I see myself as both a physician and a craftsman.

My patients have the benefit not just of my surgical and technical expertise, but also of my artistic sense.

- Dr. Guida
ROBERT A. GUIDA, MD

Robert A. Guida, M.D. is renowned for his command of innovative surgical techniques and the natural-looking results he achieves for his patients. Dr. Guida believes that any cosmetic surgery procedure should reflect the patient’s individuality— that’s why there is no signature Dr. Guida “facelift” or “nose.” He is not a “cookie cutter” practice, as, according to Dr. Guida, “I see myself as both a physician and a craftsman, which means that patients have the benefit not just of my technical expertise, but also of my artistic sense.”
Dr. Guida feels that aesthetic surgeons must develop a sixth sense that helps them understand each patient’s goals and desires, "I spend time listening to what my patients want. And, computerized digital imaging allows me to demonstrate what I am envisioning so I can work with my patients to fine tune our approach. This is especially helpful in rhinoplasty surgery."

What further distinguishes Dr. Guida from other plastic surgeons is his uniquely extensive training in both functional and cosmetic nose surgery. He is highly skilled in the surgical treatment of all aspects of nasal sinus disease, functional nasal problems, and any cosmetic concerns of the nose, including revision rhinoplasty.

Rhinoplasty, or a "nose job," cosmetically improves the appearance of the nose. Cosmetic problems of the nose can be either genetic or due to trauma resulting in a broken nose. These concerns range from bumps on the nasal bridge, wide nostrils, drooping, to long crooked noses. These deformities can vary greatly from one patient to another, making the rhinoplasty operation highly individualized. The operation must be customized based on each patient’s specific needs.

Often, patients with cosmetic concerns of the nose also have functional problems, such as chronic sinusitis and nasal obstruction from a deviated nasal septum or nasal polyps. Dr. Guida strongly feels that these problems should be fixed simultaneously. A good-looking nose should also function well.

The operation is done under anesthesia, can be performed in the office-based surgical suite, takes approximately 90 minutes, and has very little pain associated with the recovery. Patients frequently return to work or school within a week. The entire operation can be done through incisions inside the nose or with a small incision at the base of the nose which is well camouflaged. There is no packing placed in the nose after the surgery, which allows for a much quicker and less painful recovery. A nasal splint is placed on top of the nose and is removed after 6 days later. Any bruising that may occur typically lasts 7 to 10 days and is easily covered with makeup. Patients feel comfortable returning to normal social activities at 1 week following the operation.

Rhinoplasty surgery has made great strides over the last few decades. The cosmetic results are natural looking allowing for a significant improvement without an over-done "nose job" look. A properly performed rhinoplasty can markedly improve a person's appearance, often achieving a significant positive influence on one's self-esteem and confidence level and at the same time improving the overall function of the nose with very little downtime.
Selling Face

February 2006

Sylvia Hanger

On a Saturday afternoon in January 2006, my 7-year-old daughter was getting ready to go outside to play. She was excited to be able to wear her new winter coat and her snow boots. As she was putting on her coat, I noticed that one of her buttons was broken and had to be replaced. She sat on the floor, looking at the missing button, and asked me, "Mommy, why do I have to fix my coat? Can we just buy a new one?"

I explained to her that fixing the button was a good thing because it helped to keep her warm and prevent the cold from getting in. She seemed content with this explanation and went back to play.

Later that day, we went to the store to get a new button. While we were there, I noticed a display of winter clothing. I showed my daughter some of the options and asked her which one she liked best. She picked out a coat that was similar to the one she had before, but with a few extra features, like a hood and extra pockets.

As we were leaving the store, I noticed a sign that said, "We offer professional tailoring for all of our winter coats. Our expert tailors will ensure that your coat looks and fits like new."

I was impressed by the attention to detail and knew that this sign was important. It showed that the company was committed to providing quality service and making sure that their customers were happy with their purchases.

As we walked out the door, my daughter said, "Thank you, Mommy. I love my new coat!" I smiled and said, "You're welcome, sweetie. I'm glad you like it."

The next day, when we were going to school, I noticed that my daughter was wearing her new coat and felt warm and comfortable. I knew that the tailoring service had made all the difference.

As we drove home that afternoon, I thought about how important it is to provide excellent customer service. Without it, customers would not have the confidence to purchase products or services. By providing quality service, companies can build a loyal customer base and ensure that their customers are satisfied with their purchases.

In the end, it was the little things that made the big difference. By fixing the missing button and providing excellent tailoring service, the company ensured that their customers were happy with their purchases. This is something that we should all strive to do in our own lives.
Repair of traumatic nasal fracture and deviated nasal septum.
Narrowing of bridge, lowering of bump, repair of nasal fracture, and tip refinement with closed approach.
Narrowing of bridge and tip, reduction of nasal bump, slight upward rotation of tip.
Pronounced deviated nasal septum causing twisting of the nose.

Reduction of bump with subtle slape, reduction of columnellar show, tip elevation, open approach.
Centering of bridge, tip refinement, lowering of bump with straight nasal bridge.
Six weeks after surgery, repair of nasal fracture, reduction of nasal bump and tip refinement, open approach.
Deviated nasal septum causing twisting of lower nose and nasal obstruction.
Reduction of nasal fracture, centering of nasal bridge, bump reduction with straight profile.
Reduction of nasal fracture, centering of nasal bridge, bump reduction with straight profile.
Reduction of nasal fracture, lowering of bump, slight upward rotation of tip.
Lowering of nasal bump, deprojection of nose tip-elevation and support with closed approach.
Narrowing of bridge, tip definition and rotation with closed approach. Lowering of bridge.
Reduction of nasal fracture, centering of nasal bridge, bump reduction with straight masculine profile.
Deprojection of nose, tip refinement, a natural non surgical result.
Lowering of bump, exoprojection of nose, softening of tip with straight profile.
Lowering of nasal bump, elevation of tip requiring tip support and an open approach.
Lowering nasal bump, deprojection of the nose with elevation and upward rotation of the tip.
Reduction of a nasal fracture, deprojection of the nose with tip refinement and elevation using a closed approach.
Lowering of bump, tip refinement and elevation with support, natural straight bridge.
Repair of nasal fracture, centering of bridge, tip refinement, elevation and support.
Lowering of nasal bump, deprojection of nose, refinement and rotation of tip, closed approach.
Narrowing of bridge and tip, repair of nasal fracture, lowering of bump, deprojection of nose, elevation of tip.
Repair of fractured nose, narrowing of nostrils, bridge and tip.
Repair of nasal fracture, narrowing of bridge and tip, tip support and elevation.
Lowering of nasal bump, narrowing of bridge, and tip elevation.
Repair of complex boxy, bifid tip and lowering bump with straight profile.
Lowering of nasal bump, narrowing and deprojection of bridge and tip, tip elevation.
Lowering of bump, deprojection of nose tip, refinement and elevation.
Lowering of bump, tip refinement and elevation with support, natural straight bridge.
Levering of bump and tip support; patient requested to leave some of bump behind as he did not want an obvious change to the shape of his nose.
Repair of nasal fracture, lowering of nasal bump, tip refinement and support with open approach.
Lowering of bump, deprojection of nose, tip refinement, elevation, and support with open approach.
Lowering of nasal bump and tip refinement using open approach.
Repair of complex tip asymmetry with open approach: Lowering of pronounced nasal bump and deviated septum.
Repair of nasal fracture and centering of crooked bridge; lowering of fractured nasal bones to obtain original pre-fracture shape of nose.
Bump reduction, narrowing of tip and nostrils, tip rotation and support with open approach.
Narrowing of bridge and tip, lowering of bump and tip definition with closed approach.
Bump reduction, elevation and refinement of tip and deprojection of nose with closed approach.
Lowering of bump and tip support with open approach.
Lowering of bump, subtle slope to bridge, deprojection of nose.
Complex tip reconstruction and deprojection with open approach.
Open approach for tip reconstruction and softening, reduction of columnellar show, bump reduction.
Repair of nasal fracture and crooked nose.

Reduction of nasal fracture, giving subtle slope to the bridge.
Repair of complex boxy, bifid tip and lowering bump with straight profile.
Repair of deviated nasal septum and fractured nose with bump removal.
Repair of nasal fracture, tip refinement and tip support with open approach.

Tip refinement and repair of deviated nasal septum with open approach.
Repair of nasal fracture, lowering of bump, and droop projection of nose.
Correction of crooked nasal fracture and deviated nasal septum, bump reduction and tip rotation.
Correction of crooked nasal fracture, deviated nasal septum, bump reduction and tip refinement.
Complicated deviated nasal septum and crooked nasal bones requiring nasal bump reduction and resetting the nasal bones with a septrhinoplasty. Helps to center the nose and give an attractive profile.
Centering of fractured nasal bones, lowering of bump and deprojection of nose with closed approach.
Bump reduction, deprojection of nose, tip elevation, chin implant.
Nasal bump reduction, subtle slope, tip refinement and chin implant.
Selected Publications
by Robert A. Guida, MD


Book Chapters


