

Exciting new treatment for “double chin”

Hello, This is Dr. Michael Bowman with River Region Facial Plastics. I want to use our column this month to discuss an exciting new product, Kybella™, that we will offer exclusively at River Region Facial Plastics when it is launched this fall. Kybella™ is a new injectable treatment approved by the FDA to reduce submental fullness or “double chin”.

What exactly is submental fullness? This is a clinical term for the excess fat that contributes to one’s chin, often referred to as a “double chin”. Submental fullness is a common, yet undertreated facial aesthetic condition. It can detract from an otherwise balanced and harmonious facial appearance – leading to an older and heavier look. For many people this is a stubborn problem area that can be very resistant to all the appropriate therapies like a good healthy diet, exercise, etc. In the past, I have had to resort to traditional treatments that involve some form of surgery like a facelift and/

or liposuction to address this area depending on your age and anatomy.

I’m very excited about the new option for treatment represented by Kybella™. It is indeed a unique

injectable treatment. It is the first and only approved injectable drug for contouring moderate to severe submental fullness. Kybella™ is a non-human and non-animal formulation of deoxycholic acid, which is a naturally occurring molecule in the body that aids in the breakdown and absorption of dietary fat. When injected into the excess subcutaneous fat under the chin, Kybella™ causes the destruction of those unwanted fat cells. Once destroyed, those cells are

permanently removed and therefore they cannot store or accumulate fat. This means that you should retain long term results even if your body weight fluctuates in the future after your Kybella™ treatments.

Although it is not an instant

treatment, many patients experience visible results in two to four treatments. Each treatment session is spaced at least one month apart; up to six treatments may be administered. Each session typically

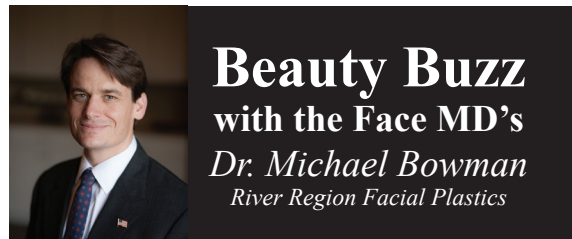
takes less than half an hour and doesn’t have too much of a recovery. Your Kybella™ treatment plan (both dosing and number of treatments) will have to be customized to help meet your aesthetic goals for your improved chin profile.

Kybella™ has been well tolerated in its clinical studies. The most common side effects are swelling, bruising, pain, numbness, redness and formation of areas of hardness in the treatment area. In clinical trials, the worst side effects were noted at the first treatment, and the incidence and severity of most side effects decreased with subsequent Kybella™ treatments. Kybella™ has been the focus of a global clinical development program involving over twenty clinical studies.


We, at River Region Facial Plastics, are excited to be the first facial plastic surgeons in this area to bring this exciting treatment to you! If you are interested, I hope you will come in for your own personalized consultation.

Yours in good health,
Michael Bowman MD


We hope you will contact us via email at Doctors@RiverRegionFacialPlastics.com with your questions or comments!



Product Spotlight



kybella™
(deoxycholic acid) injection



Before After

The first and only FDA-approved injectable drug that contours and improves the appearance of “double chin”