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# Steps to Facial Rejuvenation





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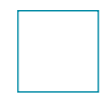
As we age, the goal for most people is to look and feel their best. The amount of information out there about how to do that can be overwhelming. This guide's goal is to give you some information to help in your decision making process. We'll start with the very definition and explanation of the facial aging process, then explain how to combat those effects through *The 5 Steps to Facial Rejuvenation*.

## 1 Understanding

The aging process from a surgeon's point of view:

When one consults a plastic surgeon for facial rejuvenation, it is usually with thoughts of face, neck, or eyelid surgery. In many cases this is putting the "cart before the horse." While lifting or repositioning lax soft tissues of the face can create dramatic results, it may not be the best first step, and in some cases, surgery could be delayed while still achieving marked improvement.

The aging process in the face and neck consists of three distinct, yet interrelated processes that you can think of as the 3 D's of aging:

-  1. **Deterioration**—subtle changes to the tone and texture of the complexion that show brown or mottled, pigmentation, unsightly blood vessels, enlarged pores or scarring
-  2. **Descent**—a gradual shift of soft tissues down and toward the midline that changes the defined cone shaped face of youth to the sagging reverse cone or the aged face and
-  3. **Deflation**—loss of volume in key areas such as upper midface and around the mouth.



For best and most natural improvement all 3 D's need to be addressed, and most recent innovations in facial plastic surgery have been development of new technologies that impact one of these changes. (Think Lasers, skin tightening devices, Botox, fillers, and fat transfer.) Optimal intervention should be thought of as a 4 step pyramid progressing from **lifestyle** to **medical grade skin care** to **non-surgical intervention**, and finally **surgery** itself. These options are not in any way mutually exclusive, and the best results balance all 4 options. Let's discuss them individually:

## Did You know

Collagen production is not a gradual descent as you age. At one point in the aging process you can lose as much as 30% of your collagen production in a matter of a few years.

2

**Lifestyle**  
Environmental, Lifestyle and Hereditary factors

Factors that contribute to skin damage and aging include sun, lifestyle and heredity. Wrinkles and acne scars, pigmentation changes like freckles and sunspots, or visible blood vessels are all common skin problems. Skin laxity is another function of aging and environmental influences and typically can only be solved by more serious intervention.

Conditions that can be improved and treated include:

**Static wrinkles:** These wrinkles are visible at all times and do not change in appearance with facial movements (**See Venus, fillers, or laser treatments**)

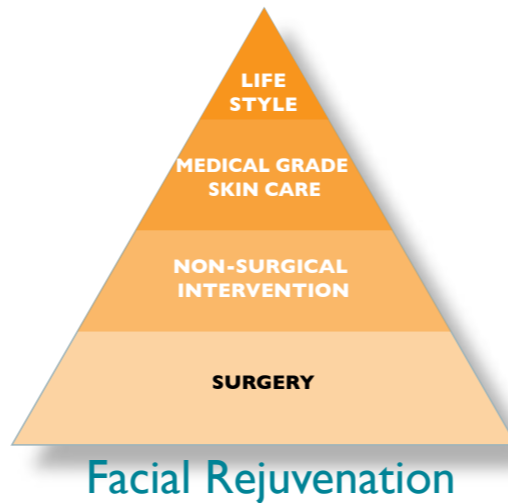
**Dynamic wrinkles:** These are expression lines that may appear as folds when the skin is not moving, and deepen with facial movements or expressions (**see Botox**)

**Hyperpigmentation or hypopigmentation:** Freckles, sun spots, or other darkened patches of skin result mainly from sun exposure, or loss of pigment from sun damage (**see Venus Viva**)

**Scars:** As the result of acne or injury to the skin (**see Laser treatments**)

**Vascular conditions:** Blood vessels visible on the surface of the skin, even a constant flush of facial redness (Rosacea) (**see Laser treatments**)

**Skin laxity:** Loss of skin tone: Weakening of the supportive skin structures (collagen and elastin fibers) resulting in a loss of skin firmness or the development of cellulite (**see Venus Legacy**)



**Treating Skin Conditions:**

**SKIN PROTECTION**

Sun damage accumulates over time, but it's never too late to start a sun protection regimen. The danger of sun exposure, or ultraviolet (UV) light, is a higher risk of skin cancer and precancers like actinic keratoses (AKs). Practice sun protection year-round, and you can prevent further sun damage, and may even reverse some damage.

To help stop or even reverse sun damage to the skin: use sunscreen with an SPF of 15 or higher. Sunscreen is one of the keys to radiant, youthful-looking skin. Daily use may even lower your long-term risk of skin cancer. By reducing your daily sun exposure, sunscreen allows your skin time to heal and your immune system the chance to repair some existing damage.

**NUTRITION**

Hydration is a key ingredient to good health. Tissues that are dehydrated shrink, creating hollowed out eyes and wrinkles in the skin. To maintain proper moisture within the skin, you need a moisture barrier to prevent skin from drying out. Using the right skin care is crucial.

In winter, we don't perceive thirst in the same way because of the cold. This is especially true during outdoor activities, when drinking cold water, in the cold, is not very appealing. Typically we aren't as aware of our perspiration, which is a dehydrator, too. Dry heat inside your home in the winter months doesn't help with already dry skin. The body is 50-65% water, and lack of water, for short periods, is a far greater health risk than lack of food. Well-hydrated bodies tend to have more energy, too.

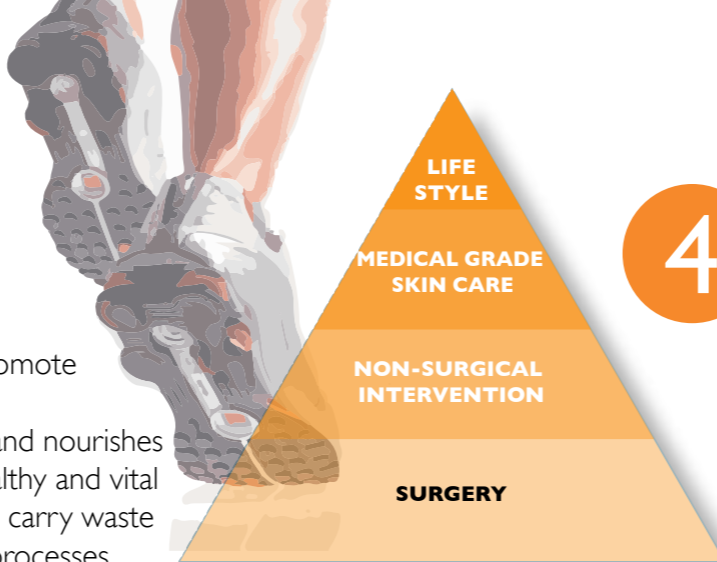
Eat green, and simply. Choose vegetables, grains, legumes and lean protein as a mainstay of your diet. Avoid processed foods and sugar whenever possible, and watch alcohol intake.



**Did You know**

Sun exposure is not just a summertime endeavor: it is possible to reverse skin damage by regular use of good sun protection. (At least SPF 15)





## Facial Rejuvenation

### REGULAR EXERCISE

Exercise has too many benefits to list, but here goes:

- Increases blood flow to promote healthy circulation
- Blood flow flushes toxins, and nourishes skin cells to keep them healthy and vital
- Increased blood flow helps carry waste from cells, which the liver processes
- Exercise eases stress, thereby helping the entire body function better
- Some studies suggest the stress relief may help calm overactive sebaceous glands, which produce oil in the skin, thereby reducing acne problems.

### QUIT SMOKING

If you don't have enough good reasons to stop smoking, let vanity be your motivator: among the many health risks, smoking also cause premature wrinkling of the skin due to lack of healthy blood flow to the skin.

3

## Medical grade skin care products

### Why?

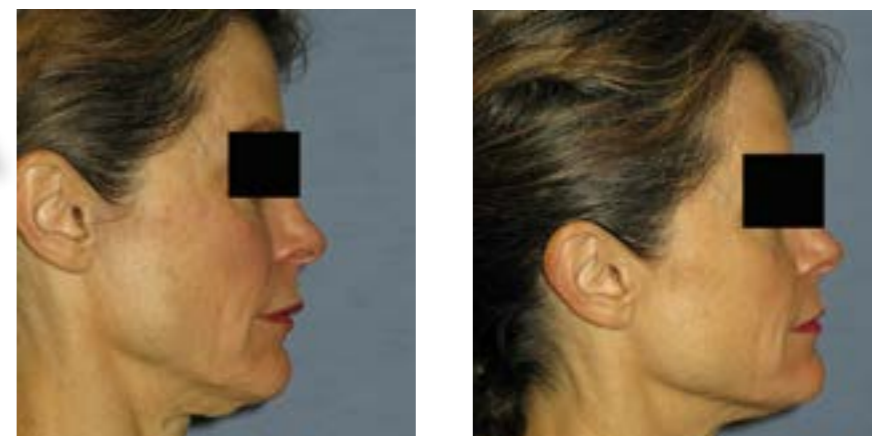
There are many skincare products on the market, and the number of choices can be overwhelming. Medical grade skin care products have a key component that isn't found in drugstore chain products: they have the potency to affect real change in your skin. If you have a prescription for a health problem and you take half your dosage, you may well not solve the problem. The same goes with skin care.

For example, an effective **Vitamin C treatment** must have enough potency, and be properly packaged and dated to be effective. Poor packaging, old product, inferior potency will not give you results. If you spend more (the cost of your latte) on a daily basis for effective skincare products, you protect, nourish and rejuvenate your skin. Spending less may get you absolutely nowhere.

4

## Non-surgical options

These options fall into categories of radio frequency and/or magnetic devices, light-based devices, fillers and neuromodulators.



VENUS LEGACY 8 TREATMENTS

**Light-based devices** such as lasers are designed to improve tone and texture. Laser rejuvenation can remove wrinkles, scars, enlarged pores, pigmentation, blood vessels and unwanted hair. **Radiofrequency and/or magnetic devices** such as **Venus Legacy** can retexturize and tighten skin with no down time. Pulsed magnet devices can also speed the natural healing process.



NASOLABIAL FOLDS TREATED WITH HYLAURONIC FILLER

**Fillers**, often used in combination with neuromodulators can restore volume lost through the gradual process of deflation. There are fillers of multiple thickness which last varying amounts of time, but the general idea is to restore the volume where it used to be; remarkable transformations can be created. Use of one's own fat has become an increasingly popular filler in recent years. The combination of fillers and Botox is sometimes called "the liquid lift or the "lunchtime lift".

### Did You know

Facial Fillers are often made from hylauronic acid, a naturally occurring acid in the body. This is why they work so well and have so few complications, and are ultimately naturally reabsorbed into the body.



CROWS FEET TREATED WITH BOTOX™

**Neuromodulators**, like Botox, can diminish wrinkles caused by over-active muscle contraction. By temporarily weakening specific facial muscles that cause the face to look tired or angry, (think frown lines between the brows and across the forehead) wrinkles lessen and even disappear. Most of these treatments require reinjection 3-4 times per year to maintain effect.



FACE AND NECK LIFT



### Did You know

Due to new surgery techniques, recovery from a facelift can be as quick as 2-3 weeks. Smaller incisions mean faster healing and less discomfort.

## 5 Surgery

Surgery involves repositioning lax or ptotic soft tissues of the face and neck. Classically referred to as facelift, neck lift, brow lift or eyelid lift, these procedures can be done as individual surgeries or combined, as needed, depending on patient anatomy. The evolution of less invasive techniques such as the PSS Quicklift can provide marked improvement in aging changes while still looking natural. Think of turning back the clock 10 years, with just a few weeks recovery.

An optimal aesthetic transformation will always involve elements of all 4 steps. Tightening the face and neck without improving complexion tone and texture, and investing in the skin care and lifestyle changes to maintain it, won't create a natural-looking, long-lasting change you desire.



The key to a natural result is the vector of repositioning of the facial soft tissue and skin. In general this is an upward repositioning directly opposite the vectors of descent that occur with aging. The temporal region, midface, and neck are analyzed separately and the procedure individualized to create a harmonious result. Most observers will see the new contours of a properly performed lift as weight loss rather than surgery. "The best facial surgeries often go unnoticed."

DIAGRAM OF FACELIFT: FASCIA AND SKIN ARE LIFTED & REPOSITIONED

### Conclusion

We hope this guide is helpful when making decisions about your facial rejuvenation. Everyone deserves to look and feel their best, and with a little help from some knowledgeable professionals, you can! Thanks, The PSS team.

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