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## TOP TRENDS IN COSMETIC ENHANCEMENTS

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While surgical procedures remain the gold standard for long-term results, non-surgical treatments have steadily gained in popularity in recent years due in large part to “the need for speed” when it comes to downtime and results. Facial Cosmetic Surgeon Dr. Ashlin Alexander shares his top trends in cosmetic enhancements for 2014 – and, what to look for in 2015:

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### A Stitch in Time Saves Nine

The term “preventative Botox” is not a new concept, however it has gained momentum in recent years with increasing numbers of people opting to receive the injectable earlier. According to the American Society of Plastic Surgeons (ASPS), 6.1 million Botox procedures were performed in the US in 2012 – the highest number to date. Of those, the number of procedures among 20-somethings rose eight percent to 92,955 from the previous year. Although there is no definitive proof that early Botox will prevent future wrinkles, many physicians believe that proactive efforts now can dramatically reduce the need for more invasive procedures later in life.

### Bushy is Back

2014 sparked a regrowth in the popularity of bold brows. From Megan Fox to Eva Mendez, thick brows are framing the eyes of celebrities everywhere. Until recently, the only options for over-tweezed or genetically lacklustre eyebrows were to pencil or stencil them in. However, new, more permanent options are gaining in popularity. Through advancements in modern-day hair transplantation techniques, men and women can have hairs from their scalp microscopically transplanted to their eyebrows, to provide impressive results with minimal downtime. The eyebrow transplant takes approximately four hours to perform and replaces sparse brows with a fuller, thicker, more natural look. Men are also partaking in the more is more look when it comes to hair, opting for beard and moustache transplants to replace patchy areas where hair growth is lacking.

### “Liquid” Looks

For those who fear going under the knife, liquid treatments continue to provide an effective alternative to restoring youthfulness to the face. The “liquid facelift” - as it is commonly referred to - combines a variety of non-surgical techniques (Botox® Cosmetic, injectable fillers, and skin treatments) that when positioned precisely in the right areas of the face, have impressive results. Surgeons can add volume to the face, contour a nose, define a jawline, create higher brows and effectively counteract early signs of aging - all with minimal pain, virtually no downtime, and essentially immediate results. Injectables will continue to gain popularity in 2015 with the introduction of new hyaluronic acid fillers that use the latest technology to provide smoother consistency, less swelling and bruising, and longer lasting, more natural results.

# ASHLIN ALEXANDER

FACIAL COSMETIC SURGERY

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## On The Nose

Rhinoplasty continues to gain in popularity, ranking 2nd in the top five cosmetic surgery procedures performed in the US in 2013, according to The American Society of Plastic Surgeons (ASPS). “Liquid rhinoplasty” – a relatively new alternative to the traditional nose job – is an ever-expanding technique, offering impressive results using neuromodulators (e.g. Botox® Cosmetic) and injectable fillers to straighten a crooked nose, augment a flattened bridge, camouflage a dorsal hump, or alter the shape and angulation of the nasal tip. The result is a natural, youthful, harmonious appearance to the nose, without going under the knife. The nose job, whether surgical or liquid, will continue to be a sought-after treatment in 2015. According to Dr. Alexander, the majority of patients he treats see their nose as their most defining feature, and therefore seek to adjust – even slightly – to provide more harmony and symmetry to the face.

## Man Up!

According to the American Society of Plastic Surgeons (ASPS), men accounted for 10 percent of the total number of cosmetic surgery procedures performed in the US in 2013 - a number that has steadily increased by more than 273 percent since 1997. With no signs of slowing down, the top surgical procedures men received included: Blepharoplasty (eyelid lift), Rhinoplasty (nose job) and Otoplasty (ear setback & reshaping).

While surgery remains the gold standard for permanent results, non-surgical procedures like Botox (a.k.a. “Bro-tox”) remain a growing trend amongst men looking for immediate results with minimal downtime. In fact, the number of American men receiving Botox injections has skyrocketed 258 percent over the past decade, according to a study in the Cosmetic Dermatology Journal. According to Dr. Alexander, more and more male patients are turning to Botox and other injectable fillers to look refreshed and remain competitive in the workforce longer. Younger male patients are also using injectables to achieve stronger, more defined facial features including a confident chin, chiselled cheekbones and a defined, angular jawline.

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