

# How to Beat the Summer Heat

...with non-surgical volume correction

Hello, this is Dr. Michael Bowman with River Region Facial Plastics. As summer sizzles along, the nice (albeit rather warm) weather tends to keep everyone busy with outdoor activities as well as travel with family and friends. Because of those busy schedules, not as many people choose the summertime for rejuvenation procedures like the QuickLift®. Therefore, I'd like to discuss some of the more modern rejuvenation treatments that many people choose this time of year.

Our patients who come in to learn more about these minimally invasive techniques generally have 3 main goals: 1) They want noticeable results. 2) They want natural looking results. 3) They don't want much downtime.

The good news is that all three of these are achievable with volume correction! I think that volume rejuvenation is the most powerful but also the least understood of our modern rejuvenation techniques. As we get older, we see predictable changes in our appearance. There are distinct fat pads throughout the face, and they change differently in differing areas of the face. Some of our fat pads stay basically intact, while others tend to shrink in size. We also see some loss of bone and reshaping of our facial skeleton. All of this adds up to a sinking or deflating type of appearance. Some of the areas where this has the greatest impact are the temples, under the eye brow, and in the cheeks/lower eyelid area.

Every face is different, so while one person might have lots of hollowing in the temples, another person might have lots of volume loss in the cheeks and tear trough area (underneath the lower eyelid). That being said, because our face does not age in just

one location, the most natural looking rejuvenation will come about when we address the whole face. So your Beauty Plan recommendations will likely address several different areas of your face.



Actual client photos provided by RRFP

We don't have enough room to cover all of our options, so I'll touch on a few highlights. Sculptra® is a fantastic product for facial volumization, as it helps your body grow its own collagen for a soft, natural look. It is the best product for people with deep, hollow temples but can be used over the whole face for a very holistic rejuvenation. Sculptra® can be used, along with other products, to give an injectable brow lift. Careful placement of volume underneath the eyebrow can help lift and brighten the eyes. I find that this often looks much more natural than a standard brow lift.

There are two very common concerns that get brought up during my consultations I would like to bring up as well. Sometimes, a patient will tell me that they tried a certain product and it looked good for a few days or weeks,

but then it went away and they were disappointed. This kind of situation usually results when they did not have enough product used or perhaps it was not placed well. The results which showed up for a few weeks was the swelling from the injection, not the product itself. I prevent this kind of disappointment by providing accurate recommendations based on my experience. Sticking to those recommendations will ensure you get the results you desire.

A second concern which is sometimes brought up is the "overdone" look. One of my highest priorities is always to keep results looking so natural, that everyone will know you look better than they remember, but they will also have a very hard time figuring out exactly why you look so much better. We have room for a few before and after

photographs here, but there are many more to peruse at our office to show you the quality of results you can expect.

I hope you are having a wonderful summer, and I'd like to remind you to "Do Something Beautiful" and stop by for your free consultation at River Region Facial Plastics.

Please email us at [Doctors@RiverRegionFacialPlastics.com](mailto:Doctors@RiverRegionFacialPlastics.com) with your questions about facial health, beauty and rejuvenation

Yours In Good Health,  
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