

# FACIAL PLASTIC SURGERY

# TODAY

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## “I'll have what she's having,” is what's trending

**I**t seems that keeping up with the Kardashians has become something of a national pastime and accounts for an uptick in cosmetic surgery among millennials. At a recent cosmetic surgery meeting, all trending procedures directly linked back to the Kardashian crew, including lip enhancement and "vampire" facelifts.

Kim had a vampire facelift, which is not a facelift at all. It is a skin treatment using the patient's own blood (thus the name, vampire), combined with hyaluronic acid filler. The combination is injected into strategic areas of the face to reduce wrinkles, add volume, and improve the quality of the skin.

According to the American Academy of Facial Plastic and Reconstructive Surgery, 64 percent of their facial plastic surgeon members reported an increase in cosmetic surgery or injectable treatments in patients younger than 30. This further suggests that the Kardashian influence cannot be discounted.

The most popular procedures among this age group are Botox, hyaluronic acid fillers for lip augmentation, and nose surgery. Social media has created a much greater sense of self awareness. Celebrities put everything out there regarding the work that they have had done, helping make procedures much more mainstream. This does not necessarily mean that patients want to look like celebrities; it means they are more aware of the options out there and feel more comfortable exploring them.

Thanks to these cultural shifts and advances in minimally invasive technologies, the demand for non-surgical treatments is continuing to grow at a faster rate than that of surgery in this country. Many millennials are adopting Botox as routine wrinkle prevention and lasers and chemical peels as standard practice for turning back the clock on sun damage. The advent of cosmetic surgery and beauty apps that allow millennials to try before they buy are also playing a role in the acceptance and desire for nips and tucks. A new national survey conducted by beauty app developer



Meitu found that 33 percent of women and 20 percent of men admit to editing their dating profile photos. As of today, you can choose from 535 photo-editing apps in the app store.

Some of these apps encourage users to try on a new nose and others allow for smoother skin, fewer wrinkles, and whiter teeth. These apps may inspire people to seek facial plastic surgery; however, they do not necessarily represent the possible results. Most facial plastic surgeons agree that these apps can be a great conversation starter, but caution that patients should have realistic expectations when discussing what is optimal for them.

Whether you are inspired by the Kardashians, other celebrities, or your own reflection you see across social media channels, your facial plastic surgeon can provide expert advice in order to minimize risks and maximize your satisfaction with the results. ■

## Ways to improve your tech neck... including eye level texting

The skin on your neck is thin and contains less supportive collagen. As we age, the skin loses elasticity, the underlying muscles become weaker, and fat can accumulate in the neck. Environmental factors, e.g., sun damage, also play a role, in addition to "tech neck." This refers to the increased creasing, wrinkles, and sagging due to frequent and prolonged looking down at your phone. The neck area is also prone to the effects of gravity and has few oil glands, so it needs moisturizing and sun protection.



A person with fat deposits or a double chin may consider CoolSculpting or Kybella. CoolSculpting is a noninvasive method for eliminating fat cells by chilling them until they crystalize. The fat cells die off and leave the body naturally. Results are seen usually with two treatments; CoolSculpting works well on full necks and small pockets of fat. Kybella is a non-surgical injectable that contains deoxycholic acid, a naturally occurring molecule that aids in digestion by breaking down fat.

Due to the popularized tech neck, there has been renewed interest in rejuvenating the neck area. Whether you are looking for a minimal invasive technique to smooth out your tech neck or a more substantial surgical procedure, there are various options to consider.

### Treatments

If you have mild to moderate skin laxity, you may be a good candidate for radiofrequency treatments. This is a noninvasive option with no downtime. It stimulates the regenerative process of collagen production by delivering low levels of ultrasound energy to the deeper layers of the skin. Several sessions may be required, with final results showing over two to three months as new collagen works to lift and tighten skin on the neck. The lasting effects depend on the individual; however, patients seek to repeat the treatment after one to two years on average.

Injectable dermal fillers create volume and plump creased areas; this works well for patients who would like to diminish the appearance of fine lines and wrinkles in the neck. The advantage is no recovery time; the disadvantage is that results last from six months to a year typically. If you are unhappy with the appearance of neck cords or banding, neurotoxins, such as Botox, Dysport, and Xeomin can be injected to help relax these muscles for a smoothing effect. The treatment is noninvasive and lasts three to four months.

When injected into areas of the neck and under the chin, fat cells are destroyed. Two to four sessions may be required, with long lasting effects.

### Procedures

Liposuction can be used to sculpt the neck area on relatively young patients that may have hereditary deposits of fat in the neck and under the jaw areas. It is important that the patient have good skin elasticity so that the skin retracts after removal of the excess fat; otherwise, it may be necessary to combine liposuction with another procedure to remove the excess skin. The procedure may require up to a week of recovery time; results are permanent.

A submentoplasty or cervicoplasty is a neck rejuvenation procedure that appeals to patients not quite ready for a full facelift or neck lift. The procedure starts with initial liposuction of the neck, then a small incision is made under the chin. From this incision, the area can further be sculpted or manipulated, including removal of additional fat and muscle reinforcement with sutures. Results are long lasting; you may return to work and normal activities after a week.

There are several surgical lift procedures that vary in invasiveness and the areas that they address. The ponytail lift is a modified facelift procedure that addresses the lower face and jowls with small incisions hidden around the ears to remove a small amount of sagging skin. During



a neck lift, small incisions are placed along the lower hairline and beneath the chin. The skin is lifted and repositioned. The neck muscles can be tightened, excess fat cells removed, and excess skin trimmed. The neck lift procedure targets the lower one-third of the face, creating a well-defined chin and jawline, smoothing out any skin folds and wrinkles. A facelift is similar to a neck lift, except it covers the lower two-thirds of the face. Your surgeon will evaluate which lift would be optimal for you. All of these options turn back the clock and may require two to three weeks recovery time before resuming normal activities.

Sometimes a weak chin can make sagging skin under the jawline look worse. A chin implant can improve the prominence of the chin and reduce the skin sagging. Your surgeon will make an incision inside the mouth or in the crease beneath the chin, create a small pocket, and slip the implant into place. The results are permanent; recovery may take one to two weeks.

There are many options to consider. While you wait for your consultation appointment with your facial plastic surgeon, you can try to reduce the effects of tech neck. Limit the amount of time you spend gazing down at your various devices; and when you do use them, hold them at eye level. Be proactive; moisturize and wear sun block. ■

## ASK THE SURGEON



*I am in my 30s and am just starting to see these vertical lines between my eyebrows become more pronounced. Is it too early to consider Botox?*

No. According to a 2015 survey by the American Academy of Facial Plastic and Reconstructive Surgery, facial plastic surgeons saw a 64 percent increase in patients under 30 getting injectable fillers or cosmetic surgery. Women in their 30s tend to start seeing fine lines developing between their eyebrows and around the eye area. Botox, Dysport, and Xeomin (all neurotoxins) are purified proteins. Injected in small amounts into the facial muscles, they bind to the nerve endings of the muscle and prevent nerve impulses from traveling to the muscle. This weakens or paralyzes the muscle around the area injected for several months; this temporarily reduces the skin creasing and results in smoother skin. Make a consultation appointment to discuss with your facial plastic surgeon if this procedure would be right for you. ■

## HEALTH TIP



Your facial plastic surgeon will provide specific instructions regarding your road to facelift recovery. Be prepared to follow the do's and don'ts list to the letter. For example, you can shower or bathe 24 hours after surgery, but be careful when washing your hair. Avoid lifting heavy objects for at least two to three weeks after surgery and ease back into your exercise routine. Do not take aspirin or anti-inflammatory products for two weeks before and after your surgery. Wear protective eyewear and a hat; direct sun exposure can cause sunburn and irregular pigmentation. Remember, be kind to your body so that it can heal optimally: eat nutrient-dense foods, get plenty of rest, and manage life stressors. ■

## WHAT'S NEW?



Research at Georgetown University Hospital with Jeremy C Sinkin, MD, and colleagues, shows that Google Glass has promising applications for facial plastic surgeons. Introduced in 2013, Google Glass allows a hands-free, head-mounted device to display information to the user and enable capturing and sharing of images and videos. Surgeons at Georgetown recently tested the device and rated their experience for use during various cosmetic and reconstructive surgery procedures. Overall, Google Glass received high ratings for comfort and satisfaction. The ability to capture images and video using voice-activated control averaged a three on a five-point scale. The quality of photographs and videos averaged nearly four out of five. Areas that need improvement included better voice control and an easier way to review and take pictures. The feedback will be used as the product undergoes a redesign (currently not available). The ability to record procedures and access medical records and imaging are just a few of the many benefits that Google Glass may provide to surgeons in the near future. ■

# Preparing for the optimal experience, be candid with your surgeon

If you are considering a treatment or procedure, there are several steps you can take to ensure you will enjoy the process and be happy with the results.

## Trust a specialist

Trust your face to a facial plastic surgeon, who is recognized for his or her extensive training, qualifications, and proficiency in cosmetic and reconstructive surgery of the face, head, and neck. Do your homework in selecting a surgeon with experience and results in the procedures you are considering. Not only will you receive expert advice and care, but also a specialized approach to provide optimal results.

## Research options

Spend time investigating the procedures that peak your interest. Visit reputable Web sites for information, beginning with your surgeon's site. Are there multiple options that may meet your needs? Talk to friends and family members about the procedure; they may be able to provide feedback or information. This will make you feel more comfortable discussing your options, the risks, benefits, alternatives, and reasoning for a proposed treatment.

## Formulate questions

Write down your questions and schedule a consultation appointment with your facial plastic surgeon. This is your opportunity to ask the expert. Don't feel silly; there are no stupid questions. Focus on your areas of concern. After hearing the answers, you will be able to make a well-informed decision with your surgeon.

## Share candidly

In order for your facial plastic surgeon to create a treatment plan that is as unique as you are, it is important that you get personal with your



surgeon. Discuss what you like or dislike about your features, your reasons for seeking treatment, and any short or long-term goals that you have regarding the process. This will ensure you are both on the same page and making optimal decisions for your health and appearance.

## Be open minded

Sometimes patients schedule and have the exact procedures that they researched and expected to have. Alternatively, other patients discover after the consultation that their treatment plan is very different from what they thought it would be. For example, it is not unusual for a patient to come in thinking that his or her nose is too prominent and believe that rhinoplasty (nose surgery) is the solution. However, your surgeon may explain that it is a receding chin that is causing the imbalance of your nose, which can be improved through a chin implant instead of rhinoplasty. Trust the process. You may have set ideas on what you think will improve your face; however, be open to the surgeon's expert opinion and recommendations. ■

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