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NEW LIQUID CHEEK LIFT

TRY A NEW FILLER:
JUVEDERM VOLUMA XC

By RYAN GREENE, MD, PHD, FACS

Everyone loses facial volume as they age, which is why fillers are so effective in facial rejuvenation. In late 2013, the FDA approved a new filler, Juvederm Voluma XC, for restoring volume in the cheek and midface. Voluma has a number of advantages. As a hyaluronic acid filler (like Restylane and Juvederm Ultra), it is very safe and looks very natural.

But Voluma sets itself apart in its ability to last up to two years. Its unique formulation gives it an excellent “lifting” capability, which is why it is so effective for the cheeks. As an Allergan trainer, I had early access to Voluma, and my experiences with it have been overwhelmingly positive. In my practice, I have developed a unique Liquid Cheek Lift that can take even five to 10 years away in less than one hour. Using Voluma in the midface does require more experience and an artistic eye, so finding an experienced injector can make a big impact on a patient’s outcome.

So what’s the bottom line? Voluma represents yet another milestone in achieving complete facial rejuvenation without surgery. Patients now have so many effective non-surgical and minimally invasive options for facial rejuvenation in the quest to achieve near-surgical results, while avoiding the risks and downtime of surgery.

Ryan Greene, MD, PhD, FACS, is a double board certified facial plastic surgeon at Greene MD Plastic Surgery and Laser Center, with offices in Weston and Fort Lauderdale. He is a speaker and national trainer for Botox, Juvederm, Voluma, and Syneron and Candela lasers. An author of numerous peer-reviewed articles, he was also Contributing Editor for a textbook on injectable treatments. Dr. Greene also serves as a Voluntary Assistant Professor at the University of Miami Miller School of Medicine.



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Greene MD Plastic Surgery and Laser Center

2731 Executive Park Drive, No. 1, Weston;

954.651.6600; drryangreene.com