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# Fountainhead

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## Making Sense of Injectables

### *Survey Reveals Women Are Confused, but Drawn to Facial Injectables*

Despite their apparent confusion about what facial injectables do, most women say they favor injectables over surgical options, according to a survey conducted by Harris Interactive® for the American Society of Plastic Surgeons (ASPS).

#### **What Women Want**

Responses from nearly 800 women ages 35 to 69 across the country revealed that on the average, women would prefer to look 13 years younger than their actual age. The signs of aging on the face that women are most likely to be extremely or very concerned with are wrinkles (44%) and sagging skin (41%).

Nearly two-thirds (63%) of the respondents agreed that they would much rather have a facial injectable treatment than a surgical one. Women who are most familiar with and more likely to consider treatments cited confidence, improving intimate relationships and keeping up with other women as reasons for considering facial injectables. Four in five (78%) expect the treatment to leave them with a natural-looking, refreshed appearance.



#### **Confusion**

One in five (21%) of respondents said the use of a facial injectable will prevent the need for a facelift in the future, which is rarely the case. One third (32%) of women are not sure how long facial injectables will last. Only 15% cited that it depends on the product, which is the correct answer.

#### **The Options**

Two in five (43%) of women are excited by the new options available for facial injectable treatments. There are many options for facial augmentation today – here is a partial listing of what's available.

#### **Collagen**

Injectable collagen is used as a soft tissue filler for wrinkles, lines and scars on the face. Collagen is a naturally occurring protein that supports various parts of the body including skin, tendons and ligaments. Products include Zyderm/Zyplast and Evolence.

#### **Human Tissue-Derived Collagen**

A group of human-derived collagen products are currently available. The tissue, harvested using sterile techniques from donors or grown in a lab, are processed to form an injectable human collagen matrix.

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# The latest in skin science: Fractional Lasers

*When you're on a "mission" for new shoes at the mall, you pass by stores that don't interest you and go straight to the shoe stores. That's what today's lasers do. The laser beams through the skin and goes straight for what it's supposed to do.*

## How Lasers Work

Lasers create radiation of specific wavelengths. The colors of light that we recognize are wavelengths of radiation. Radiation can also occur in other wavelengths that we cannot see, such as infrared, ultraviolet, radio waves, etc. Each of these wavelengths is able to pass by or through some cells and tissues and connect with other tissues. Because the radiation ignores some cells, they are not affected by it. In reality, we are aiming the radiation at the cells that we want to destroy. If we want to destroy the cells that make unwanted hairs, we use a specific wavelength that will do this.

When a green light is used to make rosacea or other fine red veins disappear, it is because that light is absorbed by the red blood in those tiny veins, completely ignoring moles and hair and wrinkled skin around it. Ultraviolet light may be used to smooth wrinkles because it is absorbed by the water in the skin near the wrinkles, ignoring the red veins or the brown moles. Every year another laser is developed that can go directly to a specific place, leaving the other areas untouched and unaffected.

At the present time there are at least six useful types of lasers for cosmetic surgery.

Ever heard of IPL or RF or IR? These are abbreviations for Intense Pulsed Light, RadioFrequency and InfraRed. They are also forms of radiation used for improvements of the skin health and appearance. Technically, they are not lasers because they give off many wavelengths of radiation at the same time, whereas a true laser is a single wavelength. But because they are used in similar ways as lasers, we tend to lump them in with true lasers when we talk about them.

**Here at Georgia Plastic Surgery, we have just acquired the latest device that treats everything from rosacea to hair removal to pigmentation problems to signs of aging. It's an IPL, a YAG laser and a fractional laser.**

Current state of the art laser machines are capable of being tuned (almost like a radio) to different wavelengths, so that one machine can treat many different skin conditions. Here at Georgia Plastic Surgery, we have just acquired the latest device that treats everything from rosacea to hair removal to pigmentation problems to signs of aging. It's an IPL, a YAG laser and a fractional laser. The laser restores a more youthful skin by pixelating the surface. The first

pixelating fractional laser was called the Fraxel, hence we use that term for all later generation lasers that use the same technology. The healing time is reduced to three or four days. No longer is there prolonged raw or red skin that was associated with the older generation lasers.

## Fractional Lasers

Over the years, your skin becomes damaged by unavoidable exposure to sun and air pollution, stress, fatigue and even by lifestyle choices such as smoking. All of it keeps you from looking as good on the outside as you feel on the inside. Today's fractional laser treatments are safe, non-invasive treatments that allow you to rediscover the fresh, healthy skin of your youth.

Here's an overview of what the fractional laser can treat:

### *Wrinkles*

As you age, your skin thins, droops and loses its elasticity, which can lead to wrinkles. The skin around your eyes is especially prone to wrinkles because it's more delicate than other areas of the body and tends to age much more rapidly. Wrinkles on the face and neck can also result from years of smiling, laughing and squinting – all of which involves the contraction of muscles.

### *Age Spots or Sun Spots*

Age spots, also known as sunspots or photodamage, are flat, uneven, dark patches on areas of the body regularly exposed to the sun – such as the face, neck, chest, hands and arms. These spots form when your skin, in an effort to protect your body from ultraviolet rays, produces too much melanin.

# Making Sense of Injectables

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## **Roughness (texture)**

As you age, skin loses its smoothness, particularly in areas on the face and chest that are more commonly exposed to regular sunlight.

## **Melasma**

Melasma appears as irregular patches of brown skin on the forehead, cheeks, upper lip and nose. Sometimes called the “mask of pregnancy,” melasma can affect anyone, but it’s most common among women – especially during hormonal fluctuations associated with pregnancy, oral contraceptive use or hormone replacement therapy. Melasma patches can be darkened by exposure to the sun.

## **Acne Scars**

Oil, bacteria and dead cells sometimes get stuck below the skin’s surface, resulting in inflammation and infection that cause small pimples, whiteheads or blackheads. This acne – usually caused by hormonal changes, diet, genetics, vitamin deficiency and/or stress – may leave permanent scarring.

## **Getting Started**

Since healthier skin gets the best results, we will prepare your skin before these treatments. Better results are possible when the skin is ready for it. Depending on the laser treatment, the preparation may take a few weeks or it may not be needed at all. Depending on the laser treatment and the health of your skin, the preparation may take a few weeks or it may not be needed at all. Our computer-assisted analysis will visually record your improvements and progress.

Are you ready to take years off of your face without surgery or surgical downtime? •

## **Fat**

Fat injections have been used for years to add volume, fill wrinkles, lines and enhance the lips. Fat injections involve taking fat from one part of the patient’s body (abdomen, thighs or buttocks) and reinjecting it beneath the facial skin. The result is permanent!

## **Botulinum Toxins**

First used to treat eye disorders, botulinum toxins have been used for neck spasms, cranial nerve disorders and eye spasms. For cosmetic purposes, the bacteria is used for the temporary improvement of moderate to severe wrinkles in the glabellar region. When injected into facial muscles, botulinum toxins block nerve impulses, temporarily paralyzing muscles and smoothing wrinkles. Currently Botox® is the only form of botulinum toxin approved by the FDA for cosmetic purposes in the glabellar region. It is also used for spot reduction of excessive sweating. More than 4 million Botox® injections were performed in 2007, according to ASPS. Botox injections were the most popular minimally-invasive cosmetic procedure in 2007. Seventy-four percent of all Botox® procedures were performed on people between the ages of 30 –55.

## **Hyaluronic Acid**

Hyaluronic acid exists naturally in all living organisms and is a natural component of connective tissues, including the skin. Hyaluronic acid has been used to treat joint pain. Restylane® is a soft tissue filler made of hyaluronic acid, manufactured by recombinant technology which adds volume to minimize wrinkles and lines. Juvederm™ is the only hyaluronic acid filler FDA approved to last one year. According to the ASPS, more than one million hyaluronic acid injection procedures were performed in 2007.

## **Semi-Permanent Fillers**

Two additional soft tissue fillers being used for their wrinkle reducing and volume-adding qualities are Sculptra® and Radiesse® (formerly Radiance™). Radiesse® is composed of calcium hydroxylapatite, which has been used in the body for multiple applications including cheek and chin implants. Sculptra® is approved by the FDA for restoration and/or correction of the signs of facial fat loss (lipoatrophy) in people with human immunodeficiency virus. It is also used for signs of age-related volume loss.

## **Non-resorbable/”Permanent” Filler**

Unlike other dermal fillers that eventually become absorbed by the body, ArteFill® is the first injectable to provide a permanent support solution to fill wrinkles and prevent further wrinkling.

*There are lots of options! Dr. Lincenberg will help you select the right injectable for the situation you want to improve upon. •*

# Revision cosmetic surgery – *What is it and when is it helpful?*

*Sometimes the results of your cosmetic surgery* are not what you expected them to be. In recent years we've had many new patients coming to our practice for "revision surgery." They want to make a change to a procedure they had performed by another surgeon or they want to expand on an earlier procedure they had at our practice.

Patients seek revision surgery for a number of reasons, such as:

- They previously made the choice to have an operation that was designed to give a mild improvement, hoping that it would be all that they needed, but they didn't get the result they wanted. For example, a patient may choose a mini-facelift, because it's less invasive and requires less down

time. While they get a good result for a mini-facelift, they realize it doesn't give the results a full facelift would have, so they decide to go for the full facelift.

- Other patients may have had the healing process interrupted by an infection or other unexpected occurrence and the results suffered because of this problem. Somewhat hesitant to return to the previous practice, they come to our practice to seek resolution of the problem.
- In other cases time and aging have worn away at the early, pleasing results, and they seek an update surgery.  
In all of these situations, revision surgery may be an option for a better

more appealing appearance. Revision surgery can occur with cosmetic surgery of the face, nose or eyelids. Many times the initial surgery of the face, nose or eyelids leaves telltale marks or scars. This results in a "surgically" unnatural appearance and is especially undesirable. A revision is performed to restore a natural harmonious and relaxed look.

Revision surgery can also occur following cosmetic surgery of the breasts, tummy or body. In these areas, scars can be thick or the right side may not match the left side. A precise approach begins with understanding exactly what the patient wants.

More experienced surgeons are usually sought out for these revision procedures.

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### **Sheldon M. Lincenberg, MD, FACS**

- Mayo Clinic-trained, board certified plastic and reconstructive surgeon
- Facial cosmetic procedures (nose, eyes, facelift, browlift, botox, fillers, energy-based therapies)
- Breast augmentation and breast lift
- Body contouring (tummy tuck, liposuction, skin reduction)

### **Medical Day Spa**

- Facials and body treatments
- Microcurrents, Microdermabrasion and laser services
- Intense Photo Light (IPL) photofacials and hair removal
- Non-UV tanning
- Permanent makeup