

## Newslinks for the week of December 17<sup>th</sup>:



### Nips and tucks create wrinkle within families

By **Monica Corcoran**

*Los Angeles Times – Dec. 20, 2007*

When Kanye West's mother, Donda, died suddenly of complications after cosmetic surgery in November, the media homed in on the troubling history of her doctor and the risks associated with the procedure. The hip-hop star has yet to speak out on his mother's death, and there are many unknowns.

But one question that might never be answered is this: How did Kanye West feel when his mother decided to undergo a tummy tuck and breast reduction at age 58?

Or did she even tell him beforehand?

Maybe not. With nearly 11 million cosmetic surgery procedures performed in 2006, it's more likely than ever that someone in your family has had work done. It might be as subtle as the spot removal of a stepmom's under-eye baggage. Or perhaps a parent's sudden and suspicious jaunt to Tuscany without packing more than pajamas.

With all the emotional issues — including a betrayal of genes and a resistance to aging — that a nip or tuck can stir up, it's no wonder that cosmetic surgery causes frown lines in a family. So much so that some parents are now keeping mum about their procedures.

"A lot of patients don't even tell their adult kids about it because they're worried that their children will think it's vanity," says plastic surgeon Dr. Babak Azizzadeh of Beverly Hills, Calif., who estimates that 25 percent of his patients want to discuss how to tell their children. "They just don't know how to bring it up."

The issue calls into question the most basic values that parents teach their children — that superficiality only reigns on the schoolyard and what's on the inside is what matters most. And what about moms who tighten up to the point of looking as attractive as their teenage daughters? No adolescent girl wants to hear, "Your mom is so hot!" Or be forced to reconsider a parent's political ideology.

"My mom was a huge feminist who didn't even want me to work at Elle magazine," says Clio Manuelian, a fashion publicist who lives in Los Angeles. "Then she got a face-lift, which was very perplexing."

For her mother, Taffy Manuelian, a psychotherapist and stand-up comedian who lives in Manhattan, the procedure made her feel sheepish enough to play down its significance.

"I taught Clio not to make evaluations based on appearance," she says wistfully. "What can I say? I felt like a hypocrite."

Four years later, Taffy — a self-described "foodie" — decided to get liposuction. This time, her daughter worried more about the health risks than the step back for women's lib.

"I felt like it was a dangerous surgery," Clio says. "I was so concerned that I flew home to New York to be with her and change her dressings."

Taffy didn't consult her New York doctor on how to allay her daughter's anxiety. Nor did Clio get prepped on what to expect after the operation. But these days, how to discuss cosmetic surgery with kids — from the inherent risks to the often gruesome recovery — is becoming a hot issue.

And it's only going to become more heated, as more baby boomers play Ponce de Leon. According to a 2007 study by the American Society for Aesthetic Plastic Surgery, 20 percent of Americans 65 or older said that they would consider cosmetic surgery.

Many of their peers already have taken the plunge: 22,718, or 16.4 percent, of all 2006 face-lifts were performed on that age group. The next youngest age group — 51 to 64 — accounted for 61.5 percent of all face-lifts.

"I did a face-lift for a woman at age 82, and she got a tweak at 89," says Dr. Vito Quatela, president of the American Academy of Facial Plastic and Reconstructive Surgery, who concedes that the screening process is getting more restrictive as patients get older. "Her kids supported her."

For patients with younger children, it's the kids who are at risk, at least temporarily. "It's traumatic for young kids and may be better to say, 'Mommy's going on vacation,' " Azizzadeh says. "Parents should be sure that their kids can handle it before they tell them."

A little white lie or a convenient avoidance of the issue?

Dr. Stanley Frileck, a Los Angeles plastic surgeon, vehemently advises against duplicity.

"The biggest mistake you can make is to try and fool a child," he says. "Sit your 7-year-old down and tell him that you're having an operation and that you're going to be swollen afterward and will need some help."

Fibbing about having a procedure doesn't send the best message either, says David Sarwer, associate professor of psychology at the Center for Human Appearance at the University of Pennsylvania. "It's important to be honest about your health," he says. "What if your daughter found a lump on her breast and didn't tell you about it?"

Teenagers bring a whole new wrinkle of complexity to the issue. "Generally, a fear of the health risks is a beard for a fear that Mom is going to change her appearance and lifestyle," Frileck says. "It's an intimacy issue."

Or even a wardrobe issue, as newly lipo-ed moms raid their daughter's closets.

Tracie Souve, a nurse in Azizzadeh's office, promised her three kids before she had four procedures that she wouldn't look different. That was two years ago, when her son was 15.

"He was against it the most because he thought I should age gracefully," says Souve, who had a neck lift, cheek lift, upper eye tuck and minor rhinoplasty. "I had told them that it was important to accept who you are and how you look, of course. But I also told them my looks had started to interfere with my acceptance of myself."

The second part of that message suddenly rang loud and clear for Souve's daughter Jennifer Jimenez, then 20, who didn't like her own nose.

"I saw how perfectly my mom's nose fit her face and started staring at my own nose in pictures," she says. She lobbied for rhinoplasty and had the surgery months later. "I don't think I would have asked if she hadn't done it."



## Cosmetic surgery demand 'soaring'

December 19<sup>th</sup>, 2007

**The popularity of cosmetic surgery is continuing to soar in the UK, latest figures show.**

Market analyst Mintel predicts that in 2008 Britons will spend more than £1bn on cosmetic surgery.

In the last year 577,000 cosmetic treatments were carried out in the UK, compared with 300,000 in 2005.

The number of non-surgical procedures rose from 230,000 to 472,000, with a particular surge in demand for botox and collagen wrinkle fillers.

Mintel said these non-invasive procedures have become much more popular because they are seen as less risky.

But the analyst warned that the fact that these delicate procedures do not have to be carried out by medically qualified personnel, and that this part of the industry is still self-regulated should be a cause for concern.

Other non-invasive procedures include laser hair removal, chemical peels and teeth whitening.

Mintel senior cosmetics analyst Alexandra Richmond said: "Today, the British perception of beauty is based on airbrushed images of models and photos of surgically enhanced celebrities, both young and old.

"For many the natural look simply can't compete and leaves them feeling inadequate."

Surgical procedures still make up the bulk of spending on cosmetic treatments.

### Most popular

Facial enhancements, such as facelifts, and breast surgery are the two most popular surgical procedures.

One in five facial surgery operations carried out in the past year were nose jobs.

Nose jobs were the most popular surgical procedure with men, with breast



Facial enhancements are popular

“Some people spend longer choosing their bathroom tiles than they do choosing their surgeon”

Mr Rajiv Grover  
British Association of Aesthetic  
Plastic Surgeons

enlargement most popular with women.

Breast uplifts are increasingly carried out to redress the effects of breast-feeding and pregnancy on women's shape, the report says.

Mr Rajiv Grover, a consultant plastic surgeon and secretary of the British Association of Aesthetic Plastic Surgeons, said that there was still potential for further growth in the numbers of people having procedures.

He said: "The current figures suggest that as little as 0.03% of the population has undergone a procedure, so there is scope for more.

"We just don't know what new procedures will be available in even the next few years."

However, he cautioned people considering cosmetic surgery to consider the potential dangers and side-effects, and select their surgeon with care.

"Some people spend longer choosing their bathroom tiles than they do choosing their surgeon," he said.

Botox is used to smooth forehead lines, eliminate crows' feet and other facial lines. It is the most popular type of non-surgical cosmetic procedure.

Collagen is another injectable filler which is used to improve the appearance of wrinkles and lines.



## **Forbes: Salt Lake City, you're so vain**

The Salt Lake Tribune

Article Last Updated: 12/17/2007 10:40:22 AM MST

Posted: 10:15 AM- Salt Lake City is the vainest in the nation when it comes to a American Society of Plastic Surgeons study.

That according to Forbes magazine, which reports that Utah's capital city tops the organization's America's Vainest Cities for 2006.

The magazine evaluated the number of certified plastic surgeons in each city per 100,000 residents 18 and older. Salt Lake City has just 45 surgeons but averages 6 surgeons per 100,000 adults.

The ASPS found that last year, Americans had 11 million cosmetic surgical and noninvasive procedures -- up 48 percent increase from 2000.

Botox injections jumped 420 percent during the period, and sharp rises were noted for breast implants, lip plumping and other procedures as well.

Forbes says the top 50 most-populated cities were surveyed for the list:

Top 10 Vainest Cities:

1. Salt Lake City
2. San Francisco
3. San Diego
3. San Jose, CA
3. Miami
6. Louisville, KY
6. Nashville, TN

8. Virginia Beach  
8. New York City  
8. Los Angeles

MiamiHerald.com 

## Quickie cosmetic procedures

*Posted on Mon, Dec. 17, 2007*

If you're considering a cosmetic procedure for the holiday season, know what you're getting into.

Dr. Julio Gallo, medical director of the Miami Institute, a plastic surgery center and spa at the Four Seasons Hotel in Brickell, outlines how the procedures work and their attendant risks:

- **Botox** -- It involves relaxing muscles and smoothing out wrinkles by injecting a form of Botulinum Toxin into key facial muscles. It works by blocking nerve endings and relaxing the muscles, causing wrinkles to temporarily disappear. The procedure has to be redone, on average, every three months.

**Risks:** Headache, nausea, flu-like symptoms, minor respiratory infection, and sometimes drooping of the eyelids or forehead. Some risks are results of the injection itself, like pain, bruising, bleeding, and occasional numbness.

- **Fillers** -- Fillers like Restylane are injected into folds or sunken areas, like a jaw line or laugh lines, to give the face a fuller look. They're derived from hyaluronic acid, a substance produced by the body naturally.

**Risks:** Most fillers, including Restylane, result in swelling, tenderness and redness, symptoms that normally subside after a few days. Some effects can last for several weeks. Restylane does not contain an anesthetic, so the injection can be uncomfortable.

- **Light treatments** -- The most common procedure is laser skin resurfacing, in which a laser burns off dead skin, leaving a new layer. Often, a patient can see scar tissue, skin spots or splotches diminished.

**Risks:** Burning, scarring and discoloration of the skin. Laser skin resurfacing is not recommended for people with olive to very dark complexions, as the risk of discoloration is higher. Dormant viruses can be revived in rare cases.

- **Microdermabrasion** -- Called an instant face-lift. An abrasion tool, which looks like a heavy duty toothbrush with a mini vacuum attached to it, scrapes away the top, dead, or old layer of skin.

**Risks:** If the abrasion tool has not been properly sanitized, there is a risk of infection. If the tool is used at too high a speed there is a risk of skin perforation.

- **Lunchtime face-lifts** -- This can take many forms. A popular procedure uses a machine that emits radio waves to stimulate the skin. The radio waves create a skin-tightening effect, and as the face heals, you have a lifting and tightening of the skin.

**Risks:** Most people do not need recovery time. But some patients can develop minor swelling or irritation, with one to three days of down time. In worst cases, swelling can be severe and blisters may form.

## W Magazine – January 2008

### W Beauty Flash

**I**t's easy to forget, in this age of Botox parties and lunchtime Restylane, that injecting one's way to a youthful visage is not exactly a walk in the park. True, a few syringes can iron out forehead creases, fill frown lines and deliver a schoolgirl-plump pout, but servicing a whole face can cost thousands of dollars per visit, is not exactly painless, and often results in the sort of telltale bruising and swelling that makes one want to grab a ski mask. The worst part? Results disappear faster than a bag of M&Ms at a 4 p.m. meeting—or at least it feels that way. Every three to six months, it's time to head back to the doctor for another fix.

Not surprisingly—given the profit potential—the med-tech industry has been working overtime to create a new class of no-operating-room-required procedures that promise more enduring, even permanent, improvements. But while some doctors are excited about these advances, others worry about the downturn in business that might occur if patients are compelled to visit them less frequently. They also caution that longer-lasting results can mean longer-lasting complications.

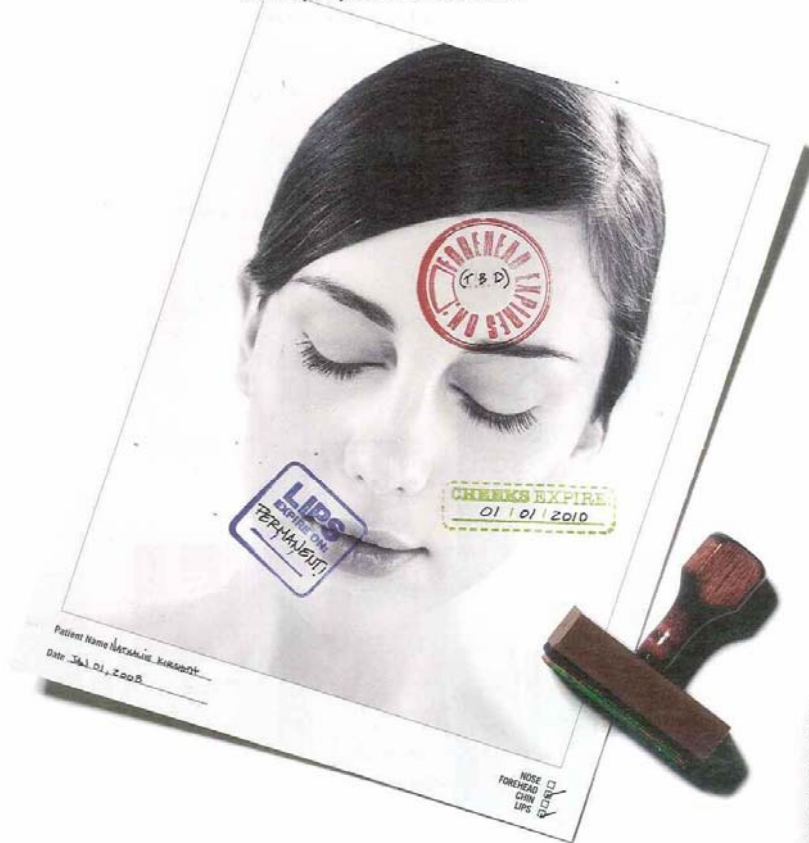
Still, that hasn't stopped the buzz surrounding ArteFill, the first filler shown to last at least five years. "We've trained 650 physicians since February, when we first began shipping the product to doctors," enthuses Diane Goostree, president

Some doctors are excited about the advances, while others worry about longer-lasting complications.

## Stay a While

The next generation of fountain-of-youth fixes just loves to linger.

Still-life by JENS MORTENSEN



FACE: HELEN M. ARDRE/GETTY IMAGES

## Stay a While

and CEO of Artes Medical, the makers of ArteFill. Approved by the FDA in October 2006, the injectable is composed of microspheres—made from the same material used to produce dentures and Plexiglas—suspended in bovine collagen and lidocaine, an anesthetic. Once injected into the deep dermis, the bovine collagen is eventually replaced by human collagen that the body produces to protect itself from the microspheres, just as an oyster produces nacre around foreign matter, forming a pearl. While ArteFill is especially effective for nasolabial folds and deep wrinkles (one to two treatments are often needed to achieve full results), doctors are also interested in using it for acne scars and cleft lips. “There are ways you can use it that don’t make sense for temporary fillers,” Goostree says, adding that though the company has clinical data to support only a five-year life span, she believes that Artefill stays in place indefinitely. “Pictures of patients in Europe show that even at 10 years, the microspheres are still present.”

While ArteFill is FDA-approved for use on nasolabial folds, Sculptra, another long-lasting filler, is currently indicated only for restoring volume to the sunken faces of HIV patients. Still, doctors, many of whom use the product off-label, are enthusiastic about its ability to plump those suffering merely from natural aging. Jennifer Linder, a dermatologist in Scottsdale, Arizona, compares Sculptra to a “liquid facelift,” perfect for rounding out temples, cheek hollows and under-eye areas. “The natural course of aging is fairly similar to the [fat loss] that’s induced by the anti-retroviral HIV medication,” says Linder, who serves as a paid educator for Dermik Laboratories, the makers of Sculptra, teaching fellow doctors how to properly use the filler. Two to four treatments of Sculptra are typically needed to gradually build volume that lasts up to two years.

A third collagen-stimulating filler, Radiesse, is also approved for use with HIV patients, as well as for deep folds around the mouth. It contains microspheres suspended in a water-based gel and lasts for at least a year. Miami and New York dermatologist Fredric Brandt, who is a big fan of fillers like Restylane, Perlane and Juvéderm—all of which use hyaluronic acid, a substance that occurs naturally in our connective tissue, to plump—questions the value added with synthetic fillers. If lumps or bumps appear after an injection of hyaluronic acid filler, Brandt says, the body will eventually eradicate them, thanks to hyaluronidase, an enzyme already present in humans. If such complications occur with Radiesse or other synthetic fillers, he contends, they’re more difficult to reverse. Goostree counters that with proper technique, those problems shouldn’t occur in the first place. “And if you have extra swelling or something that feels like a lump,” she says, “you can inject a steroid in it and that usually smooths it out.” Bumps, she adds, can also be massaged away after injection or removed surgically, if necessary.

Either way, Brandt points out, improvements seen with hyaluronic acid fillers might actually last longer than the six months previously thought, especially in patients who use them regularly. A recent University of Michigan study suggested that Restylane not only temporarily fills wrinkles but also induces collagen growth.

ArteFill, Sculptra and Radiesse generally cost more per visit than hyaluronics. One syringe of Restylane starts at about \$500, whereas Radiesse starts at \$700. But that won’t necessarily up the revenue stream for doctors. Shorter-acting products keep patients coming back to the office, and while they’re there, they just might throw in a microdermabrasion session or some laser hair removal. “I have to develop a relationship with patients,” says New York facial plastic surgeon Richard Westreich. “A single treatment and I never see them again? That’s not so enticing for me.”

Jonah Shacknai, founder and CEO of Medicis Pharmaceutical

Corporation, which makes Restylane and Perlane, is steadfast in his commitment to fillers with a more limited life span. While he admits that the company is looking into longer-lasting forms of hyaluronic acid, he’s thinking in terms of adding “months, not years.” Using permanent plumpers in a human face, he says, is “putting a static product in a dynamic place.”

That is indeed a concern of medical professionals who caution that while these fillers stay in place, your face is constantly changing. “The concept of something that goes in permanently and then things age around it is something that none of us knows how we’re going to deal with in the future,” says Vito Quatela, a facial plastic surgeon in Rochester, New York, who is also president of the American Academy of Facial Plastic and Reconstructive Surgery. “My preference is a filler that lasts somewhere in the one- to two-year range.”

While doctors are just getting acquainted with the new fillers, several other options are already on the horizon. Two implants—VeraFil and Perma—are being presented as alternatives to pout-plumping lip injections. VeraFil, which the FDA recently cleared for use on under-eye hollows and is already being used off-label for lips, is a deflated tube that is inserted via a three-millimeter incision and then filled with saline. “We inflate it all the way up and then we go up and down to find the right volume for the patient,” says James Newman, a facial plastic surgeon in San Mateo, California, who helped develop the implant with Evera Medical. The procedure, done under a local anesthetic, takes 15 to 30 minutes and is reversible only with further surgery. Perma, a soft, solid silicone implant that comes in nine different shapes and sizes, was also greenlighted by the FDA for use in the chin, nose and cheeks, but doctors are experimenting with it in the lips as well.

Both sound promising, but for some, memories of the SoftForm lip implant, which was approved by the FDA in 2000 and then phased out of the market in 2005, are all too recent. Because lips are always moving, the implant had a tendency to migrate, says New York dermatologist David Orentreich, adding that “the ease of using fillers in the lip is hard to beat.”

While there’s plenty of competition on the filler front, up until now, Botox has had a stronghold on the muscle-freezing market. But a brand-new, much longer-lasting procedure is threatening to rival its dominance. GFX, a device that uses radio-frequency energy to target motor nerves (it’s been used for decades by cardiologists), is now being tested on the nerves that control the “elevens,” the vertical lines that can form between the eyebrows. A thin probe is inserted into the face via two to four needle punctures, and the nerves are injured so that “they can’t conduct the signal to the muscle as strongly,” says Newman, who is also involved in GFX’s clinical trials and is an investor in the technology. “We can injure the nerve for a much longer period of time than Botox can,” he says, adding that GFX is not meant to stop muscle activity 100 percent, as Botox initially does. “If patients want to really scowl at somebody, they can still have some activity.”

No matter how enthusiastic doctors are, many of them say that semipermanent options are not for first-time patients. Rather, they’re for an experienced group who have had, well, their fill of fillers and temporary fixes.

But while it’s safe to assume that furrowed brows will never be in style, other trends are less predictable. The full lips that are in vogue today may very well be passé tomorrow. Westreich thinks the more permanent procedures are akin to getting a lifelong hairstyle: “A very small subset of people would want that; they’ve had the same bob since 1978,” he says. “But most people would say, ‘The Jennifer Aniston cut I had 10 years ago—I’m really happy I don’t have it now.’” —JAMIE ROSEN

Semipermanent options are for an experienced group who have had, well, their fill of fillers and temporary fixes.