

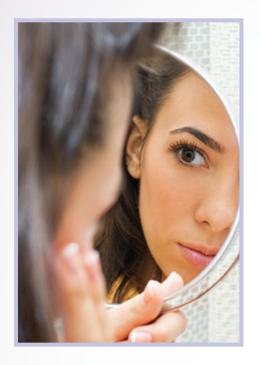


# Patient Guide

**Botox & Fillers** 







Have you started doing that thing in the mirror? That private ritual where you pull the skin of your forehead or by your mouth and eyes with your fingertips so your face looks as smooth and taut as it used to be?

Your wrinkles may be getting on your nerves, but maybe the idea of surgery seems too extreme or permanent right now. You're not there yet, but you'd love to say goodbye to these creases.

You'd also like to start <u>building a relationship with a plastic surgeon</u> so that when you're ready for more permanent work, you have someone you trust. Injectable fillers or BOTOX could be the perfect solution.

# There are several options available.

#### Let's start with... What causes wrinkles?

People often ask the question, why do I have prominent wrinkles and my friends of my age don't? Well, there are several factors that contribute to skin rhytids (wrinkles). The major factor is genetics, more specifically what skin type you have. Patients of Scandinavian decent with thin and fair skin are more prone to early and prominent wrinkle formation than patients of Asian decent who have thicker skin type.

Also, known environmental factors contribute to wrinkle formation including sun exposure and smoking. Use of sunscreen, sun avoidance, and smoking cessation are all recommended if this is part of your lifestyle and you wish to reduce wrinkle formation.





# How can 9 erase my wrinkles?

In many cases, the removal of dynamic wrinkles and static wrinkles is more effectively achieved with a **combination** of injectables.



**Dynamic wrinkles.** The wrinkles that form across the forehead, between the eyebrows and around the eyes are called dynamic wrinkles. Dynamic wrinkles develop in areas that are underlain by major facial muscles and are the result of repetitive muscle movement over time.

People who are under constant stress or in pain or who have vision problems frequently furrow their brow or squint. In time, the constant contraction of their facial muscles can result in the development of dynamic wrinkles in the areas of greatest muscle movement.

#### Treatment for dynamic wrinkles:

Injections of Botox or Dypsort into the forehead region relax the muscles that cause wrinkles. The injection gently relaxes the muscle so that it cannot tense or bunch, preventing the skin from wrinkling.

**Static wrinkles.** When wrinkles are caused by genetics or environmental factors, they are called static wrinkles. Static wrinkles most often form in the nasolabial fold in the facial area around the nose and mouth. Genetics plays a major role in the development of deep laugh or frown lines, but the spidery wrinkles that radiate from the lips as people age is caused by excess sun exposure, an environmental issue.

#### Treatment for static wrinkles:

Hyaluronic injectable fillers such as *Restylane*, *Juvederm*, *Perlane*, *Radiesse* and *Sculptra* are typically used to treat or "plump up" the skin to remove static wrinkles. These products are injected deeper in the facial soft tissue to increase the volume.









## How long do the effects last?

Dynamic wrinkle treatment with Botox and Dysport typically lasts about four to 6 months.

Static wrinkle treatments can have a longer-lasting effect. Restylane and Perlane typically start to break down in the body after six to 12 months. Radiesse is probably the most popular of these longer lasting injectables and lasts about 12 to 15 months before being absorbed by the body.



### Are injections safe?

The face is a delicate and complex area. If not performed by a highly trained, skilled and experienced facial plastic surgeon, any cosmetic facial procedure has the potential to cause permanent injury or disfigurement. Inexpertly performed procedures have, in some cases, resulted in permanent nerve damage, leaving patients with a "frozen" face.

If you are considering wrinkle treatment with injectables, make sure you obtain the attractive results you desire by scheduling your treatment with a board-certified facial plastic surgeon. Your surgeon should have specialized medical training, practical experience and professional expertise required to ensure that you get the fresh, young, attractive appearance you desire.

Please visit the individual product sites to review before and after images, patient videos, and information regarding benefits and safety for each specific prescription medication:

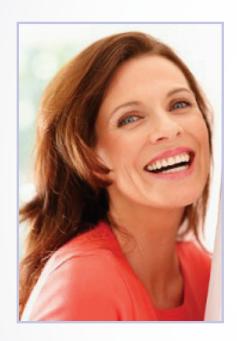
Botox	http://www.botoxcosmetic.com/
Dysport	http://www.dysportusa.com/
Juvederm	http://www.juvederm.com/
Restylane and Perlane	http://www.restylaneusa.com/
Radiesse	http://www.radiesse.com/
Sculptra	http://www.sculptraaesthetic.com/





## Who is using Botox?

Sometimes referred to as an "instant facelift," <u>Botox</u> is by far the most popular non-surgical facial cosmetic procedure in the U.S. with both women and men. Last year, more than 2.4 million Botox procedures were performed in the U.S., about 2.2 million on women and slightly more than 225,000 on men.



Female Botox patients still outnumber men 9 to 1; but since 1997 when a total of 65,157 Botox procedures were performed, "Botox procedures" Botox procedures for men have increased 500% more than Botox procedures for women. According to the American Society for Aesthetic Plastic Surgery (ASAPS), between 1997 and 2010, Botox treatments for men increased 4171.7% while Botox for women increased 3592.9%.

Reflecting the experience of <u>Manhattan facial plastic surgeons</u>, Botox use was heaviest among people between the ages of 35 and 50 when wrinkles and facial lines generally become more pronounced. Men and women ages 35 to 50 accounted for almost 49% of the total number of Botox procedures performed last year, according to the 2010 annual ASAPS survey of U.S. plastic surgeons. Men and women aged 51 to 64 accounted for slightly more than 29% of Botox patients in the U.S.; young adults aged 19 to 34 for 15%; seniors over 65 for 6.6%.



## about Dr. Kwak



Dr. Edward S. Kwak is a New York City facial plastic surgeon, dual board-certified by the American Board of Facial Plastic and Reconstructive Surgery and by the American Board of Otolaryngology - Head & Neck Surgery. His focus is cosmetic surgical procedures strictly limited to the face and neck region.

- \* Dual Board-Certification in Facial Plastic Surgery and Head and Neck Surgery
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To shedule a consultation with Dr. Kwak, give us a call at:

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