

The Doctor Is In

NESTLED ABOVE BERGDORF GOODMAN WITH SWEEPING VIEWS OF THE PLAZA HOTEL AND THE PULITZER FOUNTAIN, DR. RYAN NEINSTEIN CATERS TO THE WORLD'S STYLISH SET WITH RESULTS AS STUNNING AS HIS PENTHOUSE PRACTICE.

BY PHEBE WAHL

With his keen eye for aesthetics and detail, it comes as no surprise that New York-based board-certified plastic surgeon and founder of Neinstein Plastic Surgery Dr. Ryan Neinstein's (neinsteinplasticsurgery.com) practice would be as refined as his patients' results. The materials were clearly selected with a precise eye—think luxe swaths of Italian Calacatta gold marble, strips of brass inlay and a solid brass reception desk counter. The posh space is divided into two main areas: a state-of-the-art surgical wing, boasting two of the largest and most advanced private ORs in New York City; and an elegant treatment and reception side that has the warmth of a Park Avenue pied-a-terre.



A commissioned piece by Nemo Jantzen reimagining Michelangelo's David nods to the practice specializing in male body enhancement.

The interiors were crafted by Adam Cassino Design—the talent behind many nearby uptown townhouses—giving the reception space a truly residential feel. A velvet Vladimir Kagan sofa, custom side chairs covered in a python pattern and a chic cocktail table by Boca Do Lobo dial up the glamour. Original art was carefully curated to enhance the narrative. A work by artist Nick Smith depicts a figure of the iconic Barbie form but “dissected” into what appears to be Pantone chips with phrases written below each. Nearby a commissioned piece by Nemo Jantzen reimagines Michelangelo's David. (Neinstein and his partner Dr. Chris Funderburk are one of the few plastic surgeon offices that specialize in male body enhancement.)



Clockwise from top left: The interiors were designed by Adam Cassino Design to give a residential feel; the reception desk gleams with Italian Calacatta gold marble, strips of brass inlay and a solid brass reception desk counter; a neon work in Dr. Neinstein's office sets the tone; the powder room features a cheeky wallpaper by Flavor Paper.



Even the jewel box powder room is artfully conceived with Flavor Paper's About Face wallpaper giving a nod with hands holding vanity mirrors and accented with special-ordered Frank Allart brass hardware and a bronze Gessi sink. Kelly Wearstler sconces and a Stark Carpet runner accent the hallway, while various Phillip Jeffries wallcoverings accent the office walls. Neinstein's own office pays homage to Oscar Wilde with a custom shagreen-inspired Stark Carpet, a leather-wrapped desk by Artistic Frame and black metallic python-wrapped chairs, while a neon work on the wall shouts the mantra, “Look good, feel good.” Indeed.

Neinstein's eye for detail is reflected not only in the look of the practice but the very ethos itself. “We put people and pivoting first. By focusing on a narrow range of procedures that we are completely obsessed with, we are able to provide patients with surgical mastery—while perfection is unattainable, the pursuit of it is something we can commit to,” he says. “We also prioritize our staff's happiness and well-being, which creates a trickle-down effect of amazing and uplifting patient care, which will always separate us from the status quo.”

The technology is equally impressive of course. Surgical and recovery rooms are outfitted with LG integrated air solutions, the newest-generation fat melting and skin

tightening devices using acoustic and plasma technology and private recovery bays. Noninvasive treatments get a luxe lift as well with EmSculpt devices placed on custom-made luxury massage beds with a view of the city skyline so you can take in the view while you tone. “Ionized (heated) helium technology from Renuvion is the newest addition to our body sculpting platform,” Neinstein shares. “This incredible technology is enhancing the way collagen comes together, shrinking the skin back down to the muscle and helping achieve tighter results.”

“The most important element for us is to help our patients create a strategic and tactical goal, as this helps establish realistic expectations,” Neinstein says. “When you eat well and exercise, patients will have a strong sense and understanding of their bodies. This will allow them to use modern sculpting techniques to change the things they cannot on their own. These patients do incredibly well.” It is clear that an overall dedication to patient happiness and well-being is at the core of his practice. “One thing we try to emphasize is that surgery is part of the process—issues and lifestyles are dynamic and not locked in time. Committing to health and wellness indefinitely will help maintain and enhance results.”

“People want to be the best version of themselves, and many feel as if they hit a reset button, so in our little way we are here to help them achieve this,” he says. “Simply, we are helping people sculpt and tighten the stubborn areas that have always bothered them, because if not now when?”

“For me nothing is more satisfying professionally than being an inflection point in people's lives,” says Neinstein. “Having the opportunity to constantly evolve your knowledge and skills, and immerse yourself in the journey of another to help direct it in a positive way, could not be more fulfilling.” ■

PHOTOS COURTESY OF DR. NEINSTEIN