

The Liquid Facelift

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... a quick non surgical solution.

Consumers are always interested in maintaining a youthful appearance, and as the global population's median age increases, this market is increasingly expanding. Numerous studies have shown that gravity is not the only determinant of ageing, which is a complex process involving tissue atrophy and bone resorption. These two factors create a hollowing and sagging appearance with a loss of facial volume and contours which have a profound affect on the appearance of the mid face. Traditionally surgical face lifts have been used to tighten skin

Most people can see that they are looking older but do not recognize that volume loss is the reason that their face is beginning to *sink and sag*

and muscle and reduce the appearance of sagging but surgery cannot restore lost volume. For those who would rather steer clear of going under the knife, a new aesthetic procedure that works without visible wounding the skin is quickly gaining popularity... The Liquid Facelift.

What is a Liquid Facelift?

The Liquid Facelift is a facial contouring procedure that involves the use of strategically placed Botox and dermal fillers around the face. This *injectable facelift* can create a younger, plumper look and address concerns like lines, wrinkles, volume loss and sagging. It is typically more subtle than surgery and an increasing number of individuals are trying liquid facelift procedures before traditional face lift procedures.

The role Botox® plays in a Liquid Facelift.

When we are younger, the brow and jaw line elevators are more prominent and the face appears constantly elevated. As we age, the dynamics change and the depressors take over and combined with gravity, a gradual sagging of our brow and jawline takes place. If we can keep the dynamics between elevators and depressors neutral with strategically placed Botox® injections every 4 to 6 months, then the sagging that occurs with ageing will be reduced. Multiple clinical studies have shown that a modest elevation occurs in the range of 1 to 3 mm - which in the face can be a make a real observable difference. Once the Botox® *kicks in* 10 days later, the face takes on a relaxed and refreshed look and appears to glow.

The role dermal fillers play in a Liquid Facelift.

In addition to sagging, often an ageing face is less about a softening jawline and more about losing volume higher up in the face viz the temples, the eyebrow area, the anterior and lateral cheeks. When the lower parts of the face start dropping, gravity is defied by lifting and replacing the lost volume with injections of dermal fillers in the upper parts of the face. Soft tissue volumising techniques using dermal fillers reverse these atrophic changes, yielding outstanding results and all with minimal downtime.

How is it done?

The Liquid Facelift procedure involves multiple injection sites and may result in some swelling or bruising, but most patients can return to their normal routines the same day following treatment. The final results which restore natural 3-dimensional contours to the face are very dependent on the experience of the injector. Previously there was no alternative to surgical face lifts. Now, with the advent of non invasive rejuvenating procedures such as the Liquid Facelift, a variety of ageing issues can be addressed with a non invasive procedure that has minimal downtime and all in the space of a lunch time.

The risks are far less than those of surgical approaches, and the results are impressive aesthetically. The Liquid Facelift offers a valuable space in between the minor improvement with topicals and the major expense, downtime and risk associated with surgery. If thirty-year-olds + opt for preventative non invasive procedures such as the Liquid Facelift, a new trend will develop resulting in a much different type of ageing than older generations. Don't you owe it to yourself to look the best you can!

Want to know more?
Call a Skin Renewal Clinic ... (011) 447 9731
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