

Facial Rejuvenation: Different Strokes For Different Folks



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It's hardly news that we live in a youth-oriented culture. Both men and women share an interest in procedures and techniques that help them look as young and fit as they feel—leading to an explosive growth in people of all ages seeking facial rejuvenation treatments.

Facial rejuvenation includes non-invasive and minimally invasive treatments and procedures used to improve facial imperfections like skin discoloration, fine lines, freckling, crow's feet, nasal crunch lines, and creases in the forehead. It also includes plastic surgery procedures that will enrich the appearance of a specific facial feature

such as the eyebrows, neck, chin, or jaws. All of these are various forms of facial rejuvenation.

The reality is that facial rejuvenation means different things to different people. What facial rejuvenation means to a man or woman aged 35 to 45 is different than for a person aged 50 to 60. For the 35 to 45 year old, the concerns tend to be related to dealing with skin changes such as we see from sun damage and hormonal changes. With many women delaying parenthood until their late 30s or early 40s, a woman may be juggling a toddler and a job and wants her skin to look as good and youthful as she feels. Changing skin textures and toning, discolorations, fine lines, and deepening pores are amongst the areas that cause concern.

Today's 50 or 60 something is more akin to the 35 to 45 year old in our parents' generation in terms of vitality and health. Men and women want their appearance to reflect that youthfulness. Our brow may have lowered and there is an increase of fat below the chin, and in the fold between the nose and upper lip. We're also seeing areas on the face with loose skin including the jowls, the neck, and the skin around the eyes. Loose skin

is only one of the causes of bagginess around the eyes. It can also result from small fat pads around the eyes that can move from the top and sides of the eye region and end up resting beneath the eyes. Shifting fat deposits also create hollowness in the cheek.

It's not just about age, either. Men and women see things differently and have different complaints. While women worry about skin discoloration and deep pores, men view it as a rugged look. Men tend to look for expeditious answers and a quick fix, while women tend to be more patient. They realize there are no overnight solutions.

So, where do you start? Step one is establishing a budget and wisely spending your money. You'll probably be a lot happier getting great results in one area rather than mediocre results in several areas. Step two is looking at what areas are your biggest concern and getting expert input to find out how to address those issues.

With the dramatic advances in facial rejuvenation options, there is an arsenal of "tools" to accomplish your goal, but it begins with informed decisions. There are no one size fits all answers, so it's critical that you get the right answers to find out what's right for you.