

The Top Five Trends in Plastic Surgery

We all want to look great for our age. Maintaining a good diet and incorporating exercise into our daily routines are challenges we all take on to help us reach those goals of feeling healthy and looking our best.

Thanks partly to this enthusiasm to look as good as you feel, cosmetic surgery continues to grow in popularity. According to the American Society of Plastic Surgeons, 15.1 million cosmetic procedures were done in 2013, up 3% from 2012. New devices and new techniques are driving a movement toward a more natural appearance.

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TOP 5 COSMETIC SURGICAL PROCEDURES

Breast Augmentation is No. 1. Breast augmentation not only has the top spot, but the number of procedures is up from the prior year. The FDA approval of the shaped form stable, silicone breast implant with its "teardrop" shape and "gummy" texture have made them quite popular. Breast enhancement with lifts, with or without implants, has grown steadily as well.

Rhinoplasty. Nose reshaping is a close second. For the third year in row, it remains the most popular facial plastic surgical procedure. It remains very popular for both men and women under 35 and is the number one procedure for men. A good rhinoplasty can restore balance and symmetry and enhance overall facial features.

Eyelid Surgery. Eyelid surgery is a popular, commonly outpatient surgery that can quickly remove a "tired" or "sleepy" appearance. A more refreshed appearance is a quick enhancement.

Liposuction. Always popular, it appeals to so many. The goal of liposuction is plain and simple: to get rid of unwanted fat. A very popular trend now is to graft harvested fat to enhance other areas, like the buttocks. Avoid trendy new bandwagon techniques and remember: it's not a weight-loss plan but a reshaping of problem areas.

Facelift Surgery. Facial rejuvenation numbers are up across the board. Most people are trending toward a "less done," more natural appearance. Shorter, less invasive options have made lifts a very popular consideration for both men and women. Often, shorter procedures earlier can avoid bigger ones later.

Cosmetic surgery, once the secret of the rich and famous, has become an open conversation. Each year, millions of people strive to be as healthy as possible and look as great as they feel. Cosmetic surgery, for many, can be a safe part of that plan.

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-DAVID E. MORALES, MD



Three Anti-Aging Treatments for a Youthful, Refreshed, Confident Look

Many view aging as an ongoing, gradual, linear process. I treat the aging process as more of a stair-step; we go about our daily lives, look in the mirror one day and realize we are looking at a face that just yesterday did not have deep-set wrinkles, heavy eyes, downward turned smile, or loss of volume in our cheeks or lips or sun spots. Friends, family or coworkers subconsciously interpret these features as fatigue, stress, unhappiness or insecurity. I recommend the following three minimally-invasive treatments performed annually to reverse the aging stair-step:

- 3 BOTOX® treatments per year: BOTOX® reduces facial wrinkles. Precisely injected, we use BOTOX® to lift and contour the eyebrows, eliminate forehead wrinkles and lighten the jowls and downturned corners of the mouth. Wrinkles begin to smooth within 24 hours, resulting a relaxed, refreshed, confident look over the next several days.

- With aging, we see volume loss in our cheeks and lips, creating a deflated

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look with deep nasolabial folds. I use Juvederm Voluma® Injectable Gel to restore volume, contour and color to the cheeks and smooth moderate facial folds. I use Juvederm Ultra® to gently rejuvenate and restore lip volume and pout. These results of fillers are evident instantly with minimal swelling and recovery.

- Annual Fraxel® laser treatment resurfaces and tightens the skin. Fraxel® Re:Store Dual is ideal because with one treatment, the patient benefits from two different laser wavelengths: one for resurfacing, pigmentation and sun damage, and one which penetrates deep into the skin to stimulate collagen, which tightens and brightens the complexion. Recovery is minimal, with 2-4 days of redness and swelling.

Our patients frequently combine these three treatments into one office visit to achieve dramatic yet natural results. We time their visit one to two weeks prior to a wedding, reunion, promotion or any event where they desire to exude youth, energy and confidence.