



# Face facts

*James A. Heinrich, M.D., F.A.C.S.*

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## What's Trending



It seems that keeping up with the Kardashians has become something of a national pastime and accounts for an uptick in cosmetic surgery among millennials. At a recent cosmetic surgery meeting, all trending procedures directly linked back to the Kardashian crew, including lip enhancement and "vampire" facelifts.

Kim had a vampire facelift, which is not a facelift at all. It is a skin treatment using the patient's own blood (thus the name, vampire), combined with hyaluronic acid filler. The combination is injected into strategic areas of the face to reduce wrinkles, add volume, and improve the quality of the skin.

According to the American Academy of Facial Plastic and Reconstructive Surgery, 64 percent of their facial plastic surgeon members reported an increase in cosmetic surgery or injectable treatments in patients younger than 30. This further suggests that the Kardashian influence cannot be discounted.

The most popular procedures among this age group are Botox, hyaluronic acid fillers for lip augmentation, and nose surgery. Social media has created a much greater sense of self awareness. Celebrities put everything out there regarding the work that they have had done, helping make procedures much more mainstream. This does not necessarily mean that patients want to look like celebrities; it means they are more aware of the options out there and feel more comfortable exploring them.

Thanks to these cultural shifts and advances in minimally invasive technologies, the demand for non-surgical treatments is continuing to grow at a faster rate than that of surgery in this country. Many millennials are adopting Botox as routine wrinkle prevention and lasers and chemical peels as standard practice for turning back the clock on sun damage.

The advent of cosmetic surgery and beauty apps that allow millennials to try before they buy are also playing a role in the acceptance and desire for nips and tucks. A new national survey conducted by beauty app developer Meitu found that 33 percent of women and 20 percent of men admit to editing their dating profile photos. As of today, you can choose from 535 photo-editing apps in the app store.

Some of these apps encourage users to try on a new nose and others allow for smoother skin, fewer wrinkles, and whiter teeth. These apps may inspire people to seek facial plastic surgery; however, they do not necessarily represent the possible results. Most facial plastic surgeons agree that these apps can be a great conversation starter, but caution that patients should have realistic expectations when discussing what is optimal for them.

Whether you are inspired by the Kardashians, other celebrities, or your own reflection you see across social media channels, your facial plastic surgeon can provide expert advice in order to minimize risks and maximize your satisfaction with the results.



# Ask Dr. Heinrich



James A. Heinrich, M.D., F.A.C.S.

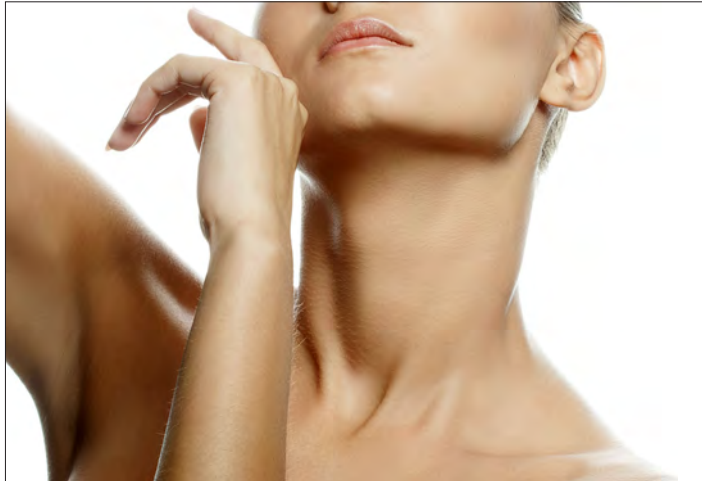
Board Certified  
American Board of Facial Plastic  
and Reconstructive Surgery  
American Board of Otolaryngology  
–Head and Neck Surgery

*Q: I am in my 30s and am just starting to see these vertical lines between my eyebrows become more pronounced. Is it too early to consider Botox?*

A: No. According to a 2015 survey by the American Academy of Facial Plastic and Reconstructive Surgery, facial plastic surgeons saw a 64 percent increase in patients under 30 getting injectable fillers or cosmetic surgery. Women in their 30s tend to start seeing fine lines developing between their eyebrows and around the eye area. Botox, Dysport, and Xeomin (all neurotoxins) are purified proteins. Injected in small amounts into the facial muscles, they bind to the nerve endings of the muscle and prevent nerve impulses from traveling to the muscle. This weakens or paralyzes the muscle around the area injected for several months; this temporarily reduces the skin creasing and results in smoother skin. Make a consultation appointment to discuss if this procedure would be right for you.

## WAYS TO IMPROVE YOUR TECH NECK... INCLUDING EYE LEVEL TEXTING

The skin on your neck is thin and contains less supportive collagen. As we age, the skin loses elasticity, the underlying muscles become weaker, and fat can accumulate in the neck. Environmental factors, e.g., sun damage, also play a role, in addition to “tech neck.” This refers to the increased creasing, wrinkles, and sagging due to frequent and prolonged looking down at your phone. The neck area is also prone to the effects of gravity and has few oil glands, so it needs moisturizing and sun protection.



Injectable dermal fillers create volume and plump creased areas; this works well for patients who would like to diminish the appearance of fine lines and wrinkles in the neck. The advantage is no recovery time; the disadvantage is that results last from six months to a year typically. If you are unhappy with the appearance of neck cords or banding, neurotoxins, such as Botox, Dysport, and Xeomin can be injected to help relax these muscles for a smoothing effect. The treatment is noninvasive and lasts three to four months. A person with fat deposits or a double chin may also consider Kybella.

Due to the popularized tech neck, there has been renewed interest in rejuvenating the neck area. Whether you are looking for a minimal invasive technique to smooth out your tech neck or a more substantial surgical procedure, there are various options to consider.

### Treatments

If you have mild to moderate skin laxity you may be a good candidate for PrecisionTx™. This treatment enables minimally invasive smaller area contouring in areas such as neck, jowls and jaw line to give you a defined look without a surgical face-lift. This laser treatment is perfect for patients who are neither candidates for surgical face-lift, nor wanting to have an invasive surgery. This innovative technique is known to stimulate collagen production in the dermis which leads to improved skin elasticity, thickness and texture.

### Procedures

Liposuction can be used to sculpt the neck area on relatively young patients that may have hereditary deposits of fat in the neck and under the jaw areas. It is important that the patient have good skin elasticity so that the skin retracts after removal of the excess fat; otherwise, it may be necessary to combine liposuction with another procedure to remove the excess skin. The procedure may require up to a week of recovery time; results are permanent.

A submentoplasty or cervicoplasty is a neck rejuvenation procedure that appeals to patients not quite ready for a full facelift or neck lift. The procedure starts with initial liposuction of the neck, then a small incision is made under the chin. From this incision, the area can further be sculpted or manipulated, including removal of additional



reinforcement with sutures. Results are long lasting; you may return to work and normal activities after a week.

During a neck lift, small incisions are placed along the lower hairline and beneath the chin. The skin is lifted and repositioned. The neck muscles can be tightened, excess fat cells removed, and excess skin trimmed. The neck lift procedure targets the lower one-third of the face, creating a well-defined chin and jawline, smoothing out any skin folds and wrinkles. A facelift is similar to a neck lift, except it covers the lower two-thirds of the face. Dr. Heinrich will evaluate which lift would be optimal for you. All of these options turn back the clock and may require two to three weeks recovery time before resuming normal activities.

Sometimes a weak chin can make sagging skin under the jawline

look worse. A chin implant can improve the prominence of the chin and reduce the skin sagging. Dr. Heinrich will make an incision inside the mouth or in the crease beneath the chin, create a small pocket, and slip the implant into place. The results are permanent; recovery may take one to two weeks.

There are many options to consider. One thing you can try now to reduce the effects of tech neck, is to limit the amount of time you spend gazing down at your various devices; and when you do use them, hold them at eye level. Be proactive; moisturize and wear sun block.

*Recovery Tip..... Dr. Heinrich will provide specific instructions regarding your road to face/neck lift recovery. Be prepared to follow the do's and don'ts list to the letter. For example, you can shower or bathe 24 hours after surgery, but be careful when washing your hair. Avoid lifting heavy objects for at least two to three weeks after surgery and ease back into your exercise routine. Do not take aspirin or anti-inflammatory products for two weeks before and after your surgery. Wear protective eyewear and a hat; direct sun exposure can cause sunburn and irregular pigmentation. Remember, be kind to your body so that it can heal optimally: eat nutrient-dense foods, get plenty of rest, and manage life stressors.*

## ZO Obagi is here!

*We are excited to announce the ZO Obagi line of products to our office! Utilizing cutting-edge science and Dr. Zein Obagi's extensive clinical experience creating treatments and regimens for healthy skin, the ZO Obagi line provides comprehensive skincare for our patients. ZO Skin Health, Inc. is focused on providing products and protocols that bridge the gap between therapeutic treatments and daily care that allow patients to experience continuously healthy skin regardless of their age or unique skin condition. ZO's comprehensive and continuous work in skin health solutions utilize the best of what science has to offer to improve skin's natural functions that prevent or resolve many disorders. Call us to make an appointment for a complimentary skin care analysis with our licensed clinical aesthetician.*





## MILLENNIALS ATTACK AGING WITH “PREJUVENATION”

Millennial women are maintaining their youth through “prejuvenation,” i.e., a hot new term describing how young women are having minimally invasive beauty treatments earlier in order to prevent aging, rather than correct it. Popular treatments include light chemical peels, hyaluronic acid fillers, neurotoxins (Botox, Xeomin, Dysport), and photorejuvenation. Wouldn't you want to stop that forehead wrinkle before it became noticeable? What about avoiding crow's feet?

According to the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS), a reported 64 percent of member facial plastic surgeons indicated an increase in cosmetic surgery or injectable treatments in the under 30 crowd. Many millennials are adopting Botox, Xeomin, or Dysport as routine wrinkle prevention and lasers and chemical peels as standard preferences to reduce sun damage. What is fueling this affection toward pre-treatment?

The selfie is not going away. It forces young adults to hold a microscope up to their own image and often look at it with a more self-critical eye. Whether it is on Facebook, Instagram, Snapchat, or a dating app, it is often the first impression that millennials get of each other.

Social media presence and perceptions are very important for this generation. The more they are inundated with their own selfies and celebrity images, the more they want to adjust their features or replicate others' results. Celebrities openly come clean about their cosmetic improvements, making it much less taboo. In fact, 82 percent of surveyed surgeons reported that celebrities were a major influence in their patients' decision to have surgery last year.

Rhinoplasty (nose surgery) was the most performed procedure on patients between the ages of 22 and 34 in 2015. Millennials are also having lip augmentation surgery, eye surgery, and cheek injectables to sculpt and restore volume.

With the improving economy, increased consumer awareness, and a growing comfort level with the safety and predictability of cosmetic treatments, the demand for facial cosmetic procedures will most likely continue to expand. Facial plastic surgeons agree that the future of facial plastic surgery will continue to emphasize early maintenance—starting in the 20s and 30s—to avoid more complicated procedures and delay the need for cosmetic surgery down the road.

Millennials, and patients overall, are doing their due diligence



to get educated about facial plastic surgery. There is a wealth of information from authoritative sources that patients have access to via the Internet. Millennials feel they are being smart about tackling aging head-on.

Whether you are a millennial or part of another generation, you too can be smart about fighting aging. Contact Dr. Heinrich's office for a consultation.



PACIFIC COAST COSMETIC & LASER  
MEDICAL CENTER, INC.

[www.pacificcoastcosmetic.com](http://www.pacificcoastcosmetic.com)  
949.364.2440

26730 Crown Valley Pkwy., Ste. 250  
Mission Viejo, CA 92691