

# sense and sensibility

Sometimes turning patients away is how Dr. Barry J. Cohen, a Maryland plastic surgeon, keeps them coming back. "The key to making patients happy is knowing when to operate and, more importantly, when not to," he says.

#### BOARD CERTIFICATION

American Board of Plastic Surgery

#### MEDICAL DEGREE

Georgetown University

#### GENERAL SURGERY INTERNSHIP

Washington Hospital Center

#### PLASTIC SURGERY RESIDENCY

Long Island Plastic Surgery Group

#### AFFILIATIONS

American College of Surgeons  
American Society of Plastic Surgeons

#### AREAS OF EXPERTISE

Abdominoplasty  
Breast Augmentation  
Facelift  
Necklift  
Rhinoplasty

#### LOCATIONS

Rockville, Maryland  
McLean, Virginia  
Annapolis, Maryland

Fairly conservative in his approach, Dr. Cohen has a sincerity that resonates through his practice. Taking the conservative path "has really held us in good stead and enhanced our credibility." His new 14,000-square-foot plastic surgery building, which includes offices, a medi-spa and a surgery center, offers everything from "soup to nuts," including skin care, facelifts, eyelid lifts and liposuction. But his primary focus is breast augmentation. Regardless of the treatment, Dr. Cohen opts for the least invasive method first, such as skin-care products before fillers and microdermabrasion, or light therapy before surgery. "We weigh the risks against the potential benefits for every procedure," he says.

Dr. Cohen's down-to-earth persona—he always introduces himself as "Barry"—enables him to connect with a variety of patients, especially his Korean and Vietnamese clientele, who see the doctor because he is well-versed in Asian eyelids and noses. "There are techniques for this type of surgery which you need to master," he says. "I trained in this area and learned those techniques." Giving back to the community, like when he operated on 9/11 Pentagon burn victims, is especially rewarding for him, he says. "That is surgery for my soul." 301-656-6598, 703-442-4919 or [newbeauty.com/bcohen](http://newbeauty.com/bcohen).

## DR. BARRY J. COHEN

**WHY DID YOU BECOME A PLASTIC SURGEON** It's a good mesh of science and people skills **WHAT FASCINATES YOU MOST ABOUT THE HUMAN BODY** How it bounces back **ALTERNATIVE OCCUPATION** Businessman—I've opened a restaurant and launched a skin-care line **HOBBIES** Tennis, boating **PLACE YOU GO TO ESCAPE THE OFFICE** A home on the Eastern Shore where we keep a boat **FRAMED PHOTOS ON YOUR DESK** My five kids, ages 8 to 5 months, my wife and my parents **I START EACH DAY** With prayer. I believe that whatever skills and money I have are gifts from God



## IN-STOCK SOLUTIONS

It may sound peculiar, he says, but Dr. Cohen attributes much of his **BREAST AUGMENTATION** success to a well-stocked office supply cabinet. And we're not talking staples and paper clips. "Because we do so many breast augmentations, we carry virtually **ALL SIZES AND SHAPES OF IMPLANTS**," he explains. "An ongoing inventory helps us make the appropriate selection for the patient without pigeonholing." Breast implants come in various sizes, shapes and styles: **LOW, MEDIUM AND HIGH PROFILE**; tear drop and round shapes; and silicone gel- and saline-filled. "If you have a tiny, narrow-chested woman, you have to use a high profile that gives you more projection; but if you have a wide-chested, post-partum mother who started with a B cup but lost volume on top, then a low profile is more appropriate." Many women are in between, he adds, and thus a moderate implant would be a better choice in those cases.

INSIDE INFORMATION

"I love the positive impact you can make on someone's life. Many plastic surgeons are really psychiatrists with a scalpel."

—BARRY J. COHEN, MD