MAKEOVER FOR THE SEASON

Dr. Joshua Greenwald, MD, FACS

By Laura Tomana

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 for 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.

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.drgreenwald.com or call 914.421.0113.