

FACIAL PLASTIC SURGERY

TODAY

SPRING ISSUE 2014, VOL. 28, No. 2

“Selfie” trend increases demand for facial plastic surgery

The 2013 survey results from the American Academy of Facial Plastic and Reconstructive Surgery are available—and you won't believe some of the trends being reported.

The rise of "selfies" is having a huge impact on the facial plastic surgery industry. One in three facial plastic surgeons reported an increase in requests for procedures due to patients being more self-aware of their looks on various social platforms and apps, such as Instagram, Snapchat, Self.im, and Facebook. In fact, 13 percent of surgeons identified increased photo sharing and patients' dissatisfaction with their appearance on social media sites as a rising trend in facial plastic surgery.

The most common surgical procedures were not surprising: rhinoplasty (nose surgery), facelifts, blepharoplasty (eyelid surgery), septoplasty (functional nose surgery), and ablative skin resurfacing. The most common non-surgical cosmetic procedures were Botox and hyaluronic acid (injectable filler). Remarkably, patients are more concerned about overall results (73 percent) and cost and recovery time (71 percent) than the social stigma of having a procedure. It is true. In the 2013 survey, surgeons said that being secretive or feeling embarrassed about having surgery were the least of patient concerns; this is a change from previous years when patients were planning for a cosmetic get-away and hoping no one would ask about their revitalized appearance.

Women make up 81 percent of candidates for facial plastic surgery treatments. Facelifts and rhinoplasties were tied for the top cosmetic procedure, followed by ablative skin resurfacing and blepharoplasties. The most common non-surgical cosmetic procedures were Botox, hyaluronic acid injections, superficial peels,



microdermabrasion, and non-ablative resurfacing. Among male patients, the most common procedures were Botox, hyaluronic acid injections, hair transplants, and rhinoplasty.

The survey revealed some interesting trends on how patients come to the decision to have surgery. Most patients (60 percent) are getting information about plastic surgery online, followed by referrals from friends (53 percent).

When they come into the office, 59 percent of patients are describing the area of concern rather than asking for physician advice or requesting a specific procedure.

There were some interesting statistics regarding age and procedures. For both male and female patients under the age of 35, the most common surgery performed was rhinoplasty (90 percent male; 86 percent female). Botox was the next highest among women (84 percent) and septoplasty among men (66 percent). In 2013, more than half of facial plastic surgeons (58 percent) have seen an increase in cosmetic surgery or injectables in those under age 30. In patients between the ages of 35 and 60, the most often performed procedures are blepharoplasty (eyelid surgery), brow lift, Botox, facelift, filler injections, and chemical peel procedures.

A continued trend from previous years, patients are more educated about plastic surgery and the use of non-surgical procedures to delay surgical procedures.

The vast majority—96 percent—of surgeons are against online deals, e.g., Groupon, stating that the deals cheapen the field of facial plastic surgery, often have inadequate patient screening, and lack appropriate training for non-medical staff to perform the discounted procedures. ■

Restore youthfulness by improving your facial contour with cheek

One of the strongest characteristics of youth is fullness of the cheeks, indicating an abundance of healthy soft tissues and fat under the skin. The cheekbones provide the structure that defines the face, highlighting the eyes and adding overall balance to your features. Most people start to notice fat loss from the midface region in their late 30s. This depletion—exacerbated if you have minimal cheekbones—causes the skin to sag and the area to appear flattened or sunken, and may cause folds and wrinkles around the mouth. Restoring the midface region can be accomplished through both nonsurgical and surgical treatments that restore volume, plumpness, and definition. Your facial plastic surgeon may recommend fillers and injectables, fat transfer, or implants.

Fillers and injectables

Fillers and injectables reestablish contour and volume to the cheeks. There are various products available; different ones produce varying effects and not all of them last the same amount of time. Hyaluronic acid fillers, e.g., Juvederm, Restylane, Perlane, Prevelle, typically last between four to six months and may be a good option for the first time patient.

In October 2013, Juvéderm VOLUMA XC was approved by the U.S. Food and Drug Administration (FDA) for use as a temporary treatment for volume loss in the cheeks associated with aging. It was shown to be safe and effective in filling in cheek hollows



for a natural, more youthful result lasting up to two years. Surgeons recently reported in a survey by the American Academy of Facial Plastic and Reconstructive Surgery that cheek enhancement is a rising trend since the advent of Juvederm's FDA clearance.

Radiesse and Sculptra are both injectables that stimulate the production of collagen, with results lasting up to a year. Artefill is a filler consisting of synthetic microspheres suspended in collagen; the results are permanent. All of these minimally invasive options may improve fullness; keep in mind, however, that they do not address soft tissue that has fallen over time.

Fat transfer

Autologous fat transfer uses your own fat taken from another part of your body (e.g., hips or butt) and injects it into the cheek region. There is no risk of allergic reaction or rejection, since it is your own fat being used to restore fullness. The amount of fat that survives and is not reabsorbed,

depends on several factors such as quality of the fat harvested, injection site, blood supply, technique, and experience of the surgeon. On average, between 50 to 80 percent of fat that is injected remains and offers permanent results. There is little downtime or recovery from this procedure.

Cheek implants

Cheek implants are a permanent solution to bring fullness to the midface. They hold up the collapsed tissue and restore the youthful appearance of adequately padded skin at healthy levels of distention and elasticity. This improves the contour, creates balance, and bolsters self-esteem.

There are many different sizes, shapes, and materials that a surgeon may use. The implants used today have come a long way and now offer a more natural appearance, better incorporation into the body tissues without causing tissue reaction, lightweight, and usually cannot be detected by touching the area around the augmented cheekbone.

The procedure is performed under local anesthesia with sedation or general anesthesia. After the face is thoroughly cleansed with an antiseptic agent, a small incision is made inside of the mouth in the crease above the upper lip. A pocket is created over the bone. The sterile implant is placed into the pocket. The implant is secured and the incision is sutured closed. There will be swelling, numbness, and

augmentation

temporary restriction of facial movements that will diminish as healing progresses. Supportive tissue forms around the implant after a few weeks; and once healed, it feels like part of the normal underlying bone structure. Patients typically return to work after one week and may resume all normal activity within two to four weeks.

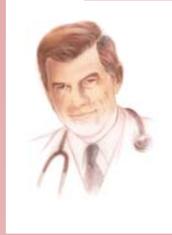
Cheek augmentation may be performed in a surgeon's office-based facility, an outpatient surgical center, or a hospital. The procedure usually takes under an hour and you go home the same day as your surgery.

Good candidate

Defined facial features and angles that are proportionate create harmony and attractiveness. If you are bothered by undefined cheekbones and a flat or hollow appearance, you might significantly improve your appearance and self-image through cheek augmentation. Good candidates for this procedure are healthy, non-smokers that have realistic expectations and a positive outlook.

Your next step is to make a consultation appointment with your facial plastic surgeon to discuss your goals and your options. Review before and after photographs of current patients. Your surgeon will discuss the anesthesia, the facility, the technique, the costs, the recovery, and the risks. Feel free to ask questions in order to feel comfortable with your treatment plan. Your facial plastic surgeon will recommend the appropriate techniques to bring balance to your face with the most natural results. ■

ASK THE SURGEON



I am unhappy with the sloping, recessive shape of my forehead. What are my options?

Forehead augmentation can involve filler injections or implants, depending on the individual. A recent survey cited the forehead as the number one location for fillers, followed by the cheeks and lips. If you would like to try something that is not permanent, try an injectable filler such as Juvederm, Radiesse, or Sculptra. Your own fat can be injected with some reabsorption. An implant is more invasive and can provide more dramatic results. The surgery is performed under general anesthesia. Incisions are made within the hairline, leaving no obvious scarring, and the implant that best meets the patient's needs (size and material) is placed. ■

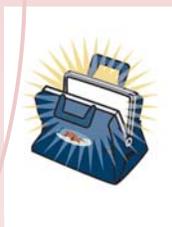
HEALTH TIP



Consider what you can comfortably afford and don't be afraid to discuss your financing concerns with your facial plastic surgeon. If you have a particular budget in mind, share this up front. Your surgeon will be happy to discuss options within your budget.

You can also discuss if there are financing programs available. Shop around for the best financing, read the fine print, and think hard about whether your procedure is worth it. Most offices work with reputable third-party companies that will offer you a credit card and allow you to pay that company over time. The advantage to this type of card is that it is usually limited to just medical expenses so you cannot overspend elsewhere. Often the credit company has a promotional introductory offer with a zero percent interest rate for several months, followed by a moderate rate hike. You can also use your own credit card, which may give you points, cash back, or miles. The downside is that your procedure could tie up most of your available credit. Also, be sure you are not paying more than 10 percent interest. Another option is to take out a bank loan or home equity loan. This may seem very attractive with interest rates at historic lows; however, it is more risky given the volatile housing and job market. A creative way to finance your procedure is to ask for the gift you really want through a reputable site like Depositagift.com, Myregistry.com, SmartyPig.com, or GoGift.com, where family and friends will feel safe depositing their cash gifts electronically. Although it may be a bit embarrassing and you may not get all the money you need, it could be totally worthwhile. Facial plastic surgeons have seen plenty of patients use monetary gifts as a means to finance their procedure. ■

WHAT'S NEW?



A new prefabrication/overexpansion technique may allow surgeons to perform full-face resurfacing in patients with massive facial burns using just one large skin flap, called a monoblock. QingFeng Li, MD, PhD, and colleagues of Shanghai Jiao Tong University School of Medicine in China published their approach recently in the *Journal of Craniofacial Surgery*. So far, they have performed the procedure on five severely disfigured patients. The researchers concluded that it is a promising reconstructive option for substantial facial skin defects. ■

Spring Fever: Is it allergies or nasal issues?

Whether you suffer from springtime allergies or year-round nasal issues, there may be treatments available to improve your ailments. Let's review the structure and purpose of your nose first and then delve into possible solutions you may want to consider discussing with your facial plastic surgeon.

About the nose

The function of the nose is to warm, clean, and moisten the air you breathe. It also helps you to smell and to taste. A normal person will produce nearly two quarts of mucus each day, which assists in keeping the respiratory tract clean and moist. The septum is cartilaginous structure that separates the right and left nostrils inside the nose. Protruding into each breathing passage are turbinates (bony tissue), which help to increase the surface area of the inside of the nose. The sinuses are air-filled chambers that empty into the nasal cavity. Their purpose is to humidify and warm air, insulate eyes and nerves, increase voice resonance, and buffer against facial trauma. When these all work together without complication, you can breathe freely and without effort. If you do have any difficulty, take advantage of your facial plastic surgeon's expertise and get evaluated.

Allergies

If you have exhausted relief from over-the-counter medications and nasal irrigation, you may want to see if you are a candidate for somnoplasty. Allergies typically cause the lining of the nose, turbinates, and sinuses to swell and thicken, reducing the passage of air and the ability to drain fluid. This makes it much harder to breathe. Somnoplasty, a non-surgical procedure that uses radio-



frequency energy to heat and reduce tissue, may be used to target the turbinates and improve nasal airflow. A functional rhinoplasty (septoplasty) may also improve the air space depending on your anatomy. Ultimately, any type of surgery will not cure the allergies; it will only reduce the severity of the symptoms.

Difficulty breathing

A common non-cosmetic reason patients get rhinoplasty is due to difficulty breathing. This may be due to nasal trauma, e.g., broken nose, congenital anomaly, or other respiratory impediment. Rhinoplasty may correct and reconstruct the form of the nose to restore function. If your septum is crooked and causing one nasal passage to be narrower than the other, a septoplasty may be your best bet.

Sinus infections

Sometimes a deviated septum or a sinus that does not drain properly due to structure can lead to recurrent and stubborn sinus infections and pain. You may be a candidate for a balloon sinuplasty, which uses a small balloon catheter to open up blocked sinus passageways and facilitate drainage. Another alternative is a septoplasty if the chronic condition is due to nasal structure.

Snoring

The source of the snoring will dictate the best treatment. Somnoplasty can be used to reduce the flutter or movement of the soft palate (roof of the mouth). If an obstruction is the cause, this can be removed on an outpatient basis. ■

