

INSTANT BEAUTY: MAXIMIZING INJECTABLE FILLER RESULTS



As a facial plastic surgeon with a busy injectables practice, I see patients throughout the day requesting more information about Botox and injectable fillers. Even in this age of Google and mass marketing by pharmaceutical companies, it is quite obvious that there is more confusion than clarity. With new injectable agents continually added to the physician's arsenal, this ambiguity continues to grow.

Many patients often ask me "what do you think I need?" at the beginning of the consultation. I usually turn this question around and ask them, "What do YOU think that you need?" Cosmetic surgery is less about needs, and more about desires. I spend much of the consultation educating my patients, which I believe is one of my core responsibilities as a physician. And with all of the misleading information coming from inexperienced injectors and the internet, I feel it is my duty to...

Most patients have heard of Restylane and Juvederm, two examples of hyaluronic acid fillers. These are very popular fillers due to their safety and natural results. They can also be used in most areas of the face. Artistry and a good 'aesthetic eye' are essential to

achieve consistent, natural results. Unfortunately, they are often used incorrectly by inexperienced injectors, which tends to lead to an unhappy patient. My advice is to always choose an experienced injector who understands the anatomy of the face.

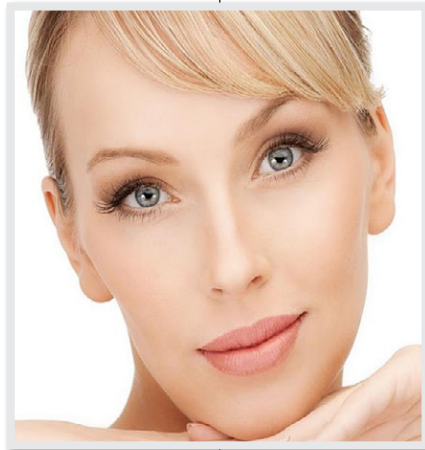
Another popular filler is Radiesse, which is composed of calcium hydroxyapatite. Due to its firm composition, I often use it to augment the cheekbones or the jaw line to create a more defined facial structure. And while many patients are fearful of enhancing their cheeks, patients always love the results. There may be no better way to rejuvenate the face than to augment the cheeks.

One of the more intriguing products is Sculptra. Initially FDA approved to restore facial volume in patients with HIV-associated lipoatrophy, it is now used as a

rejuvenating 'volumizer' in patients who would like to restore a youthful fullness to their face. The benefit with Sculptra is that it typically lasts longer than other fillers, often for several years. I have been able to

achieve amazing, and sometimes unbelievable, results with Sculptra.

A comprehensive discussion about injectable fillers goes well



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beyond a short article. However, I feel that it is important for patients to be aware of the available choices and what can be achieved. Whether a patient desires fuller lips, a more defined jaw line, or improvement in their facial wrinkles, they should be aware that there are safe and effective choices available. With good technique, sound judgment, and an aesthetic eye, the best results can be achieved. And patients should always remember that these are medical treatments, so do not compromise safety when you look for a physician for your next injectable treatment.

Ryan Greene, MD, PhD, is a double board certified facial plastic surgeon with offices in Weston and Fort Lauderdale. He is a Consultant and National Trainer for Allergan, Inc., the manufacturer of Botox Cosmetic and Juvederm. He also lectures at national conferences on facial fillers and has served as a Contributing Editor on a textbook on Botox and facial filler techniques. To learn more or schedule a consultation, his office number is (954) 651-6600. More information on Botox and facial fillers can also be found at www.DrRyanGreene.com.