

FACIAL PLASTIC SURGERY

TODAY



FALL ISSUE 2017, VOL. 31, No. 4

Confidence, career, and companions drive men to embrace cosmetic surgery

For many men, facial plastic surgery—whether wrinkle-busting injections, laser skin resurfacing, or major lift procedures—is the way to stay competitive, relevant, and marketable in a youth-driven dating game and workplace, according to a recent survey of 618 men.

Thirty-one percent stated that they are “extremely likely” to consider a cosmetic procedure—surgical or nonsurgical—to look as good as they feel. In fact, 44 percent of the men said they would have a treatment done to feel better about themselves, with 31 percent reported a willingness to make a “fix” to please a partner. Another 31 percent wanted to look less tired and stressed; while 25 percent would consider a procedure to remain competitive on the job.

What is topping the list for men? Hair is a big concern, with 60 percent of men surveyed saying that their hair (or lack thereof) bothers them most. Skin and eyes were tied for second for 44 percent of respondents. Just 22 percent were bothered by their chin and neck; and most men did not mind some distinguishing forehead wrinkles, an area of worry for just 19 percent.

Millennials and generation Z (born between 1996 and 2010) are leading the way in this new, aesthetic-friendly frontier for men. Their goal is to maintain their youthful edge, rather than have to fight facial aging. Of the 31 percent of men surveyed who are extremely likely to consider having a treatment done to look better, 58 percent were between 25-34 years old, while 34 percent were 18-24 years old.

The results of this survey reflect the changing cultural shifts about facial plastic surgery, as well as the advances in minimally invasive technologies. The demand for nonsurgical treatments continues to grow at a faster rate than that of surgery. Men are adopting injectable fillers and



neurotoxins as routine wrinkle prevention and laser resurfacing and chemical peels as standard ways to improve sun damage or skin texture.

Even with non-invasive options available, risks were a concern for nearly half of the men surveyed (46 percent). Safety and credentials are of utmost importance when choosing a facial plastic surgeon and should always be researched and verified.

The number of men having facial plastic and reconstructive surgery will continue to grow. Since there is no stigma surrounding improving one's appearance through treatments or procedures, men will feel comfortable seeking improvements for both personal and professional reasons. ■

Prevention now could forestall major procedures later

Men and women in their 20s and 30s are opting for preventative measures to thwart major surgery down the road. From skin treatments to fillers, these patients are proactively maintaining their youthful appearance.

A recent survey by the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) stated that 51 percent of member facial plastic surgeons are seeing increasing numbers of patients in this age group seeking preemptive steps. This emerging segment uses advanced skin care and minimally invasive treatments before they turn 30.

Ramping up the skin care routine is standard practice. This generation is dedicated to sticking to a routine: cleanse, hydrate, and protect from the sun. They are smart about products and quick to consult with their facial plastic surgeon for the optimal regime.

Many over-the-counter products claim to reduce wrinkles; wise consumers ensure the ingredient list includes topical retinoid, which is derived from vitamin A. This has been proven to soften wrinkles. While available at the local drugstore, a facial plastic surgeon may prescribe a stronger retinoid cream, e.g., Retin-A. Products with vitamins and antioxidants—vitamins C, E, co-enzyme Q10, and green tea—may improve skin tone.

Nonsurgical procedures are an option for those who want a subtle change with little down time and less cost. Neurotoxins, such as Botox, Dysport, and Xeomin, paralyze tiny facial muscles, smoothing out the appearance of fine wrinkles. Results may last four to six months. Injectable fillers, such as hyaluronic acid, are injected into the mid to deep dermis for correction of moderate to severe facial wrinkles and folds. The filler adds volume to the skin, smoothing unwanted wrinkles and folds for up to six months. Some patients benefit from a liquid facelift, which combines neurotoxin injections and injectable fillers for optimum results.

Skin resurfacing can be achieved through various methods. Peels may be an attractive option to counteract fine wrinkles and address dull



skin texture. The extent of the rejuvenation and how long the results lasts depends on the intensity of the peel, which acts by removing the outer layers of the skin and encouraging the growth of new, softer, evenly colored skin.

Microdermabrasion is a skin rejuvenation treatment using fine particles or a diamond-tipped instrument to remove the top, dead cells and regenerate a smoother appearance. Results last two to three months, with repeated treatments necessary to maintain.

Laser resurfacing offers several choices. Photorejuvenation, or Intense Pulsed Light therapy, is a noninvasive intense pulsed light laser treatment that can improve blemishes, sun damage, birthmarks, broken capillaries, and more. There is no downtime, but several treatments may be necessary for desired results. A high-intensity light can improve the look of wrinkles and scars by tightening loose skin. A fractional laser resurfacing creates small wounds deep in the dermis—targeting just a fraction of the skin—which prompts rebuilding of collagen and elastin. There is minimal downtime with results seen in as few as three treatments. The facial plastic surgeon will match the right laser treatment to suit the patient's needs; the extent of the results depends on how aggressive the treatment.

Linda W., 31 years old, says, “I started noticing lines between my eyebrows and on my forehead when I was 29. I researched and found several options; and after meeting with a facial plastic surgeon, decided on Botox. No one knew I was getting the treatment. But I noticed and I thought I looked so much better—less angry or tired looking. It has been a real self-esteem booster and I don't plan on stopping the treatments any time soon.”

Many millennials are preserving their youth via prevention methods that are nonsurgical, noninvasive, yet very effective. Whether you fit in this age group or perhaps you are older but equally eager to stave off the aging process, contact your facial plastic surgeon for a consultation appointment today. ■

TERMS TO KNOW

- **Injectable fillers** are substances used to replace lost volume in certain areas of the face. They can address wrinkles, deeper creases, and folds. Some common fillers include: hyaluronic acids (Juvederm, Restylane), hydroxyapatite microspheres (Radiesse), poly-L-lactic acid (Sculptra), polymethylmethacrylate microspheres/collagen (Artefill). Fat grafting is a "filler" using one's own fat; it is especially suitable for the lips and mouth region.

- **Liquid facelift** restores volume to areas which appear hollowed, and decreases the appearance of wrinkles. It utilizes a combination of neurotoxins to relax specific facial lines and fillers to add volume where needed.

- **Neurotoxins** (Botox, Dysport, and Xeomin) are sterile, purified proteins produced from the bacteria, *Clostridium botulinum*, in the laboratory. Neurotoxins injected in small amounts into facial muscles bind to the nerve endings supplying the muscle and prevent nerve impulses from traveling to the muscle, thereby paralyzing the muscle contraction.

- **Nonsurgical procedures** are treatments that can be topical, such as creams and peels; injectable, e.g., neurotoxin and fillers; or laser-based, such as photorejuvenation. All procedures take place in the office setting, without anesthesia and no incisions.

- **Skin resurfacing** removes the outer layer of the skin via a laser (laser skin resurfacing), a liquid (chemical peel), or a spinning brush (dermabrasion) resulting in smoother and less wrinkled skin.

ASK THE SURGEON



Question: While I thought gauging [stretching earlobes using large-gauge earrings] was fun and cool during college, I now have holes that are about an inch and one-half in diameter. I would like to repair them before graduating and moving into the workforce. What can I do?

Earlobes can be damaged intentionally or unintentionally. Since your holes are quite large, your facial plastic surgeon will probably need to perform reconstructive surgery. This entails numbing the area, cutting the lobe, and sewing the tissue together. After a week or so, the stitches will be removed. There may be some slight redness and bruising, but very little pain.

For those that have been wearing heavy earrings or have recently torn or split the lobe from an accident, you may be able to allow the lobes to heal on their own. Stop wearing earrings and see how much healing takes place over a period of months. You may still require surgical intervention; your best bet is to consult with your facial plastic surgeon to ensure an optimal outcome. ■

HEALTH TIP



November is Healthy Skin Month! How are your skincare habits? Your facial plastic surgeon has some easy-to-implement tips to develop a simple, anti-aging routine. First, always seek the shade; and regardless of the season, wear sunscreen if you are outside for an extended period. Use products with retinoids, which help to enhance the production of collagen and elastin. This results in better skin tone, smoother texture, fewer wrinkles, and less sagging. Consume more antioxidants, such as vitamin C and E, Coenzyme Q10, copper, beta carotene, and zinc. Natural sources include green tea, pomegranates, mushrooms, coffee berries, grape seeds, and olives. These are your prime defenders against the collagen-damaging effects of free radicals from environmental factors like UV rays and pollution. Last, remember to moisturize your skin. As we age, the skin loses its ability to hold onto water, causing a rough texture and dryness. Apply nightly a product containing hydrators like hyaluronic acid, fatty acids, or ceramides. ■

WHAT'S NEW?



Indian plastic surgeon, Debraj Shome, MD, and cosmetic dermatologist, Rinky Kapoor, MD, have recently been awarded a US patent for a molecule, QR 678, that treats hair loss in patients. The molecule is injected into the dermis of the scalp, just below the top layer of skin (epidermis). It stimulates hair follicles and boosts hair growth.

Treatment has shown effective for patients with androgenetic alopecia, alopecia areata, female pattern baldness, secondary alopecia, in addition to chemotherapy patients who have suffered hair loss throughout the cancer treatment process. ■

Domestic violence awareness and assistance...facial plastic surgeons bring hope

October is domestic violence awareness month. The National Center for Injury Prevention and Control of the Centers for Disease Control states that one in every three women will experience domestic abuse in her lifetime. Seventy-five percent of injuries are to the face and head area. The U.S. Department of Justice reports that only 34 percent of victims will receive medical treatment for their injuries. Facial plastic surgeons are taking a firm stand against domestic violence and helping survivors to break out of the cycle of abuse, to enhance their self-confidence, and to assist as they rebuild their lives.

Over 20 years ago, the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) founded FACE TO FACE: The National Domestic Violence Project in partnership with the National Coalition Against Domestic Violence (NCADV). Facial plastic surgeons provide their services to survivors of domestic abuse who cannot afford to receive treatment for facial injuries. Through surgery, counseling, and support, individuals are guided down the path to physical and emotional healing.

Do you know someone who is struggling with the physical scars or injuries incurred from domestic violence? The first step is to contact the 24-hour, toll-free hotline, (800) 842-4546. During the initial interaction, the callers are screened to ensure they meet the criteria for the program—the injuries are a result of domestic violence and they are out of the abusive relationship—in addition to obtaining a brief description of the injuries sustained.

The second step is to receive counseling. The survivor is given the name of a domestic violence shelter in the local area and advised to set up an appointment with a domestic violence counselor. The purpose for this appointment is twofold: to receive verification from an independent source that the injuries are due to domestic violence, and to ensure that all participants are attending a local domestic violence program. It is



anticipated that the individuals requesting services will have been out of the violent situation for at least one year.

The final step is to receive the referral. The shelter counselor contacts the FACE TO FACE domestic violence coordinator to confirm that the individual has begun the inner healing process and is out of the abusive relationship. The coordinator provides the contact information for the local facial plastic surgeon that will provide complimentary consultation and surgery. Surgery is performed to repair the damaged facial features and to hopefully alleviate the visible, painful memories of past abuse.

Domestic violence accounts for 21 percent of all violent crime. In the United States, more than 10 million people are physically abused by an intimate partner each year (NCADV.org). The FACE TO FACE program is taking steps to help these survivors. For more information regarding this inspiring program, visit www.aafprs.org, click on AAFPRS Foundation, Humanitarian Programs, Domestic Violence. ■

