

# FACIAL PLASTIC SURGERY

# TODAY



SPRING ISSUE 2018, VOL. 32, No. 2

## Selfie awareness prevails again in 2017

**F**rom selfies and prejuvenation to rhinoplasties and combination treatments, consumers continue to embrace their options to look and feel their best. Overall, the average number of procedures performed by facial plastic surgeons has increased 25 percent since 2012, according to a member survey from the American Academy of Facial Plastics and Reconstructive Surgery.

For the third consecutive year, "selfie-awareness" is a driving factor for patients to seek facial enhancements or procedures. Fifty-five percent of facial plastic surgeons saw patients who want to look better in selfies, which is up 13 percent from 2016.

The tables are turning on what it means to look and to feel great, with a focus on health, vitality, and empowerment. This "prejuvenation" shift is creating a generation of educated consumers who are taking control of the aging process. More than half (56 percent) of the surgeons surveyed saw an increase in cosmetic surgery or filler injectables with patients under age 30 last year.

Regardless of treatment, a natural-looking outcome is paramount for patients, with 33 percent stating a fear of looking unnatural as their top concern.

A driving factor in the decision to have a cosmetic treatment is to stay relevant and competitive at work, as reported by 57 percent of surgeons.

Some of the most requested procedures were tailored to specific lifestyle concerns. Eyelid procedures to look less tired were reported as a rising trend by 73 percent of surgeons, along with combined nonsurgical procedures by 72 percent.

Predictably, Botox, Dysport, and Xeomin remain the most popular minimally invasive treatments for both women and men, followed by fillers and skin treatments.

For surgical trends, nose surgery (rhinoplasty) leads the way year after year (performed by 97 percent of surgeons in 2017) followed by eyelid surgery (95 percent) and facelifts (88 percent). The most popular



treatment overall, Botox, was ranked first for women followed by rhinoplasty. For men, however, it was reversed with rhinoplasty as the top procedure followed by Botox.

Botox and hair transplants both notably increased in the past five years, with the number of Botox procedures increasing by 33 percent from 2012 to 2017. The number of hair transplants in the sample jumped by more than 538 percent in that time span.

Trusting your face to a specialist remains a leading factor for consumers considering facial plastic surgery.

What are the predictions for 2018? The selfie obsession will continue, along with prejuvenation and the proliferation of noninvasive treatments. There will be more flexible fillers that bend with facial animation. Stem cell injections will increase. Injectable rhinoplasty will become more popular. There may also be an increase in transgender and feminization procedures and an upsurge in millennial men turning to cosmetic maintenance.

If you have questions or concerns regarding treatments or procedures that may be right for you, make a consultation appointment today. ■

## Would you like a more youthful neck? Here are some options

Rejuvenating the neck area can be challenging. The skin is thin and has less collagen and oil glands than facial skin—which means it is quick to show the signs of aging. Check your neck in the mirror; you may be able to see major improvement in your overall look with some attention to this area. From neck cords and wrinkles to sagging skin and pockets of fat, your facial plastic surgeon can offer several contouring alternatives to meet your desires.

### Neck bands

Neck cords or bands are stringy vertical muscles that become more prominent as you age. Two muscles on each side of the neck begin to protrude, causing unsightly bands of the skin. Neurotoxins (Botox, Dysport, Xeomin) can be injected to help relax these muscles for a smoothing effect. The treatment is noninvasive and lasts three to four months. Ultrasound therapy is another way to trigger the wound-healing response in your skin to stimulate collagen. These treatments will target only the banding.



### Sagging skin

Also known as turkey neck or turkey wattle, sagging skin may respond to radiofrequency treatments. This is noninvasive and encourages collagen formation to plump and firm the skin.

### Fat pockets

If you have a full or double chin, liposuction of the area can provide a more defined angle to the neck and jawline without removing any skin. Traditional liposuction is surgery and typically requires a week to recover. It may be combined with other procedures, such as chin implant, facelift, or neck lift. If you are looking for a less invasive possibility with no downtime, Kybella and CoolSculpting may be right for you.

Kybella (deoxycholic acid) is approved by the U.S. Food and Drug Administration (FDA) to reduce double chins. It is administered through multiple small injections under the chin and destroys fat cells. The number of treatments depends on the amount of fat you have and your desired profile.

CoolSculpting is also FDA approved and targets fat cells. This noninvasive treatment freezes the fat cells and they die. Your body



processes the dead cells out of your body, leaving a more sculpted silhouette. Your facial plastic surgeon will guide you on which treatment matches your requirements.

### Wrinkles

Your neck ages as much as your face. Your facial plastic surgeon may recommend a chemical peel or microdermabrasion to rejuvenate the skin of your neck. The exfoliation removes the outer, aged skin, while stimulating collagen growth and a brighter tone and texture. Microneedling also stimulates collagen production and may improve the overall appearance of the skin on your neck.

### Neck lift

If the drooping skin, fat deposits, and banding are quite extensive, you may be a good candidate for a neck lift procedure. Customized to suit your needs, they vary in invasiveness and the areas that they address. The ponytail lift is a modified facelift procedure that focuses 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 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. Recovery time depends on the extent of the surgery, with most patients returning to daily activities and work within two weeks.

## Neck rejuvenation plus additional procedures

Most patients come to see their facial plastic surgeon expressing distress about a certain area of their face, not requesting a specific treatment or procedure. Rest assured, your facial plastic surgeon will listen to your concerns, evaluate your entire face and features, and recommend a plan that improves and enhances your overall appearance. This may include treatments for your neck, in addition to other areas. The following procedures are often combined with neck contouring.

- ▶ **Facelift:** A facelift and neck lift may be combined in order to address extensive jowling and sagging skin for the face and neck. Much like the neck lift, a facelift removes excess skin and fat while lifting and repositioning skin and tightening muscle and connective tissue.
- ▶ **Rhinoplasty:** To balance a profile, nose surgery may be combined with jawline contouring.
- ▶ **Chin implant:** A chin implant can further refine a neck liposuction procedure to add more definition to a receding chin.

Don't discount your neck—especially if you have wrinkles from sun damaged skin, undesirable fat under the chin, a turkey wattle neck, or heavy jowls; rejuvenating this area can make a dramatic impact on your appearance. Whether you are looking for a quick, noninvasive procedure or a surgery that provides more dramatic results, there is a treatment that will meet your needs.

Put away the turtlenecks and plan to show off a rejuvenated, more elegant neckline this spring. Set up a consultation appointment to discuss what options may be able to dramatically improve your neck and jawline. ■

## ASK THE SURGEON



*What is "Baby Botox"? How do I know if I am a good candidate?*

"Baby Botox" refers to using a lower volume of botulinum toxin (Botox) to soften wrinkles. Neurotoxins (Botox, Dysport, and Xeomin) are purified proteins injected in small amounts into facial muscles. They bind to nerve endings and prevent nerve impulses from traveling to the muscle. This weakens or paralyzes the muscle around the area injected for three to six months. This can reduce forehead creases, brow furrows, or crow's feet produced by specific facial expression muscles.

You may be a candidate for using less than the full-treatment amount if you want to soften lines without reducing facial muscle movement and facial expressions. When using a reduced amount of neurotoxin, the results do not last as long so you may need repeated treatments more often. Consult with your facial plastic surgeon to determine if you are a good candidate; your treatment plan will depend on the area, extent of wrinkles, and desired outcome. ■

## HEALTH TIP



Be proactive. Once you have decided to have a procedure, ensure you have the best possible experience by following these recommendations.

- (1) Check your motivation; surgery will improve your appearance, not solve all your problems.
- (2) Educate yourself on the procedure, risks, and recovery; this will help you set realistic expectations.
- (3) Communicate and be open with your surgeon; listen to your specialist and agree on the optimal plan for you.
- (4) Prepare yourself physically and emotionally; practice healthy habits and lock-in your post-surgery support system. ■

## WHAT'S NEW?



Facial plastic surgeons are leading the charge in regenerative medicine, i.e., using the body's own cells and growth factors to induce and promote collagen production, regeneration of tissue, and healing. One such technique, Platelet Rich Plasma (PRP) injections, has been around for a while and used to smooth and tighten skin. PRP is derived from a patient's own blood, centrifuged to remove red and white blood cells, leaving the platelet-rich plasma protein. Similar to PRP is a new solution, platelet-rich fibrin (PRF), which includes white blood cell rich fibrin scaffold in addition to the platelets. PRF stimulates stem cells to increase collagen and elastin in the skin. It is thought to have longer-lasting benefits than PRP, as it releases growth factors over time. PRF is used to treat under-eye depressions, facial folds, and hollowed cheeks. Ask your facial plastic surgeon if this treatment may be right for you. ■

## I'll take the combo, please

Consumers have become savvy at requesting minimally invasive combinations to treat their aging concerns with very little downtime, allowing them to return to their demanding careers or lifestyles without skipping a beat. According to the American Academy of Facial Plastics and Reconstructive Surgery, 72 percent of facial plastic surgeons reported combining nonsurgical procedures as a rising trend. Check out some of the more popular treatment possibilities.

### Microneedling

This skin rejuvenation treatment entails tiny, fine needles puncturing the top layer of the skin, triggering collagen and elastin production. Facial plastic surgeons are using microneedling for treating acne scars, aging skin, and pigmentation. It can be combined with chemical peels, topical serums, and platelet-rich plasma injections to further enhance results.

### Fillers

Neurotoxins—Botox, Dysport, Xeomin—paralyze the muscles to reduce wrinkles. Soft dermal fillers, in addition to treating lines and wrinkles, plump and define lips, fill hollow areas on the face and lower eyelids, and lift the cheek area. If a client is concerned with wrinkles between the brows and laugh lines around the mouth, the surgeon may recommend a neurotoxin to treat the forehead wrinkles and a dermal filler to treat the laugh lines. The results can be subtle or dramatic, depending on the patient's goals and the combination of fillers used.

### Resurfacing

There are varying methods to resurface the skin, such as peels, microdermabrasion, and lasers.

Chemical peels can improve acne, age spots, discoloration, tone, fine lines, freckles, melasma, sun damage, and more. The strength of the peel determines how deep the exfoliation. If you are looking for a brighter,



smoother complexion, microdermabrasion removes the top layer of dead skin and promotes the production of new skin cells. Laser resurfacing—much like chemical peels—comes in varying degrees depending on the laser. Vaporize the top layer of the skin with minimal trauma to the surrounding area to address wrinkles, crow's feet, and acne scars. A more youthful, even skin tone emerges through the healing process. Your facial plastic surgeon may recommend one or a combination to achieve revitalized skin tone and texture.

Other energy-based devices—intense pulsed light (IPL), radiofrequency, CoolsSculpting, and ultrasound—stimulate collagen and tighten skin; the type of treatment is based on your needs and the degree of rejuvenation. These combine well with other noninvasive treatments.

Consider the possibility of a customized plan using a combination of minimally invasive treatments—such as microneedling, fillers, resurfacing methods, and energy-based devices—to address your lines, wrinkles, folds, tone, texture, and laxity. There are many options. Talk with your facial plastic surgeon to discuss what concerns you may be able to address in the span of one appointment. ■