



Facial Plastic Surgery bestface

Wake Forest Baptist Health \ September 2016

The results are in! Latest trends in facial plastic surgery

The survey results are in! According to facial plastic surgeons of the American Academy of Facial Plastic and Reconstructive Surgery, the top three trends in 2015 were requests for natural-looking rhinoplasty results (74 percent), combined surgical and non-surgical procedures (72 percent), and eyelid procedures to look less tired (71 percent). More than half of the surgeons also saw a rise in patients asking to get their cheekbones back (56 percent) and people turning to cosmetic procedures to remain competitive in the workforce (51 percent).

BOTOX® Cosmetic (Allergan), along with Dysport® (Galderma) and Xeomin® (Merz), remains the most popular minimally invasive procedure for both men and women, followed by hyaluronic acid fillers. As for surgical trends, rhinoplasty leads the way again, followed by blepharoplasty and facelifts.

New this year, more young adults and teens are opting for aesthetic procedures. Sixty-four percent of surgeons surveyed saw an increase in cosmetic surgery or injectable treatments in patients under age 30. While young and impressionable, the more they are inundated with celebrity images via social media, the more they want to replicate the results. Additionally, the prevalence of non-invasive procedures is making it more appealing for younger patients to try aesthetic enhancements before aging is even a concern.

The influence of celebrities and selfies on facial plastic surgery is not just a Gen X movement. Patients of all ages are becoming desensitized to facial plastic surgery as more celebrities come clean about their cosmetic tweaks. Having a little "work done" has become less taboo. In fact, 82 percent of surveyed surgeons reported that celebrities were a major

AAFPRS 2015 ANNUAL SURVEY RESULTS:

82% of surgeons report that celebrities were a major influence on their patients' decisions to undergo a plastic surgery procedure.



influence in their patients' decisions to have surgery last year. Daily deal aggregators, e.g., Groupon, also stimulate consumers to try treatments.

Each year, facial plastic surgeons report seeing a more educated consumer. This is due to the wealth of information available to patients on the Internet from authoritative sources and knowledgeable media. This has also led them to be savvier about choosing a qualified surgeon. Not surprisingly, the survey found that the top concern of patients is finding the right practitioner whom they can trust, followed at quite a distance by concerns for the costs and visible results. Pain and discomfort was of the least concern, perhaps due to improved methods of topical anesthesia and more minimally invasive treatment options.

What are the projections for 2016? Since the economy continues to improve, along with increased consumer awareness and a growing comfort level with the safety and predictability of cosmetic treatments, the demand for facial cosmetic procedures will most likely continue to expand. Facial plastic surgeons agree that the biggest trend for the future of facial plastic surgery is more emphasis on early maintenance starting in the 20s and 30s to avoid more complicated procedures and delay the need for cosmetic surgery down the road. Contact your facial plastic surgeon for more information about these treatments or procedures.

Call **336-716-4000** to schedule your consultation.
WakeForestFacialPlastics.com

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Baptist Health

Addressing the droopy, sagging skin around your eyes . . . *consider blepharoplasty*

Eyelid surgery (blepharoplasty) improves the area around the eyes. You may be an excellent candidate if you suffer from excess hanging skin covering the natural fold of your upper eyelid, have loose skin hanging over the eyelashes, suffer puffiness in upper or lower eyelids, have sagging skin (“bags”) underneath your eye, or have excess skin and fine wrinkles in the lower eyelid. All of these conditions can make you look unraveled, old and tired.

According to a recent survey by the American Academy of Facial Plastic and Reconstructive Surgery, 71 percent of facial plastic surgeons identified patients getting blepharoplasty to look less tired as one of the top three trends they are seeing.

Upper eyelids

“My droopy eyelids were driving me crazy. I had always had very fleshy eyelids, and as I got older, they began to sag badly. Putting on makeup was difficult. My eyelids felt funny, too, like they were in my way. Without realizing it, I started keeping my brow muscles tensed upward all the time. I was shocked when I saw that I had developed permanent creases in my forehead from doing that,” says Agnes W., age 58.

This patient’s droopy eyelids could be improved through upper eyelid surgery. The incisions would be made in the natural lines and creases of the lids. Excess fat is removed or repositioned, and then the loose muscle and skin are removed. Fine sutures are used to close the incisions, thereby minimizing the visibility of any scar.

Lower eyelids

In lower eyelid surgery, the surgeon makes the incision in an inconspicuous site along the eyelash line and smile creases of the lower lid. Excess fat, muscle and skin are then trimmed away before the incision is closed with fine sutures.

Eyelid puffiness caused primarily by excess fat may be corrected by a transconjunctival blepharoplasty. The incision in this case is made inside the lower eyelid, and excess fatty material is removed. When sutures are used to close this kind of incision, they are invisible to the eye. They are also commonly self-dissolving and leave no visible scar.

Combining surgeries

Your facial plastic surgeon can tackle both upper and lower eyelid surgery if you have the need. An example would be a patient with drooping upper eyelids and puffy lower eyelids.

Correcting both at the same time would result in smooth, firm and younger-looking skin around the eyes. A combined blepharoplasty usually requires from one to three hours and

is done under local or general anesthesia. See the sidebar for the benefits of combining these two procedures.

Recovery

Immediately following surgery, there will be some swelling and discomfort, which gradually decreases over time. Cold compresses, as well as head elevation when lying down, will enhance healing and relieve tenderness. Permanent stitches will be removed three to five days after surgery. Self-absorbing stitches will dissolve on their own. Over the first seven to 10 days, you will clean the eye area and may need to apply eye drops. Your facial plastic surgeon will provide postoperative instructions for you to follow. The final results may take months to show; however, the revitalized, youthful results will be worth the wait.

If you are in good health and have a positive attitude with realistic expectations, make an appointment with your facial plastic surgeon to discuss and decide what is optimal for you.



Advantages of Combining Procedures

Each patient has unique needs and goals. Your facial plastic surgeon will propose a comprehensive plan that may include various treatments, procedures or a combination of the two. If combining surgical procedures or combining a surgical and minimally invasive procedure is part of the plan you need to consider if it is right for you.

Advantages of combining surgical procedures:

- Less overall appointments
- Less time to achieve desired results
- Less time in surgery
- Less cost, due to less doctor, anesthesia and facility fees
- Overlap in recovery
- Less time off of work

The ability to combine a surgical and nonsurgical procedure at the same time depends on the combination and may have similar benefits as mentioned. The AAFPRS survey showed this as a top trend in 2015.

It is quite common to combine minimal invasive treatments; however, the advantages may not be as significant. For example, a patient concerned about laugh lines and wrinkles between the brows may decide to have filler injections to treat the laugh lines and Botox, Dysport or Xeomin injections to treat the forehead wrinkles. Although it is more efficient to get them done at the same time, there may not be a cost advantage.

Health Tip

If you are unhappy with your facial scars, there are several options to improve your appearance. First, your facial plastic surgeon will evaluate your skin tone, skin type and the extent of the scarring. Then, your physician will recommend a plan to provide the optimal results. Superficial scars may be treated with a mild chemical peel or exfoliation treatment. Deeper scars may require a stronger treatment such as dermabrasion or laser therapy. Dermabrasion removes dead skin cells, reducing the appearance of scars, and a fresh layer of skin is revealed. There are different types of lasers that may be used to treat the skin. Laser therapy removes the outer layer and stimulates the cells to produce collagen. These are just a few options; make an appointment with your facial plastic surgeon to discuss the possibilities of improving your skin.

What's New

Platelet-rich Plasma Therapy (PRP)

What is PRP?

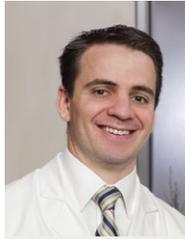
Platelet-rich plasma, commonly referred to as "PRP," is human blood that has been spun down to produce a concentration of platelets that have been separated. The separated plasma contains a higher concentration of platelets, which have growth factors and proteins that provide a natural way for your skin to reverse the signs of aging by providing volume.

How does PRP work?

Unlike dermal fillers, PRP imitates a biological stem-cell response that stimulates your body to produce more collagen, like a "bioactive stimulator." PRP promotes healthy tissue remodeling. This process takes place over a period of weeks and months to gradually add volume, transforming you to a younger appearance.

Is PRP right for me?

To find out if PRP is right for you, seek a consultation with one of our Facial Plastic surgeons. Together, you will decide if it is a good choice. Call and schedule a consultation.



Ask the Doctor

How does Latisse® lengthen my eyelashes?

Excellent question! The medication, bimatoprost, was originally used as a topical or droplet medication placed on the eyeball for conditions such as glaucoma to help reduce pressure within the eye. People reported, as a side effect, that their eyelashes lengthened as a result of using this medication.

When Latisse is placed at the base of the lashes, it is thought to prolong one of the three natural stages of hair growth called an anagen. This results in more growth time before the natural shedding of the lash. The exact mechanism behind the stimulus is not well understood.

Several studies have noted longer, fuller and darker lashes as result of using Latisse.

—Jordan L. Wallin, MD

Latisse
(bimatoprost ophthalmic solution) 0.03%

Why do the effects of BOTOX® Cosmetic wear off?

Most people love how BOTOX works to decrease or eliminate lines on their faces and wish it would last longer. Unfortunately, BOTOX is a temporary medicine used to paralyze muscles that lasts three to four months for most people. It works by being taken up into the end of nerves and blocking special "docking" proteins. By blocking these docking proteins, the neuro-transmitter acetylcholine isn't able to be released to stimulate the surrounding muscle.

Over time, nerve terminals begin a process called sprouting that allows nerve endings to once again stimulate the surrounding muscle. It is also thought that the original nerve ending becomes functional once again. As result, you will begin to see lines on your face as result of functional muscles.

—Jordan L. Wallin, MD

BOTOX®
—Cosmetic
Botulinum Toxin Type A

Put your best face forward

Wake Forest Baptist Health's experienced double board-certified surgeons specialize in both cosmetic procedures and complex reconstructive surgeries of the face, head and neck. If you want to achieve a more youthful look, or restore the function and appearance of your facial structure after skin cancer or trauma, we can identify the best treatment plan for you.



Wake Forest Baptist Facial Plastic & Reconstructive Surgery



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KYBELLA®: Treatment for “double chin”

What is KYBELLA?

KYBELLA is the only FDA-approved injectable treatment used in adults to improve the appearance of moderate to severe fat below the chin, also called submental fat, or “double chin.”

How does KYBELLA work?

The active ingredient in KYBELLA is deoxycholic acid, a naturally occurring molecule in the body that aids in the breakdown and absorption of fat. When injected into subcutaneous fat under the chin, KYBELLA causes the destruction of fat cells. Once destroyed, these cells cannot store or accumulate fat again.

KYBELLA is injected under the skin directly into the area beneath your chin. You may be treated with a topical numbing medicine or a local anesthetic to make you comfortable during the injections.

Injections are easily tolerated, with moderate early swelling for about 10 days and mild numbness for three to four weeks. KYBELLA must be given in a series; most patients will require at least two to three treatments and sometimes more depending on the results desired. Each treatment session should be spaced no less than one month apart. Many people have had visible results after two to four sessions.

Is KYBELLA right for me?

To find out if KYBELLA is for you, seek a consultation with a KYBELLA-trained physician and together you can decide if it is a good choice. If you have submental fullness (double chin), ask your doctor about KYBELLA.

Be sure to tell your physician about all of your medical conditions and all medications.

Will I experience any side effects?

The most common side effects are swelling, bruising, pain, numbness, redness and areas of firmness around the treatment area. KYBELLA can cause trouble swallowing and nerve injury in the jaw that can result in an uneven smile or facial muscle weakness. These are not all of the possible side effects of KYBELLA. Call your health care provider for medical advice about side effects.

How many treatments will I need?

You and your doctor will customize your KYBELLA treatment regimen, including the number of treatments based on your chin profile goals. Obviously, a greater result requires more treatments. Many patients experience visible results in two to four treatment sessions. For severe cases, up to six treatment sessions may be given at least one month apart.

How many people have been treated with KYBELLA?

KYBELLA has been in a global clinical development program involving over 20 clinical studies and 2,600 patients worldwide, of which over 1,600 have been treated with KYBELLA.

How long will the results last?

KYBELLA causes the destruction of fat cells and once destroyed, those cells cannot store or accumulate fat. Once the goal is obtained, retreatment with KYBELLA is not expected.

If you have submental fullness (double chin), call and schedule your cosmetic consultation today to discuss your options to help you achieve the look you desire.

Discover KYBELLA®
Join us for a special event!

Thursday, October 20

5:30 – 7:30 pm

Medical Plaza – Clemmons

To RSVP and for more details, visit
wakeforestfacialplastics.com/events