

The Remarkable Breakthrough For The Effects of Aging On Our Face!

A loss of fullness in the face, crows feet, laugh lines and now flat cheekbones are added to the list of facial improvements women as well as men demand for a quick, non-surgical beauty "lift".

Dr. Trevor Born, a Board Certified Cosmetic Plastic Surgeon with a practice at the Toronto Institute of Aesthetic Plastic Surgery in Ontario has been amongst the few Surgeons in Canada to offer the surgical procedure of Fat Replacement (micro-fat injections). With such talent it is no wonder that he has been the first to operate on a new "instant" alternative to the surgery.

"As you age you hollow under the eye; this produces a shadow which also accounts for the darkness of the lower eyelid. The lower eyelid appears to lengthen as the volume of fat is lost." Dr. Born has been adding his patient's own fat back in to re-contour around the eye area. The procedure of Fat Replacement or Micro-fat injection is used to rejuvenate the lower eyelid area and enhance the cheeks.

"The key with this technique is that I replace the fat deep on the bone under the periosteal level (just above the bone) or on top of that layer for fat survival and to limit or avoid the detection of the added fat. The problem with placing the fat around the eyelid is that the muscle is mobile and if the fat is placed in it or above it (next to the skin) you will see a ridge that moves when you smile. Placing the fat deep into the tissue acts as an implant without detectability and you can build-up the whole cheek. I build-up the whole cheek area with the fat so you do not have an isolated area of fat, but rather a more contoured appearance."

"For several months, in lieu of micro-fat injections for those persons wanting a quick, effective change with a lesser downtime I use the Perlane gel as an "instant" alternative to the Fat Replacement procedure."

Dr. Born has found a new indication for the Perlane injectable filler with amazing results!

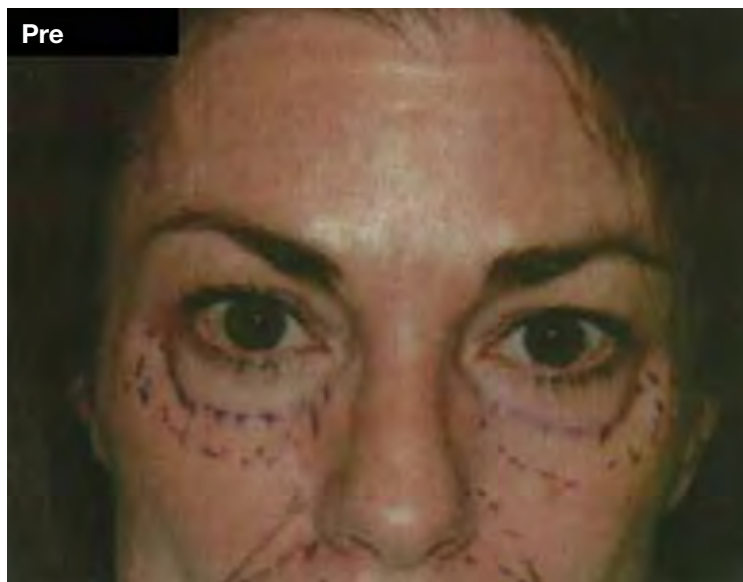
"With the Perlane injectable product you don't have to fill in the whole cheek area unless you want to build up the whole cheekbone which can be done very nicely attaining instant results without irregularity in contour."

Dr. Born has been using Q-Med's non-surgical wrinkle fillers Restylane, Perlane and Restylane Fine Lines since their introduction into Canada.

He uses these products to improve facial contours, eliminate wrinkles and enhance lips. He is proud to report that he also has a growing list of clients from the United States where the Q-Med injectable fillers are not yet available. The Canadian dollar and the close proximity versus Europe brings a whole new meaning to an affordable and quick beauty lift!

Along with the high demand for his skill, is the interest in characterizing the need to change the appearance of the cheeks, as they are the centre of the face and the indicator of facial aging.

Depending on how much Perlane you need to use with this technique it would cost approximately \$850.00 whereas the fat injections are about \$2,500.00.



The non-surgical Perlane procedure needs to be repeated every 5 to 8 months (Q-Med reports they are currently working on new products which could provide longer lasting results specifically for this indication, as well as a totally new formulation which is targeted for minor breast augmentation). With micro-fat grafting, repeated surgery is about 50% to attain the correct volume of the area around the lower eyelid.

"The result of fat replacement is not exactly the same result as with an injectable filler, but the same satisfaction. If a person gains weight, the fat injection can also gain weight. Providing you maintain your own weight you can maintain the fat injection volume."

With the Perlane injectable filler, you can correct at anytime. You attain instant results, less bruising, without over correction and it is performed as an in-office procedure.

With the surgical procedure there is bruising and approximately one and a half week recovery. There is also a chance that you may not have enough fat to use from the tummy or the legs."

"Perlane is the best thing compared to Silicone when contouring the soft tissue. Unlike silicone, which is illegal in Canada, the rate of complications with Perlane is almost nil. I have used Perlane for approximately 4 years and have not seen a single reaction and no pre-testing is required. Restylane fine lines can be placed almost anywhere as long as it is done correctly."

This new non-surgical enhancement definitely requires an art in the application and should only be done by a properly trained physician with special training in cosmetic surgery. Sculpted cheekbones, no lumpiness, no allergic reactions and no side effects with Q-Med's products offer an exciting approach to battle an aging face!

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