



Facial Plastic Surgery bestface

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'I'll Have What She's Having' is what's trending

It 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® Cosmetic, 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 is 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.

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Improving Your Tech Neck

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 protections.

Due to the popularized tech neck, there has been renewed interest in rejuvenating the neck area. Whether you are looking for a minimally 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 can be injected to help relax these muscles for a smoothing effect. The treatment is noninvasive and lasts three to four months.

A person with fat deposits or a double chin may benefit from our newest injectable product, Kybella®. Kybella is a non-surgical injectable that contains deoxycholic acid, a naturally occurring molecule that aids in digestion by breaking down fat. 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 who 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

Improving Your Tech Neck continued

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.

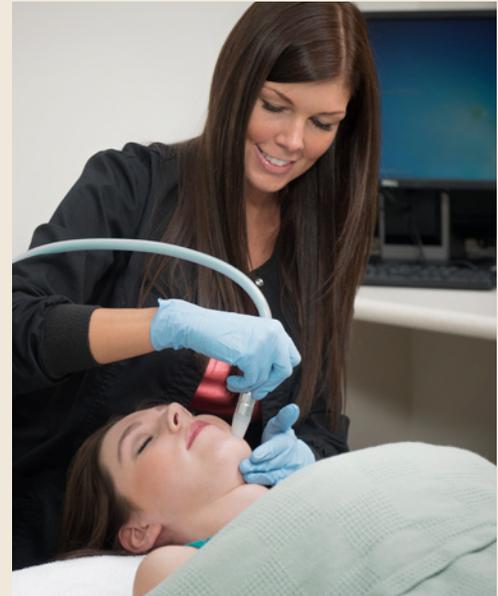


There are many options to consider. While you wait for your consultation appointment with your facial plastic surgeon, you can try to reduce the effects of tech neck. Limit the amount of time you spend gazing down at your various devices; and when you do use them, hold them at eye level. Be proactive;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

In the News: A Synergistic Approach to the Face

A medical (clinical) esthetician, or specialist in the health and preservation of the skin, is an essential team member in a facial plastic surgery office. People often ask what role an esthetician plays within the team. At Wake Forest Baptist Health Facial Plastic and Reconstructive Surgery, we take a synergistic approach to the face. This approach proves to be beneficial to the patient and improves overall satisfaction.

An esthetician's role is to assess skin and create treatment plans to address individual concerns. We offer patients a wide array of treatments, as well as at-home skin care regimens to enhance and maintain results. We have the tools necessary to guide patients on their journey to healthier, more rejuvenated skin. Our esthetician is experienced in working with aging skin and is a certified acne specialist; she will listen to your goals and help you reach them.



Shanna Cassetta, JD, LE

When an esthetician is present in a facial plastic surgery clinic, a main underlying reason is to assist in addressing the appearance of the skin before, during and after procedures performed by our surgeons. Whether the physician treatment is a facelift, trauma reconstruction or injectables, healthy skin is essential. Improving one's facial structure can be necessary or desired to enhance the overall facial appearance, but if the overlying skin is unhealthy or dull, the beauty of the structure will be masked. A clinical skin care routine is always recommended for best results.

Looking at this from another perspective, the esthetician sometimes encounters patient concerns that are outside the scope of topical cosmetic help. When this occurs, patients are referred to our physicians. The idea of a "miracle cream" is often promoted by celebrities and the media, but the reality is that no such thing exists. Clinical skin care can vastly improve skin appearance and function, but some concerns require a deeper intervention.

With the use of our synergistic approach, patients are able to develop a more realistic sense of how their cosmetic goals can be achieved. Our surgeons and esthetician work closely together to monitor progress and satisfaction. At Wake Forest Baptist, you can always trust that you are in the most caring hands.

– Shanna Cassetta, JD, LE

To schedule a complimentary skin care consultation with Shanna, please call **336-716-4000**.

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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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 websites 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.