



“**W**elcome. How may I help you?” **Barry Weintraub, MD, FACS,** greets each patient with this warm welcome when they visit his Fifth Avenue office. Patients are not only treated with kindness and compassion, they also benefit from Dr. Weintraub's mature aesthetic judgment and technical expertise, gained from more than two decades of experience performing cosmetic surgery. After having spent more than four years at Cedar-Sinai Medical Center in Los Angeles, Dr. Weintraub has permanently relocated to his home town of New York.

You may recognize this Cornell medical school graduate's name from his appearance on the Oprah Winfrey Show a few years ago. While on the show, Dr. Weintraub, who is a spokesperson for the American Society of Aesthetic Plastic Surgery (ASAPS), discussed ethics in cosmetic surgery, and helped define the most appropriate candidates for the procedure. His appearance was well-received by both the ASAPS and his peers.

Dr. Weintraub's philosophy is “less is more.” “Results should be conservative and understated with a keen eye toward natural beauty,” he explains. He employs a cutting-edge approach to treatment, using the latest minimally invasive, non-surgical and short-incision techniques to provide the maximum benefit to his patients. For example, Dr. Weintraub performs facial rejuvenation surgery by suspending tissues and restoring the lost volume of youth, rather than using unnatural skin traction. In aesthetic surgery of the nose, Dr. Weintraub employs the newest techniques in structural manipulation of cartilage that produce beautifully graceful contours and natural profiles. As well post pregnancy tummy tucks are performed with tedious corset plication creating the natural beauty of a youthful abdomen. To better serve his patients, this spring Dr. Weintraub will offer consultations, botox and fillers at his satellite office, which is located near the Ross School in East Hampton.

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