



# About Face

## A Look at Trends in Minimally Invasive Cosmetic Procedures

By Julie Jacobs

***“Looking great doesn't always require surgery. The trend toward non-invasive procedures has generated a host of treatments, which are performed with little or no downtime and can lead to amazing results often delaying or eliminating the need for surgery. These treatments can be performed in my office, often in less than an hour. The options selected can result in looking slimmer, younger or even more energetic with little or no effort.”***

—Dr. Beverly Friedlander, Short Hills

**W**hat's “the skinny” on minimally invasive cosmetic procedures? Just a few months ago, the American Society of Plastic Surgeons (ASPS) issued its annual report on the plastic surgery scene, citing statistics from 2014 that highlight the demand for particular procedures and treatments in the United States. The ASPS says more than 13.9 million minimally invasive cosmetic procedures were performed last year, offering quick recovery that requires little down time.

Minimally invasive cosmetic procedures often employ injectable fillers, topical solutions and high-tech tools like lasers, typically to reduce visible signs of aging like wrinkles and spots. When surgery is necessary to achieve a desired look, the minimally invasive approach allows the surgeon to do his job through several tiny incisions that cause less pain and scarring.

A study published in JAMA Dermatology, which examined the outcomes of more than 20,000 cosmetic procedures performed around the country, concluded that minimally invasive procedures are very safe and effective. They can also provide great “cosmetic benefit” over major and potentially risky surgeries. As the ASPS president noted in a press release about the report, “Minimally invasive procedures typically produce subtle aesthetic results and for many people, that is all they want or need at the time.”



## ASPS Report: The Top Procedures\*

- Botulinum Toxin Type A (up 6%), otherwise known as Botox, is delivered via injection into muscles to block nerve signals. The muscles then become paralyzed and do not contract, diminishing wrinkles and fine lines and giving the skin a smoother appearance. Effects can last a few months.
- Soft Tissue Fillers (up 3%) that include Radiesse, Juvederm and Restalyne not only smooth skin but also plump it by adding volume to yield a younger look. These injectable fillers enable facial contouring by correcting and/or restoring proportion and can offer long-lasting results. They may be used to add fullness to lips as well.
- Chemical Peels (up 7%) remove the skin's outermost layers to reveal a clearer, fresher-looking face and help improve texture, solve pigmentation problems and reduce fine lines, wrinkles, acne scarring and age spots. They include higher amounts of ingredients such as Retin-A, alpha-hydroxy and beta-hydroxy acids than would be found in over-the-counter products.
- Laser Hair Removal (up 3%) uses concentrated light beams to penetrate and ultimately damage hair follicles, preventing or at least dramatically slowing future hair growth.
- Microdermabrasion (up 9%) applies tiny crystals to exfoliate dead cells from the skin's top layer for a rejuvenated appearance. The procedure helps to reduce spots, scarring, hyperpigmentation and other surface problems.

***“Cosmetic vein procedures are light years ahead of what your mother may have known. Correcting unsightly varicose and spider veins has become a relatively easy, quick, and painless procedure.”***

— Clifford M Sales, MD, FACS,  
Vein Institute of New Jersey

## Other Procedures Trending

Although radio frequency has been around for decades, it is now gaining popularity as a cosmetic means to tighten the skin and to treat deep veins in the legs. The technology works on the deepest layers of the skin while protecting the epidermis (outermost layer), infusing thermal or heat energy that prompts the body's natural healing process and the production of collagen. The treatment is recommended for slack skin around the eyebrows, cheeks, jawline and neck—and reduce visibility of varicose veins.

And, according to the ASPS, fat grafting in minimally invasive cosmetic procedures is on the increase. The use of fat injections has grown particularly for buttock augmentation, up 15%.\*

The ASPS also notes in its report the rising number of men opting for cosmetic procedures, minimally invasive and otherwise. Remarked the organization's president, “Male plastic surgery rates have significantly increased since 2000 and the notion that cosmetic procedures are just for women no longer exists.”

For more information: ehow.com, examiner.com, plasticsurgery.org, sciencedaily.com, surgery.org, thedermreview.com, webmd.com, womenshealthinthenews.net

\*Statistics represent increase from 2013 to 2014



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