



Cobb **Wellness & Aesthetics**

Progressive Medicine • Precise Aesthetics

*A Personal Touch*

## **4 Things you need to know about the Liquid Facelift**



1. What is the Liquid Facelift?
2. What are the features of a youthful face?
3. What happens with aging?
4. How do I know if the Liquid Facelift is for me?

When you look in the mirror, do you feel that you look tired and worn out? Would you like to look refreshed, rejuvenated and still look like you? The Liquid Facelift may be the perfect procedure to meet your needs. Nonsurgical rejuvenation technology has advanced and it is possible to accomplish a natural appearing enhancement without surgery.

Here are four things you need to know about the Liquid Facelift.

### 1. What is a Liquid Facelift?

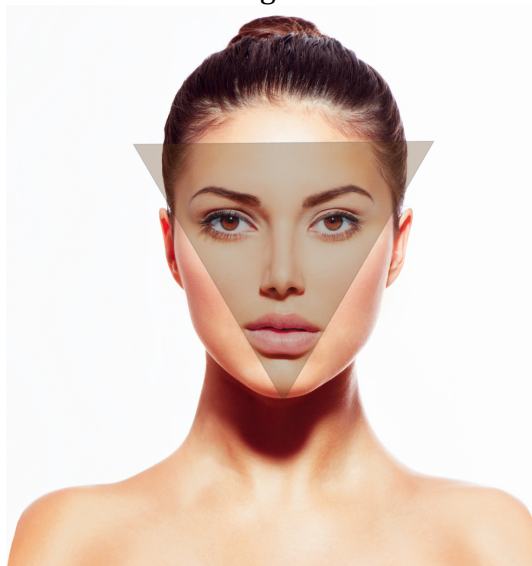
A Liquid Facelift is the use of injectables to restore youthful contours to the face, reduce wrinkles and help you look refreshed. The goal is to enhance your natural beauty and help you look like a rejuvenated version of you, not overinflated and unnatural.

It is usually composed of the use of these injectable products:

- Wrinkle relaxers like Botox, Dysport and Xeomin which soften lines caused by the muscles of facial expression. Areas that are treated include wrinkles between the brows, in the forehead and smile lines next to the eyes. Wrinkle relaxers can also be used to turn up the corners of the mouth, lift the brows, soften neck bands and give a tightened appearance to the jawline (Nefertiti lift)
- Wrinkle fillers such as Juvederm, Voluma, Restylane, Radiesse and Bellafill which enhance the cheeks, temples, lips and chin by restoring volume.

### 2. What makes a face look youthful?

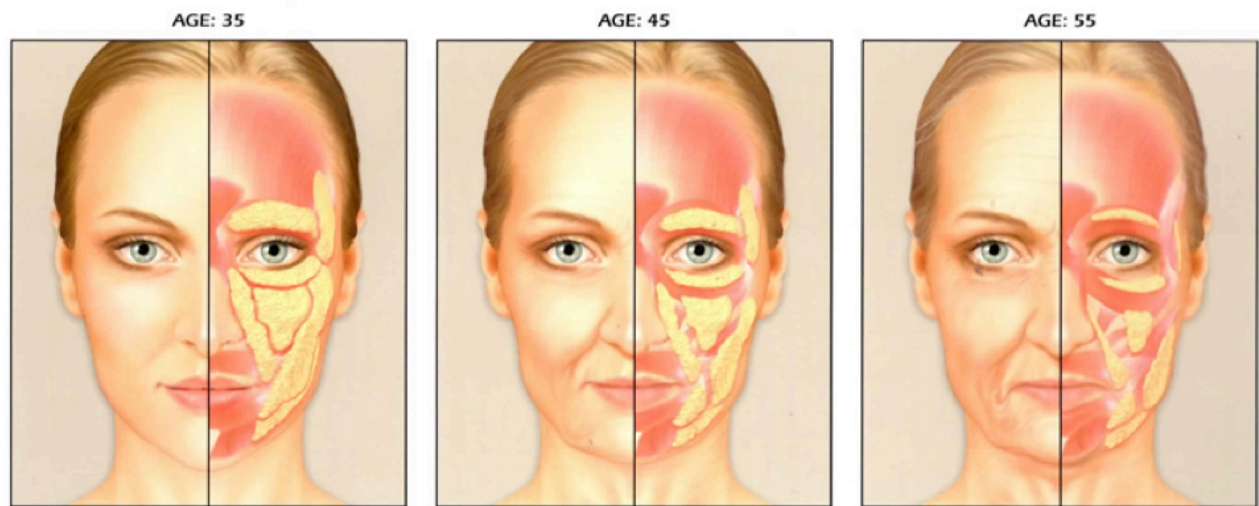
Inverted triangle of Youth



A youthful face is full with most of the volume in the upper face. This is the inverted triangle of youth. There are many convex areas including the forehead,

lateral brows, cheeks and chin. These convex areas tend to reflect light. Replacing volume in these areas helps you to look more youthful. The forehead transitions smoothly to the temples then the temples curve smoothly towards the under eye area and the cheeks. The lower lid smoothly connects with the upper cheeks. The youthful face is firm and abundant in the beauty proteins collagen and elastin. It is also plump and hydrated due to high levels of hyaluronic acid.

3. With aging of the face, we lose bone, facial fat pads, collagen and elastin. One of the first areas to lose volume is the under eye area and the mid-cheeks. This can result in a break between the under eye area and the cheek called a tear trough. Also as we age, there can be an accumulation of fat in the jowls and under the chin.



Changes in Facial Fat with Aging Image courtesy of Galderma

All of these changes can result in:

- Sunken appearance to the eyes
- Lowering of the lateral brow
- Flattening of the mid-cheeks
- Less prominent lateral cheek
- Hollow temples
- Less defined jawline and chin
- Hollowing under the eyes and development of a tear trough
- Increase in wrinkles due to loss of collagen and elastin
- Sagging under the chin
- Increased jowls

It is important to remember that aging has effects on all the layers of the face including the epidermis, dermis, subcutaneous fat, muscle and bone. This is one of the reasons that a combination approach is often needed.

4. The most important part of deciding if the Liquid Facelift is for you is the cosmetic consultation. During the consultation, the provider will assess your face and your goals. They can provide recommendations for procedures to enhance your entire face. This consultation is very important and ideally should be face to face. I would not recommend that you make a decision based purely on price shopping by phone, daily deals or via the Internet. You want to feel comfortable with your provider and experience the professionalism of the provider and their office. After all, this is your face. Make sure to have all of your questions answered and leave with realistic expectations about what this procedure may do for you.

I hope that you found this information useful. The Liquid Facelift is an amazing tool in our toolbox of nonsurgical rejuvenation. If you have any questions for me, please do not hesitate to call me or email.

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