

FACING THE FUTURE

TODAY'S SAFE AND EFFECTIVE ADVANCEMENTS IN PLASTIC SURGERY ARE CHANGING THE NATURE OF THE INDUSTRY

REJUVENATION TRENDS

CELEBRITY DO'S AND DON'TS

By **Ayman Hakki, M.D.**

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A common misconception in today's world of plastic surgery is that artificial fillers such as Juvéderm, Restylane, Radiesse, and Evolence are the best way to immediately rejuvenate the face without going under the knife. While this may be true in smaller doses, overtime the results create a plastic, plumped, and overdone look.

While celebrities and Hollywood starlets have abused and over-used artificial fillers, American icon Madonna took all the right anti-aging steps and looks fantastic. Though she doesn't admit it, her high cheekbones and plump lips are probably the result of an under-appreciated but cutting-edge procedure called Adipose Accentuation. At age 50, the untrained eye would never detect her youthful appearance is the result of plastic surgery.

Adipose Accentuation can be best described as an anti-aging filler that shifts fullness from one area to another using the patient's own organic and natural fat. Commonly practiced in the face or buttock region, This is the ideal filler and the latest trend in organic anti-aging procedures. For plastic surgery to be transcendent, three things must occur: the result must be less plastic and more natural, the intervention



must be minimal with fewer incisions, and the result must be long lasting.

During Adipose Accentuation, a portion of the fat removed from one part of the body is reintroduced to a different site. Amazingly, advances in modern science have shown that this also transfers stem cells into those areas, which mimic cells they come into contact with and actually create new fat, bone, and skin cells. As a result, the fullness of the cheeks, lips, or buttock region is brought back to its youthful appearance naturally. The fat transfer results not only in fullness, but rejuvenation of the skin on a cellular and microscopic level. **WL**

THE BOTTOM LINE

RECENTLY APPROVED DYSPORT IS GIVING BOTOX A RUN FOR ITS MONEY

Center for Laser Surgery

Concerned about wrinkles? Now you have a choice. Dysport, recently FDA approved, is the first cosmetic injectable available besides Botox Cosmetic for the treatment of facial wrinkles.

Dysport, like Botox, is a simple, effective, and non-surgical treatment that works by temporarily relaxing facial muscles and reducing and smoothing away frown lines and wrinkles. While Dysport was just approved for use in the United States, it has been available in Europe, Asia, and South America for over 10 years.

The Center for Laser Surgery was principal in bringing Dysport to the US. As the Washington metro area's largest "Diamond Level" Botox practices, the center was selected as the sole investigator for the FDA's Stage III clinical trials in Washington.

An intriguing aspect of Dysport is that it is arguably "better than Botox." Many cosmetic physicians outside the US who have used Dysport reported faster action and greater longevity for Dysport when compared to Botox.

In 2006, Dr. Robert M. Adrian, the late founder of the Center for Laser Surgery, sponsored and funded an 24-patient double-blinded comparative study in Germany of Dysport and Botox in the treatment of forehead lines. The results of this independent study, in both physical observation and patient feedback, indicated that Dysport was faster acting with equal or greater longevity than Botox when used at an appropriate ratio. In addition, competitive pricing means that many practices are offering Dysport treatment for less than a comparable treatment with Botox.

A common misconception regarding both Dysport and Botox is that it is risky; however it is of importance to note that both Botox and Dysport have excellent safety profiles when used by trained providers for cosmetic use. **WL**



SAVING FACE

QUICK FACIAL FIXES THAT WON'T BREAK THE BANK

By Michael Olding, M.D., FACS
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It may not seem as if beauty procedures would be high on consumer's wish lists these days, but statistics from the American Society of Plastic Surgeons show a steady rise in "off the shelf" beauty enhancers like Botox, Dysport, and Restylane to fulfill cosmetic needs. Many people are seeking improvements in outward appearances without looking like they've had plastic surgery, and without major disruptions to their schedules or bank accounts.

Two wrinkle-removers, Botox and Dysport, act by decreasing muscle impulses. They are safe if used appropriately and most effective if used

judiciously – you want minimized wrinkles with facial animation. Dysport, recently approved by the FDA, works like Botox, but acts faster and is a good choice if you have limited time.

For fillers, it's best to begin with hyaluronic acid-based products such as Restylane, Perlane, or Juvéderm. Effects of these products don't last as long as those of their "semi-permanent" counterparts like Sculptra and Radiesse, but can be reversed in a couple of days if you need to fine-tune the effect.

With so many products on the market, it's hard to know which is right for you. The key is to be precise about your personal goals and to find a doctor who will work with you to achieve the best results. **WL**

COSMETIC CHOICES

WHAT TO KNOW BEFORE GOING UNDER THE KNIFE

By Vineet Mehan, M.D.
Plastic Surgery Associates

Many patients are often overwhelmed with important decisions before committing to plastic surgery. These tips can help guide you through the complex process.

DO YOUR HOMEWORK

Educate yourself about the procedure so you understand the potential risks of the surgery, as well as the recovery time and additional expenses. It's smart to request to see "before" and "after" pictures to know what to expect.

BUYER BEWARE

Your surgeon should spend time addressing

your concerns, making you feel at ease with their bedside manner and skills. Don't hesitate to ask about his or her training and experience. It's important to verify that your surgeon is board eligible or board certified by the American Board of Medical Specialties.

BUYER BEWARE

It's exciting to get a good deal, but be careful of anything that sounds too good to be true. Saving money often means getting an inexperienced surgeon. Also, never feel pressured to agree to any surgery. An aggressive salesperson is often looking out for his or her interests – not yours. After doing the research, you will be more confident in your choice to undergo cosmetic surgery. **WL**

TIME LAPSE

DIFFERENT PROCEDURES FOR
DIFFERENT AGE GROUPS

By Philip S. Schoenfeld, M.D., FACS
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Whether you are looking for a physical enhancement or to decrease the appearance of wrinkles, there are several options to consider at any age.

20s: Invasive: Younger patients often look to improve their profile, with rhinoplasty and chin enhancements being most common. Other top procedures are breast augmentation and SlimLipo – laser liposuction that quickly melts and removes unwanted body fat. **Non-Surgical:** Laser hair removal tops this list, while the majority of non-surgical services are laser acne treatments, skin glowing chemical peels, and lip fillers.

30s: Invasive: Rhinoplasty is still the most requested procedure, but many people start looking toward eyelid surgery. Breast augmentation and forms of liposuction are even more popular, as many turn to laser lipolysis and SlimLipo to trim body fat. **Non-Surgical:** Now is the time many people start using "wrinkle relaxers." Botox and Dysport help prevent deep creases from forming on the forehead and between brows. For skin, professional-grade microdermabrasion like SilkPeel and light chemical peels help restore natural glow, remove sun damage, and even out skin tone.

40s+: Invasive: Rhinoplasty, eyelid procedures, brow lifts, and mini- and full facelifts are all popular procedures. **Non-Surgical:** Botox/Dysport and facial fillers like Juvéderm, Restylane, and Radiesse are common to fight wrinkles, while photo-facials, microdermabrasion, and stronger lasers like the Fraxel help decrease deeper sun damage, fine lines, brown spots, and skin tightening.

