



## Emily F. Pollard, MD, FACS

### Plastic Surgery

#### Pollard Plastic Surgery

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**Q: What is the focus of your practice?**

**A:** I see patients for many reasons, but much of my practice involves breast enhancements and body contouring. Some are younger people who exercise and eat right but still have a specific area they'd like to improve. Sometimes it's a mom who wants to do something for herself now that her children are older. In almost every case, they tell me they want their looks to match how they feel. My job is to help them attain that goal.

**Q: What exactly is body contouring?**

**A:** Body contouring uses different methods to remove fat and sculpt the body. It can mean liposuction; it could be a tummy tuck. For example, I can remove extra skin around the torso or bulges from the thighs, hips or buttocks to give a patient a more contoured shape. These methods are often combined with other procedures to tighten and lift the skin to give a more youthful appearance.

**Q: What does the term "prejuvenation" mean?**

**A:** Prejuvenation refers to noninvasive cosmetic treatments in younger patients. The goal is to prevent the signs of aging rather than correct them later. Think of it as cosmetic preventive maintenance. For most people, this means things like Botox or fillers. The patients getting these services are often very health-minded people who want to pump the brakes a bit on the appearance of aging.

**Q: CoolSculpting is popular. What is that?**

**A:** CoolSculpting is a non-surgical procedure that can help eliminate unwanted fat. It freezes the fat cells just below the skin, causing them to die and be eliminated naturally by your body. People often choose CoolSculpting because they have one specific area they want to address, and the recuperation period is very short. It's also a good option for patients who can't have surgery because they are not medically cleared for anesthesia.

**Q: What would you like all patients to know?**

**A:** Cosmetic surgery isn't a magic wand. It can be transformative, but you will continue to age and your results will evolve over time. Surgery takes planning on the part of both the surgeon and the patient. Everyone in the room must have a realistic goal. For example, I will always be 5' 2" tall so if I ask a surgeon to 'make me Beyoncé' then we're not speaking the same language. This is why a collaborative approach with your surgeon is so important. You must both be on the same page.

**Q: How would you describe your practice?**

**A:** Professional. Excellent. Experienced.