the younger crowd or those shy of surgery, what are the best non-surgical procedures that can still help people look their best?

JG: Patients in their 20s and 30s frequently seek treatments for minor problems. Oftentimes, younger patients are not excellent candidates for surgery but are perfect candidates for Botox and other injectable treatments to address fine lines and wrinkles. These are lunchtime procedures with no downtime. Younger patients typically benefit from a visit to our aestheticians and beginning an intensive skin care regimen. As far as surgery in this age group, breast, body contouring, eyelid, and nasal surgery are extremely popular.

To schedule a consultation with Dr. Joshua Greenwald, visit www.drjgreenwald.com or call 914.421.0113.