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 X EYE ON INJECTABLES

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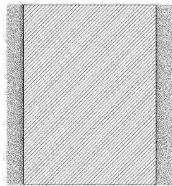
**Gregory A. Buford, M.D.,
 F.A.C.S. explains the latest
 injectable options available.**

It seems that every time we turn around, there is a new facial injectable on the market. As if clients are not confused enough, many physicians are also scratching their heads as to which to use when, where, and in what amount. As more products pass FDA approval and enter the U.S., it is important that we, as well as our clients, understand the subtle nuances of these new products. So, to bring some semblance of order to this marketplace, let's look at what we currently have before we turn our attention to the latest injectables.

CURRENT OPTIONS

Our current injectable toolbox contains a number of options addressing everything from fine lines and wrinkles to deep volume replacement. Older collagen products, such as Zyderm and Zyplast, have, for the most part, been replaced by hyaluronic acid (HA) fillers, such as Juvéderm, Restylane, and Ultra, because of the latter's increased duration of effect. When placed into the upper dermis, these products can dramatically soften fine lines. Moving into the mid-dermis, deeper wrinkles can be treated using the same products injected in greater

PHOTOGRAPHY: SHUTTERSTOCK



volumes. The deep dermis is supported with not only the HA's but also through the calcium hydroxylapatite injectable Radiesse.

VOLUME CONTROL

Product choices increase even more when the focus changes from the simple smoothing of lines and wrinkles to volume replacement. An injection into the deeper layers of the skin and even into or below the muscle can effectively replace lost volume and provide substantial improvement in age-associated deflation of the face. For this, the most commonly used treatments include Radiesse, Sculptra, and the aforementioned arsenal of HA's.

Collagen was the first off-the-shelf filler available and was generally accepted as providing one of the most natural results. The problem was that it simply didn't last. Many patients saw phenomenal results initially, only to see the effects diminish within two to three months. When longer lasting HA fillers were introduced, popularity for collagen products quickly faded. But, last year's release of the collagen-based product Evolve by Johnson & Johnson heralded a return to the roots of facial fillers. This collagen injectable is substantially different from its predecessors. Studies have shown it to last anywhere from six to 12 months and, in some instances, beyond. And because collagen is hemostatic and doesn't rely on water to maintain its shape and consistency (as do the HA products), many clients have noted less bruising and swelling after the injection. Because of its inherent stiffness, it is a highly effective resource for providing not only deep volume replacement and support but also for addressing mid- to deep-dermal wrinkles. Whether it distances itself from the other fillers is yet to be seen, but the buzz so far has been positive. Although FDA approval was for the treatment of the nasolabial folds, practitioners have seen dramatic results with placement into other areas, including the mid-cheeks, temples, and lower jaw line. For now, injection into the lips and beneath the eyes is not recommended.

These areas can be treated by its sister product, Evolve Breeze, which is currently going through the FDA approval process.

COMING SOON

Hitting the market soon are lidocaine-containing facial fillers from Mentor and Allergan. Pre-approval studies have shown significantly less discomfort with these newer agents, resulting in greater patient satisfaction. In addition, Botox may soon have a competitor with the pending approval for Reloxin, which is currently on the market in Europe and consists of botulinum toxin A, the same ingredient as Botox.

On the techniques front, it seems that merely treating lines and wrinkles is now passé. As our faces age, we not only gain wrinkles but, as importantly, we lose volume. So now, instead of simply treating the side effects of aging, many doctors have recognized the rejuvenating power of deep tissue volumization. Fillers are being deposited in deeper planes to more effectively replace volume where it was actually lost. By doing so, the result is a more natural lift and what many feel to be a more effective approach to facial rejuvenation. And because aging of the face occurs on all levels, volume replacement and wrinkle reduction synergistically combine with medical skincare and laser resurfacing to create a more effective result overall.

Facial injectables have come a long way since the introduction of collagen, and we continue to see improvements not only in product but also in technique. As The American Society for Aesthetic Plastic Surgery (ASAPS) statistics demonstrate, interest—even in a down economy—continues to trend upward as we continue to better harness the potential of facial injectables.—Gregory A. Buford, M.D., F.A.C.S.

Gregory A. Buford, M.D., F.A.C.S. is a nationally recognized expert and trainer in the safe and effective use of injectables. As a plastic surgeon, he is renowned for his expertise in breast enhancements, body shaping, and facial and hand rejuvenation.

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