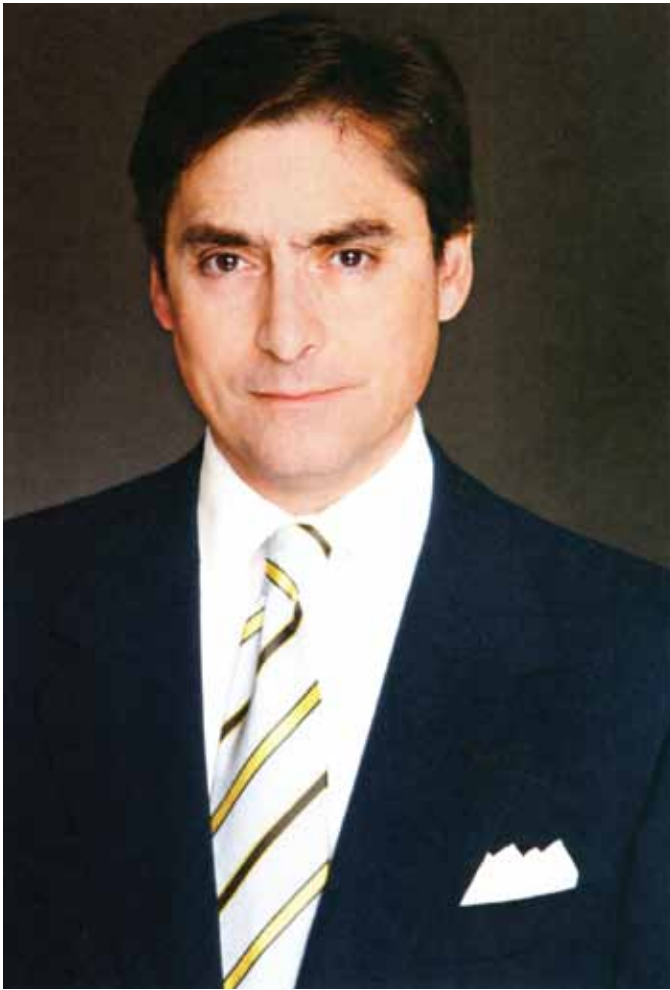


■ DR. ROBERT A. GUIDA, M.D., P.C.



AVENUE asked eminent plastic surgeon Robert A. Guida about the latest innovations in his field and how he uses them to offer his patients successful results with minimal downtime.

**WHAT ARE SOME OF THE MORE SIGNIFICANT INNOVATIONS IN YOUR FIELD?**

Lasers are providing the most significant innovations in the field of cosmetic surgery. WebMD listed fractional CO2 laser resurfacing as the No. 1 anti-aging breakthrough recently. This laser combines the effectiveness of traditional carbon dioxide lasers, long considered to be the gold standard in wrinkle removal, with a new application, eliminating facial wrinkles and aging brown spots with very little downtime. The entire face, neck, chest and even hands can be given brand new skin, requiring a few days of recovery, with dramatic and positive benefits.

Laser body sculpting has revolutionized body liposuction. The newest Smart Lipo machine combines three lasers to effectively melt fat, seal little blood vessels to prevent bruising and

swelling and simultaneously tighten the skin. Patients heal quicker, there is less bruising and the results are better because the skin is being tightened after the fat is removed.

**WHAT ARE SOME NOTABLE TRENDS IN YOUR FIELD?**

The trend in New York is for results—driven procedures with less downtime, but with real and effective results. People have learned that some "skin tightening" procedures with absolutely no downtime require multiple treatments, are expensive and yield very subtle to no results, with a big price tag. Better options include fractional laser resurfacing, laser body sculpting, Botox, fillers and certain surgical procedures. The downtime can range from nothing at all (injectables) to a few days (smaller surgical procedures), but there will be noticeably positive improvements.

**WHAT SURGICAL PROCEDURES DO YOU PERFORM THAT OFFER THE LEAST AMOUNT OF DOWNTIME AND THE MOST REWARDING COSMETIC RESULTS?**

Cosmetic eyelid surgery, nose jobs, "mini" face or neck lifts, laser resurfacing and liposuction can be done with minimal incisions and often less than a week of recovery, while positively improving a person's appearance. For example, removing puffy bags under the eyelids can be done with no visible incision. The results can be wonderfully positive with just a few days of downtime. New rhinoplasty techniques result in minimal bruising and swelling, while improving someone's appearance with only a few days of recovery. And minimal incision facelift or neck lift surgery, often in combination with fractional CO2 laser resurfacing, can remove facial wrinkles and loose skin, achieving a natural, youthful look, with less than a week of recuperation.

**WHAT IS THE MOST IMPORTANT THING TO CONSIDER WHEN CHOOSING A DOCTOR?**

Go with your "gut feelings" based on your interview with the doctor and interaction with the staff. You should feel that s/he understands your concerns and cares about helping you. For cosmetic surgery, ask how long the doctor has been in practice and to see examples of surgical results. Perhaps ask if you could speak to a few of the doctor's patients who've had a similar procedure. It is the surgeon's skill, empathy and results that will ensure you get the best care.

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