

# FACIAL PLASTIC SURGERY

# TODAY

SPRING ISSUE 2019, VOL. 33, No. 2

## Statistics show prejuvenation and rhinoplasty continue to prevail

The survey results are in! According to facial plastic surgeons of the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS), this year's findings indicate a strong link between millennials (22 to 37 years old) and the growing demand for cosmetic procedures.

The average number of surgical procedures has almost doubled since 2013 (up 47 percent) with a 22 percent increase in Botox injections compared to 2013, revealing that facial tweaks and treatments continue to be embraced and are sought after at a marathon pace.

Facial plastic surgeons noted that there is more emphasis on prejuvenation (preventative treatments before aging) for those in their 20s and 30s. In 2018, 72 percent of facial plastic surgeons saw an increase in cosmetic surgery or injectables in patients under age 30. This is a significant increase from 2017, where over half of the surgeons noted this influx of younger patients.

While 97 percent of AAFPRS members feel celebrities have an influence on facial plastic surgery, trends are shifting away from overly-enhanced looks like the infamous Kylie pout of 2016. A natural-looking outcome is paramount for patients, with 41 percent stating a fear of looking unnatural as their top concern when considering cosmetic enhancements.

Subtle, confidence boosting treatments like injectables, laser resurfacing, peels, and microneedling are in especially high demand, as are treatments that combine two or three of these noninvasive options in one visit. The combination treatments are popular because they are time-effective and help to produce optimal results for everything from facial rejuvenation to scar reduction when used in tandem.

For surgical trends, rhinoplasty leads the way year after year (performed by 96 percent of surgeons in 2018) followed by revision surgery (94 percent) and eye lifts (93 percent) for patients hoping to look less tired. The most popular procedure overall, Botox, was ranked first for both sexes followed by filler.

An entire four-fifths of the treatments performed by facial plastic surgeons in 2018 were cosmetic, non-surgical procedures. Some of the biggest patient motivators include the desire to look better in selfies and dissatisfaction with their profile.



“ According to the 2018 AAFPRS Annual Survey, the average number of surgical procedures has almost doubled since 2013 (up 47 percent) with a 22 percent increase in Botox injections.

#AAFPRSSTATS



Revision surgery has skyrocketed in the past year, with the average number of revision surgeries performed per surgeon nearly doubling since 2017. Approximately one-third of facial plastic surgeons attribute this rise in revisions to the increase in non-medical staff doing procedures. Medspa staff and non-core physicians who are not properly trained, even on noninvasive technologies, can cause poor results and increase the need for corrective procedures. At best, it is a waste of time and money; and at worst, it can be life-threatening.

What are the projections for 2019? Natural-looking results are here to stay. Patients will seek to improve, look better, and remain natural. Microneedling, microblading, and baby Botox will gain momentum. With the pressure of social media, selfie-awareness will continue to be a driver for patients to seek facial plastic surgery. ■

# Botox, Dysport, Xeomin...which neurotoxin muscle relaxant is right

**N**eurotoxins—Botox, Dysport, Xeomin—are derived from the bacterium *Clostridium botulinum* and used to reduce fine lines and wrinkles by paralyzing the underlying muscles. When the toxin is injected into the muscle, it blocks muscular nerve signals, which then weakens the muscle so that it cannot contract—diminishing unwanted facial wrinkles. The areas treated are typically the forehead, between the eyebrows (glabellar region), around the corners of the eyes (crow's feet), neck, and around the lips.

While the procedure is quick and may appear simple, it requires an experienced and trained professional. The person who performs the injections must be able to pinpoint the exact spots to maximize your results. The number of injections depends on the extent of your wrinkles and the areas being treated. By injecting the toxin into specific muscles, your facial plastic surgeon weakens only the wrinkle-producing muscles, preserving your natural facial expressions. It is a minimally invasive treatment; no anesthesia is required. There is little to no recovery time needed.

## Characteristics of neurotoxins

Botulinum toxin type A and botulinum toxin type B are both purified substances, derived from the bacterium, *Clostridium botulinum*.

In 2002, the U.S. Food and Drug Administration (FDA) approved Botox Cosmetic for the temporary improvement in the appearance of moderate to severe vertical lines between the eyebrows. After the injection, improvement is seen within three to seven days, with results lasting up to four months. With repeated treatments, thinning of the muscles occurs, which may produce longer lasting results. Botox has proven to be an effective treatment for wrinkles, blepharospasm (eyelid spasms), strabismus (misaligned eyes), hyperhidrosis (excessive sweating), cervical dystonia (disorder of head and neck muscles), and chronic and migraine headaches.

Dysport has been approved for aesthetic use in the United States since April 2009. Outside of the U.S., it has been used for aesthetic



treatments since 2001. Similar to Botox, it is injected to relax facial muscles and smooth frown lines. Unlike Botox, Dysport is suspended in lactose; Botox is suspended in sodium chloride. Be sure to let your physician know if you are allergic to cow's milk protein or had an allergic reaction to any other botulinum toxin product.

Results with Dysport show in one to two days and can last between three to five months. The manufacturer recommends that you wait at least 90 days between treatments. Clinical studies prove continued effectiveness with up to four repeated treatments.

Xeomin was approved by the FDA in July 2010 for the treatment of cervical dystonia and blepharospasm; and in 2015, for upper limb spasticity. In July 2018, the FDA approved Xeomin for the treatment of excessive drooling in adult patients. Xeomin has not yet been approved for cosmetic indications.

Xeomin is the first neurotoxin that does not need to be refrigerated before use. Xeomin has no additives, just botulinum toxin type A. The effects of Xeomin occur within one week, and the results last from three to six months. More information and clinical studies are being done regarding the cosmetic uses.

## Injections through the decades

For those in their 20s, neurotoxins may be used as a preventative treatment, stopping aging before it starts. The facial muscles that cause wrinkles can be trained to move less, preventing wrinkles from etching their way into skin.

Fine lines may start to develop between your eyebrows in your 30s. These pesky 11s can be softened, which prevents them from getting deeper. Regular neurotoxin injections every three to six months keeps the wrinkles at bay.

After you turn 40, you may look in the mirror and start seeing crow's feet or fine lines around the lips. Neurotoxins can relax and smooth these wrinkles. You may also notice vertical bands running up and down your

## for you?

neck. These form when the muscles that support the skin start to weaken and stretch. Neurotoxins can be injected into the muscles to help relax the bands, causing them to flatten instead of protrude. This is a temporary fix, however, lasting four to six months.

### Next steps

Check your surgeon's credentials. Before you schedule your first session, ensure your physician is trained and qualified in facial plastic surgery. The human face has a complex anatomy and the surgeon must be familiar with the physiology and function of more than 40 muscles present in the face. A facial plastic surgeon is qualified to perform injections of the face because of their extensive experience in performing facial plastic and reconstructive surgical procedures.

Get educated. Your surgeon will explain the factual information and discuss the risk, benefits, alternative treatments, and recommended treatment. Do your own homework and research in advance of your appointment and come with questions. This will ensure a productive first meeting.

Prepare for a medical evaluation. Your facial plastic surgeon will conduct a thorough physical examination and complete medical history before treatment. This is imperative before having any treatment or procedure.

Choose the appropriate setting for treatment. Neurotoxin injections are medical procedures and should be performed in the presence of trained medical personnel and proper equipment to deal with potential complications. All injections should be performed using sterile techniques and proper disposal of needles and syringes. ■

## ASK THE SURGEON



*I have some acne scars on my face that I would like to get rid of completely. Would I be a good candidate for microneedling?*

Microneedling for acne scars helps by creating new miniature wounds in the skin. A special roller or device with needles is used to prick tiny channels into the skin to trigger its natural wound healing capabilities, namely the production of collagen and elastin, the building blocks of supple, youthful skin. The pricking also breaks down the fibers in the uneven, tough scar tissue. After healing, the new tissue is more even in tone and texture. Your facial plastic surgeon will have to examine your scarring to determine if microneedling is the right treatment for you. You may also benefit from having a serum applied during the procedure—platelet rich plasma, hyaluronic acid, and vitamins A and E—which helps to optimize the healing process. ■

## HEALTH TIP



Do you have patches of skin that are darker than surrounding areas? This is hyperpigmentation—or more commonly referred to as age spots, sun spots, or melasma. If your hyperpigmentation makes you feel uncomfortable or self-conscious, your facial plastic surgeon can recommend treatments to improve your skin. A topical treatment may be used to lighten the skin. These typically contain ingredients such as azelaic acid, corticosteroids, hydroquinone, kojic acid, retinoids, and vitamin C.

Alternatively, you may be a candidate for a cosmetic procedure to reduce the appearance of the hyperpigmentation—laser therapy, intense pulsed light, chemical peels, and microdermabrasion. These work by removing the top layers of the skin and promoting new skin cell growth that it is evenly toned. Your natural coloring—fair, medium, dark—will play a role in the intensity and length of treatment. Your facial plastic surgeon will recommend the treatment that will meet your needs and provide optimal results. ■

## WHAT'S NEW?



The U.S. Food and Drug Administration (FDA) has approved a new neuromodulator called Jeuveau, for the treatment of glabellar lines (vertical wrinkles between the eyebrows). The product is being marketed by a medical aesthetics company, Evolus, after successfully completing clinical trials with over 2,100 patients. While it joins the group of other neurotoxins available—Botox, Dysport, and Xeomin—it is the first FDA-approved neurotoxin solely dedicated to aesthetics. Consumers may see Jeuveau available sometime this spring. It will be similarly priced as Botox and is said to have a similar efficacy and length of duration, around three months. Jeuveau is comprised of purified botulinum toxin type A. It was first developed by Daewoong, a South Korean pharmaceutical company, and came on the market in Korea as Nabota, in 2014. ■

## Maintaining youthful appearance, safely

When it comes to shopping for beauty products, clothes, and cars, consumers want the best for less. This philosophy, however, can be dangerous when it comes to facial plastic surgery or non-surgical treatments such as injectables, lasers, or skin tightening.

Patients should be cautious of "too good to be true" deals, the lure to travel abroad for cheaper surgical options, and for treatments in non-clinical settings. Cutting corners on something as important as pre-qualifying your surgeon could also have disastrous or sometimes fatal results.

The good news? Thanks to the wealth of information available, patients are becoming more treatment and surgery-savvy. In fact, facial plastic surgeons have noticed their patients being more educated about facial plastic surgery and aesthetic treatments than ever before.

The following safety tips will help you choose the right, well-qualified medical provider when considering aesthetic treatments or facial plastic surgery.

### DO'S

- Select a board-certified surgeon that specializes in plastic surgery of the face, head and neck.
- Research procedural information from authoritative sources, such as medical associations. Talk to friends or current patients who have used the provider you are considering.
- Ask your surgeon how often he or she performs the specific procedure or aesthetic treatment.
- Review before and after photographs of patients from your prospective surgeon.
- Prepare questions to discuss with your surgeon so that you are fully informed and feel comfortable with your treatment plan.



### DON'TS

- Avoid blindly purchasing procedures through online deals. The provider may be offering discounted treatments that are not appropriate for the patient or the provider may not necessarily be trained in that specialty.
- Don't choose a surgeon based on cost alone. Remember safety and results are the most important factors when picking a surgeon. It is not the name of the procedure or aesthetic treatment but rather the talent and experience of the surgeon that is important.
- Do not put yourself at risk by travelling abroad just to save money on a procedure without the proper vetting of the medical provider.

There is no bargain or fast fix when it comes to your face. Bargain hunting, selfies, social media, and the entrance of non-medical providers and treatments in non-medical environments have pushed aesthetic treatments into a dangerous level. Aesthetic treatments should be done by well-trained medical providers from core specialties and only in a medical clinic to ensure the safest best possible outcomes. Remember, you want not only an experienced provider but also one that will be there to help should something not work out as planned. ■

