

BEFORE THE KNIFE

Dr. Alexander GolBerg · 910 Park Avenue

A PHYSICIAN'S GUIDE

The Facelift *Alternative*

What to know before you commit to surgery — from a physician who has spent 25 years helping patients age without it.

Alexander GolBerg, MD

DOUBLE BOARD-CERTIFIED PHYSICIAN · CONCIERGE, LONGEVITY & AESTHETIC
MEDICINE · NEW YORK CITY

A NOTE BEFORE YOU BEGIN

If a facelift has crossed your mind, read this first.

Deciding to change your face is not a small thing. It deserves more than a sales pitch — it deserves the truth, told plainly, by a physician who has no reason to push you toward the operating room.

For more than twenty-five years, I have cared for patients who wanted to look like themselves again — rested, defined, unmistakably them — without surgery. Many arrived having already booked a surgical consultation elsewhere. Something had made them pause. The cost. The recovery. The quiet fear that they might walk out looking altered rather than refreshed.

I wrote this guide for exactly that moment of hesitation. Not to talk you out of surgery — for some people, a surgical facelift is genuinely the right choice, and I will tell you when. But to make sure you understand that a serious, physician-performed alternative exists, so that whatever you decide, you decide it fully informed.

The goal was never to look younger for a photograph. It was to age in a way that still looks like you.

In the pages ahead, I will walk you through what a surgical facelift actually involves, what the non-surgical approach I developed — the Dr. G Lift — can and cannot do, an honest side-by-side comparison, and how to tell which path fits you. No pressure. Only clarity.

Alexander GolBerg, MD

DOUBLE BOARD-CERTIFIED · 910 PARK AVENUE, NEW YORK CITY

What a surgical facelift really involves.

A surgical facelift — a rhytidectomy — is a real operation, and a good surgeon can produce a dramatic, lasting result. It is worth understanding clearly, because the trade-offs are the whole reason an alternative exists.

In surgery, incisions are made around the ears and hairline. The skin is lifted, the underlying muscle layer is tightened and repositioned, excess skin is removed, and everything is sutured back into place. It is performed under general or deep sedation, typically takes several hours, and repositions tissue by cutting and pulling it tighter.

What surgery does well

For significant, advanced laxity — heavy, hanging tissue and deep structural descent — surgery remains the most powerful tool available. When there is simply too much loose skin to address any other way, nothing else matches it. A skilled surgeon's result can last a decade or more.

What it asks of you in return

General anesthesia carries its own risks. Recovery generally means two to four weeks away from normal life, with swelling and bruising that can take longer to fully settle. There are permanent incisions, and although they are placed to hide well, they are permanent. The cost in a major market often runs from the mid-five figures upward. And because surgery removes and repositions tissue, an unnatural or "pulled" result — while avoidable in expert hands — is difficult to undo when it happens.

THE HONEST POINT

Surgery is not the enemy. It is a serious tool for a serious degree of change. The real question is not whether surgery works — it does — but whether the degree of change *you* need actually requires it. For a great many patients, it does not.

What the Dr. G Lift is — and how it works.

The Dr. G Lift is a fully non-surgical facial restoration procedure. No scalpel. No general anesthesia. No disappearing from your life for a month.

Rather than cutting and pulling tissue tighter, it works by prompting your own face to rebuild the support it has gradually lost. As we age, the face does not simply "sag" — it loses volume, collagen, and structural scaffolding underneath. Restore that foundation, and the surface lifts on its own, because it is being supported the way it once was.

The regenerative foundation

The procedure combines advanced biostimulants with regenerative techniques — including **platelet-rich fibrin (PRF)** drawn from your own blood. PRF concentrates the natural growth factors your body already uses to repair and regenerate tissue. Used deliberately across the midface and jawline, these tools stimulate new collagen and restore volume where the face has quietly thinned — lifting the lower face, softening the folds that deepen around the mouth, and rebuilding contour along the jaw.

Surgery repositions what you have. This approach revitalizes it — working in harmony with your body rather than against it.

Because nothing is cut or removed, the result reads as *you, refreshed* — not tightened, not altered. And because it works with your biology rather than overriding it, changes emerge the way natural improvement does: gradually, and in proportion.

An honest comparison.

No single row below decides the question. Read them together, and a picture forms of which path fits the change you are actually looking for.

	SURGICAL FACELIFT	THE DR. G LIFT
Approach	Cuts, lifts, and removes tissue; repositions the muscle layer	Regenerates volume and support using your own biology
Anesthesia	General or deep sedation	None required
Downtime	Typically 2–4 weeks; swelling settles over months	Minimal — most return to daily life quickly
Incisions & scars	Permanent incisions around the ears and hairline	None
The look	Dramatic; risk of a "pulled" result in the wrong hands	Natural and gradual — refreshed, not altered
Best suited to	Advanced, significant laxity and structural descent	Early-to-moderate laxity and volume loss
Reversibility	Permanent; difficult to revise	Non-destructive; nothing is removed
Investment	Often mid-five figures and upward	A fraction of surgical cost

This comparison is general and educational. The right choice depends entirely on your individual anatomy, goals, and health, which can only be assessed in a private consultation.

I don't only treat the face. I treat the person behind it.

This is the difference most patients never hear about — and the reason two people can receive the same procedure and get very different results.

A face does not age in isolation. It ages inside a body — one shaped by skin health, hormones, stress, sleep, and above all, **inflammation**. You can perform a flawless procedure, but if the underlying biology is working against the patient, the result fades faster and looks less alive.

So before I lift a single contour, I look deeper. As a physician trained in both internal and regenerative medicine, I assess the terrain your result has to live in — your skin quality, your inflammatory load, the factors quietly accelerating how you age. When we address those alongside the procedure itself, two things happen: the result looks more natural, and it *lasts*.

A surgeon asks

"How much tissue can I tighten today?" — a mechanical question, answered in the operating room.

A physician asks

"Why is this face aging the way it is, and how do we change that?" — a biological question, answered over time.

WHAT THIS MEANS FOR YOU

You are not buying a single procedure. You are gaining a physician who treats how you age as something that can be understood and influenced — not simply cut away.

IS THIS RIGHT FOR YOU?

Who the Dr. G Lift is — and isn't — for.

Honesty here protects you. The procedure is remarkable for the right person and the wrong choice for someone who needs something else. Here is how to tell where you fall.

This may be an excellent fit if you...

- ☐ Notice early-to-moderate softening along the jaw, cheeks, or the folds around your mouth
- ☐ Want to look refreshed and defined without looking "done"
- ☐ Cannot — or would rather not — take weeks away for recovery
- ☐ Feel uneasy about anesthesia, incisions, or the permanence of surgery
- ☐ Prefer a gradual, natural change that still looks like you

Surgery may serve you better if you...

- ☐ Have significant, advanced laxity with heavy, hanging tissue
- ☐ Are seeking a single dramatic change rather than natural restoration
- ☐ Have already been told your degree of descent is beyond non-surgical correction

If this describes you, I will tell you so directly — and, where helpful, point you toward an excellent surgeon. Sending someone to the right care is part of the job.

Most people fall somewhere in the middle — and the middle is precisely where this approach does its finest work.

WHAT TO EXPECT

The path, from first conversation to result.

I A private consultation

We assess your anatomy, your goals, and your health — and determine honestly whether the Dr. G Lift is right for you. You leave understanding your options, whatever they are.

2 A plan built around you

Not a template. Your treatment is designed around your face and the biology underneath it, including the factors that will help your result last.

3 The procedure

Performed in-office on Park Avenue, without general anesthesia and without the operating room. Most patients return to daily life quickly.

4 Restoration over time

Because the work is regenerative, your result emerges gradually and naturally — the way genuine improvement should.

QUESTIONS PATIENTS ASK MOST

Will I look natural?

That is the entire design intent. Because nothing is cut or pulled, the result reads as you on your best day — not a different face.

How long until I see results?

The approach is regenerative, so change appears gradually over the weeks following your procedure rather than all at once.

Is there really no downtime?

Downtime is minimal compared with surgery. Specifics depend on your individual plan and are reviewed at your consultation.

THE NEXT STEP

Let's find out whether this is right for *you*.

The most useful thing you can do with this guide is to stop guessing. A private consultation is where the general becomes personal — where we look at your face, your goals, and your health, and tell you honestly which path serves you best.

There is no pressure and no obligation. Only clarity, from a physician who will tell you the truth even when the truth is that you need something else.

THE PRACTICE

Dr. Alexander GolBerg

LOCATION

910 Park Avenue, New York

REQUEST YOUR PRIVATE CONSULTATION

This guide is educational and does not constitute medical advice. It does not establish a physician–patient relationship. Individual results vary. Candidacy for any procedure is determined only through a private in-person consultation and medical evaluation. The Dr. G Lift is a non-surgical procedure and is not a surgical facelift (rhytidectomy).

© Dr. Alexander GolBerg · 910 Park Avenue, New York City ·
Before the Knife