

Central Ohio
Plastic Surgery

How Modern Aesthetics Has Redefined What Getting Older Looks Like



We can't help it. We're obsessed with comparing how people looked a few decades ago compared to now. Sure, hairstyles, makeup, and fashion have a lot to do with it.

But the real reason that turning 40, 50, 60, 70 (and beyond) doesn't look like it

used to comes down to this: advances in medical aesthetics.

Thanks to [modern medical aesthetics](#), you now have more of a say-so in how you look and feel as you head into every milestone decade.

Your Choice at Every Age

One of the biggest changes in aesthetic medicine over the past few years has been the availability of affordable, preventive treatments.

You can proactively pre-empt the signs of aging as early as your 20s and 30s. Consistent treatments, such as small amounts of [BOTOX® Cosmetic](#) in your 30s or 40s can help prevent fine lines from becoming deep wrinkles in your later years.

Combo Treatments

For Dr. Lichten, surgical procedures like [tummy tuck](#) and [breast augmentation](#) will continue to be an important aspect of our practice. But the real game-changer comes from combining surgical and non-surgical treatments.

That's why we offer a holistic approach to aesthetic medicine that includes medical-grade [skincare](#), professional [facials](#), [lymphatic massage](#), and [dermal fillers](#).

As for combined treatments, Dr. Lichten says he's seeing more patients consider brow lift. But he doesn't expect the popularity of BOTOX to go away.

"Brow lifts, especially the lateral brow lift can give a longer lasting result and for many patients may be better than continuing with Botox 3 or 4 times a year," he explains. "The problem is for patients who are getting BOTOX from a provider who doesn't (or can't) offer a brow lift. For patients who would benefit from surgery, these other provides will continue to push BOTOX, which means these patients won't get optimal treatment."

Bottom line: This is one more reason patients should consider having a board-certified plastic surgeon inject their BOTOX and direct their treatment plan.

Emerging Trends

With the popularity of facial injections, we're seeing more patients come to Dr.

Lichten for correction, reversal, or removal of facial injections done elsewhere. (That's why the injector matters.)

"It goes back to respecting and treating the signs of facial aging while keeping in mind the biology of *how* we age," explains Dr. Lichten. "I'm also seeing this issue as more 'permanent' non hyaluronic acid (HA) fillers have to be removed. As a result, a patient's face may need surgery or other injections to create a more natural-looking result."

Dr. Lichten says that fat grafting, which has always been an option for our patients, can be a good alternative for some. New synthetic fat fillers are in development, and these may be a better alternative to the hyaluronic fillers because they have the potential to last longer while still maintaining the natural results patients want.

[Listen to What Else Dr. Lichten Has to Say >>](#)



5 WAYS TO SAVE

FACE

Your beauty secrets should be just that:
secret.

Luckily, there are a few things you can do to camouflage signs you've "had something done" while enhancing results and protecting healing areas.

Here are 5 post-injectable makeup tips:

1. Wait 24 Hours.

If possible, give your treatment site a break from makeup for the first 24 hours after your procedure. Dr. Lichten says you CAN use makeup, however, giving your skin a short break gives the tiny injection spots a chance to heal, which helps minimize the risk of infection. When you do use makeup, just make sure your makeup brushes and applicators are scrupulously clean.

2. Use Mineral-Based Makeup.

Mineral makeup and powders, including [Colorescience powder sunscreen](#), are less likely to irritate post-injection skin. Plus, they offer extra protection from skin-damaging UV rays.

3. Go Gentle.

Always use soft, dabbing motions when applying skincare and makeup around treated areas. Rubbing or dragging could potentially displace dermal fillers like [JUVÉDERM VOLUMA™ XC](#) or put unnecessary pressure on other injectables like [BOTOX® Cosmetic](#).

4. Skip Heavy Concealers.

"It's tempting to cover minor bruising with a thick concealer," says Dr. Lichten, "but trying to smooth them out to achieve natural-looking coverup can easily pressure on treated areas." The alternative? Lightweight, color-correcting makeup in a yellow-based tone for purple bruising or a green-based one for red.

5. Play Up Your Enhancement. Once you're fully healed, have fun playing up fuller lips with a neutral lip pencil applied slightly outside your natural lip line. If you've gotten filler to restore volume to the cheek area, top your cheekbones with a pearlized highlighter or blush.

[Check out this amazing before-and-after >>](#)

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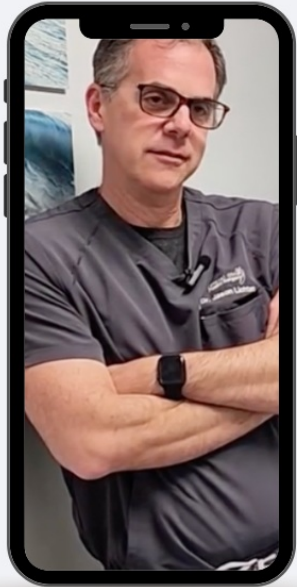
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