

# It doesn't have to hurt!

Presented by River Region Facial Plastics

Hello, This is Dr. Michael Bowman with River Region Facial Plastics. This month I'd like to address a concern which is almost universal but rarely addressed: Pain!

Many of us have had some sort of unpleasant experience at our doctor's office. At River Region Facial Plastics, we

know that our clients expect and deserve an enjoyable experience from start to finish. We know you want to look your best, and we believe you shouldn't have to walk through fire to get there.

To illustrate this concept, I'd like to discuss a popular facial rejuvenation procedure: lip enhancement.

When you are talking with anyone face to face, chances are that your gaze is focused on either their eyes or their mouth. This explains why both of these areas are ideal places for subtle but very noticeable treatments. Lip enhancement is one of my favorite non-surgical ways to enhance almost any woman's appearance.

Temporary lip enhancement can be done with hyaluronic acid fillers like Restylane-L or Juvederm Ultra XC. These safe and dependable plumping agents typically last about 6-12 months for most patients. For patients who desire permanent enhancement, I recommend the Perma silicone lip implant.

We have many patients who love these injectable treatments because it only takes about 15-20 minutes to create beautiful and natural looking results. We can rejuvenate lips that have lost volume with aging, or give your natural lips a little boost!

Unfortunately, when I suggest lip

enhancement to some patients, they are hesitant. "I tried that once...and it hurt!!" Even though all of the fillers we use have a numbing agent pre-mixed in them, the

lips are a sensitive area. In my mind, performing a lip enhancement without appropriate anesthesia is cruel and unusual punishment!

With that in mind,

I have developed a technique for numbing the area around the lips which usually makes lip enhancement pain-free. It is similar to the procedure used by your dentist, but most of our patients report that this technique is even easier than at their dentist's office. It only takes a few minutes, and most patients report they feel nothing during the actual lip enhancement. The numbing medicine usually only lasts about an hour, so you can get back to normal more quickly.

For over a year now, I have used blunt tipped cannulas, rather than regular needles for almost all of my filler treatments. All fillers are packaged with regular needles, so these cannulas must be purchased separately. These specialized micro-cannulas require some changes in technique, but I have found they dramatically decrease the discomfort, swelling and bruising after any injectable procedure. Since we have been using these cannulas, significant bruising has almost become a thing of the past and major swelling is rarely an issue as well.

All of these details, add up to a very comfortable experience with minimal downtime. Combine this with beautiful and natural looking results, and you can see why so many of our patients refer

their friends when they are asked about their new secret.

This has been only one example, but I hope it illustrates the attention we pay to every detail of your experience at River Region Facial Plastics. We have a variety of techniques, tools and systems we employ to ensure all of your treatments at River Region Facial Plastics will be as pleasant as possible.

So, if you are interested in lip enhancement or any of our other rejuvenation possibilities, please



Restylane-Before



Restylane-After



Juvederm-Before



Juvederm-After

remember, "It doesn't have to hurt" and contact us for your free consultation.

Do you have a question for Dr. Bowman or Dr. Cawthon? Email us at: [doctors@riverregionfacialplastics.com](mailto:doctors@riverregionfacialplastics.com) and put "BOOM Question" in the subject.

Yours in good health,  
Dr. Michael Bowman  
334.270.2003

*NB: A consultation is necessary before all treatments. Please make sure your doctor answers all of your questions before you consider a lip enhancement or any other treatment. Juvederm is used "off label" in the lips. At the time of this publication I do not have any financial ties to any of the corporations which manufacture any of the products discussed here.*

