

FACIAL PLASTIC SURGERY

TODAY

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Stay competitive! Procedures and treatments to increase your advantages at work

No matter how "secure" you may feel in your job, the economy is full of uncertainty and a lot can happen. Most people agree that you shouldn't let yourself become too comfortable in the workplace and that it is vital to keep your competitive edge. One way that both women and men are seeking these advantages is through cosmetic treatments and procedures.

Women continue to make up 82 percent of all surgical and nonsurgical procedures. The top procedures undergone by women are rhinoplasties (nose surgery), followed by facelifts, blepharoplasties (eyelid surgery), and laser skin resurfacing. The most common nonsurgical cosmetic procedures are neurotoxin injections (Botox, Dysport, and Xeomin), hyaluronic acid fillers, and non-ablative skin resurfacing. Women want their employers to see them as energetic and youthful, rather than tired and old.

"I felt that my boss might be fishing for younger blood. I didn't want my wrinkles and sagging skin to be perceived as someone tired and not interested in exceling," says Sarah H. "I want to look as young as I feel—getting a facelift not only turned back the clock 10 years, but also boosted my confidence level immensely." Sarah believes that this renewed confidence propelled her career forward.

Men want to look younger and more masculine, stating these characteristics are imperative to climb the corporate ladder. The most common procedure undergone by men is rhinoplasty. Chin enhancement is another procedure that men are very interested in, whether by placing chin or jaw implants to create a stronger jawline or undergoing surgery for realignment. The chin can also be sculpted through liposuction or the recently FDA-cleared Kybella fat-dissolving injections. Hair transplantation procedures are an appealing option as well to refresh the hairline and look more



youthful. The most common nonsurgical procedures are neurotoxins and hyaluronic acid injections.

"I'm fine with some wrinkles, I just don't want to be perceived as having this permanent angry expression on my face all of the time—it can be off-putting," says Steve S., who decided to have Botox injections. "I was hesitant at first, but the result was exactly what I was looking for. People didn't know that I had done anything physically, they just thought I looked happier."

Make a consultation appointment with your facial plastic surgeon. Discuss what areas of your face you would like to improve. If you would like a more modest change, start with a minimally invasive treatment—immediate results with little downtime—or a combination of remedies. If you are ready for a permanent, more noticeable change, consider a procedure that will rejuvenate and help you feel confident in your skin. ■

Is a facelift right for you? Explore your options ...

Each year, one of the most popular procedures patients seek to take 10 to 15 years off of their appearance is the facelift. They want to address the loose skin, laxity of underlying muscles, and accumulation of fat in undesirable places. Today, facial plastic surgeons have new techniques and variations of the standard facelift to meet your unique needs. Explore the options and schedule an appointment with your doctor to create the optimal plan.

Traditional facelift

Look at the angle between your neck and lower jaw. A traditional facelift can improve the appearance of the lower two-thirds of your face by reducing the sagging skin, muscles, and fat. Incisions are made above the hairline; the skin is separated from the fat and muscle below. The muscle is resupported with stitches. Fat may be trimmed or suctioned from around the neck and chin to improve the contour. The skin is redraped and tightened to a natural point; the excess skin is removed. Stitches or sutures may be used to secure the skin and to close the incisions. Additional incisions may be made under the chin to address loose deposits of hanging tissue. The procedure requires four to six weeks for the skin to completely heal. This option is major surgery that yields significant, permanent improvement to your appearance.

Mid-facelift

If you do not have an excessive amount of sagging skin around the jaw and neckline and instead are seeking improvement in the cheek and lower eyelid area, the mid-facelift



may be the right procedure for you. The mid-facelift is performed through tiny incisions placed within the hairline and on the inside of the mouth. Underlying muscle and fat is repositioned; excess skin is removed. This re-draping improves the nasal furrows and restores a more youthful appearance. Results are permanent, although the face will continue to age naturally.

Limited incision facelifts

The following procedures—S-lift, J-lift, and short scar facelift—minimize the incision length. The advantage may be a shorter recovery. The disadvantage of a limited incision facelift is that changes are not as extensive as a traditional facelift procedure.

The S-lift derives its name from the "s" shape of the excision used near the ear. Soft

tissue is fixated to the cheekbones to provide stability and fullness to the area. The J-lift raises and firms the lower one-third of the face and neck. Its name comes from the area that is corrected by the procedure, the jawline or jowls. By repositioning of the muscle groups underneath the surface, the jowl is lifted to its natural, best site for beauty. The incisions are hidden.

The short scar facelift has an incision length half the size of a traditional facelift incision. This lift repositions the skin and soft tissues of the face that have been affected by the aging process, with the principle difference being minimized scarring. Unfortunately, not all patients are good candidates for this technique; patients with excessive skin around the neck would benefit more from a traditional facelift.

Liquid facelift

A popular, minimally invasive option is the liquid facelift (also referred to as a lunch-time lift), which places large amounts of fillers into the face to lift and contour facial features. The results are immediate; however, the benefit is temporary with the specific length of time depending on the type of filler used. There is minimal downtime.

Aging of the face is inescapable; over time, the skin loosens on the face and the neck. The jawline softens and folds appear on the front of the neck. Unfortunately, our personal habits, heredity, the pull of gravity, and sun exposure all contribute to the aging of the face. However, there are facelift options that can help restore your youthful visage. While younger patients may require

Facelift FAQs

What is the typical age for a facelift?

While there is no perfect age, patients are generally between 40 to 70 years old.

How do I know if I am a good candidate for a particular facelift procedure?

Set realistic expectations; work with your facial plastic surgeon to determine which type of facelift will bring you optimal results.

How do I avoid that "skin pulled too-tight" appearance?

Your surgeon will provide the best, most natural results based on your anatomy, skin type, and age.

Will I be awake during the procedure?

For surgical facelifts, you will be asleep. Surgeons typically use intravenous sedation and local anesthetic (numbing medicine). For minimally invasive options, you will probably be awake with possibly a local anesthetic, depending on the treatment.

Do I have to stay overnight at a hospital?

No, most facelifts are done on an outpatient basis.

less extensive procedures or older patients may request less downtime, recent advances in techniques and modern variations to the traditional facelift offer a wide range of procedures. Trust your face to a facial plastic surgeon to personalize your procedure, decrease operative time, reduce postoperative complications, and provide optimal results. ■

ASK THE SURGEON



I am in the process of losing weight. Should I wait until I reach my goal before having surgery?

Congratulations on your journey to obtaining a healthful weight. If you are within five to 10 pounds of your goal, you probably do not need to wait. If you are planning on losing weight significantly more than this, it might be best to delay the procedure. Meet with your facial plastic surgeon to discuss the particular surgery you are considering, as this will affect his or her advice. ■

HEALTH TIP



Eat your way to better looking skin; think—unprocessed, whole foods and plenty of water. Consume a wide variety of fruits, vegetables, proteins, and healthy fats to ensure your skin receives all of the essential nutrients needed in order to fight against the aging process. Antioxidants help cells prevent damage; try olive oil, red kidney beans, blueberries, artichokes, and pecans. Omega-3 oils are proven skin smoothers; nuts and fish help hydrate the skin and reduce the appearance of wrinkles. Foods high in vitamin C, such as kiwis, parsley, and broccoli can help protect against ultraviolet damage from the sun and reduce wrinkling. And, dark green vegetables—spinach, kale, collards—also include Vitamin C along with zinc, which are collagen-producing agents. Collagen is the main protein structure in your skin that helps maintain your youthful, healthy appearance. Lastly, you can reduce inflammation and free radical damage by drinking green tea or eating avocados, cherries, and blueberries.

While improving your diet will not eliminate wrinkles or sagging, research has shown that it will improve the texture and tone of your skin. Eat consciously and deliberately; both your insides and outsides will thank you. ■

WHAT'S NEW?



The American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) has launched a consumer mobile app called, Facial Plastic and Reconstructive Surgery. This free app is designed to help patients make more informed decisions about facial plastic surgery news, information on procedures, and finding a facial plastic surgeon by name, zip code, or proximity using a global positioning system.

“Our current and future patients are using their mobile devices for both research and recreational use. This new app will support the efforts the AAFPRS is making to increase engagement and the flow of information while benefitting consumers and the AAFPRS membership,” states immediate past president of the AAFPRS, Stephen S. Park, MD. “This application is a one-stop shop for comprehensive information on facial plastic surgery so people can make informed decisions.”

The app is available on both iOS and Android platforms. For more information, visit www.mottomobile.com/aafprs-apps on your computer or tablet; or <http://mm.tc/aafprs> from your mobile device to be directed to the appropriate app store. ■

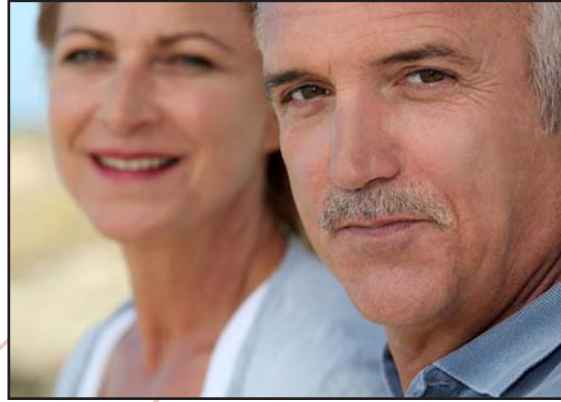
Neurotoxins used for more than wrinkles: headaches, paralysis

Neurotoxins, such as Botox, Dysport, and Xeomin, are injectable fillers used to temporarily paralyze nerve impulses of targeted muscles. You may be familiar with these neurotoxins as treatments to reduce frown lines and crow's feet; however, they are also being used to dull chronic migraines, improve symmetry in patients with facial paralysis, and treat blepharospasm.

The U.S. Food and Drug Administration (FDA) approved Botox in 2002 for the temporary improvement in the appearance of moderate to severe vertical lines between the eyebrows and crow's feet lines. Dysport was approved in 2009, and Xeomin in 2011. Each is a unique formulation of botulinum toxin A; your facial plastic surgeon may recommend one over another based on your needs. After injection, improvement is seen within two to three days, but the full effects will not appear for about two weeks. The smooth skin lasts four to six months. After this time, the muscle movement gradually returns, the wrinkles reappear, and treatment may be repeated.

Chronic migraine sufferers were given a new prevention option in 2010, when the FDA approved Botox to treat chronic migraine headaches in adults. Injections are given around the head and neck at intervals every 12 weeks to try and dull future headache symptoms. Patients report a significant reduction of headache days.

Neurotoxins have also been used to improve facial symmetry in adults with facial paralysis. Recently published in the *Journal of the American Medical Association Facial Plastic Surgery*, a study



looked at the medical records of 18 children between the ages of four and 17 years old that received botulinum toxin A to improve their facial symmetry between 2004 and 2012. Most patients experienced paralysis from trauma or after tumor resection. Treatment included routine injections in various muscles surrounding their eyes, mouth, cheeks, and neck. Facial analysis software was used to measure the difference in vertical opening between the paralyzed and non-

paralyzed sides of the lips. After evaluating the patients' before and after photographs, researchers reported significant improvements in their smiles. On average, the patient enjoyed a 61 percent improvement in symmetry. There were no complications and it was suggested this could be a means for permanent restoration. More long-term studies will need to be performed. Regardless, this is exciting news for parents and children to have a viable option that is safe and effective. Current treatments usually include reconstructive surgery or grafting of muscles.

Blepharospasm is an abnormal blinking or spasm of the eyelids. A neurotoxin is an approved treatment for this condition and can temporarily paralyze the muscles of the eyelids and provide relief.

Whether you are looking to reduce the crow's feet around your eyes or perhaps you are seeking relief from a medical condition, neurotoxins have been used safely for both cosmetic and reconstructive reasons. Talk to your facial plastic surgeon to see how you may benefit from this treatment. ■

