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7 Intriguing Plastic Surgery Procedures You Didn't Even Know Existed

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January 30, 2017

If you grew up watching too much early 2000s reality TV like I did, then your impression of plastic surgery might have been similarly influenced by, say, a certain cast member of *The Hills* or contestants on *The Swan*. Until very recently, I wrote off all cosmetic surgery as extreme, unnecessary, and unhealthy. But as I've gotten older (and as technology has improved), my mind has opened up.

Last year, Americans received 40% more injectables than we did just five years ago. Thanks to factors like social media and an increase in better surgical techniques, we're getting more and more used to seeing "medically enhanced" faces, whether we realize it or not. Many types of cosmetic procedures are growing in popularity "because of evolving techniques that lead to more natural results with less downtime," explains NYC plastic surgeon Michelle Yagoda, MD. A lot of these procedures, though popular, are little-known and seldom discussed outside the doctor's office.

To shed some light on which under-the-radar procedures are blowing up this year, we consulted two top plastic surgeons. **Keep scrolling to learn about seven fascinating plastic surgery treatments taking over 2017.**

1. Liquid Rhinoplasty



PHOTO: BaubleBar

You're already familiar with the traditional rhinoplasty (nose job), but now patients are able to get similar results without going under the knife. Liquid rhinoplasty simply "involves **injecting fillers into the bridge of the nose**," explains Park Avenue Plastic Surgeon Melissa Doft, MD. It's a great option for camouflaging a small bump, building up a flat bridge, or for fixing small imperfections after a normal rhinoplasty. "This is gaining popularity as it leads to a quick fix with no downtime," Doft says.

2. Hand Fillers



PHOTO: Catbird

When creating the illusion of youth, the devil is in the details. "So many people concentrate on their face and then their hands give their age away," explains Doft. "**There is a new focus on the aging hand.**"

These increasingly popular injections plump up the hands, minimizing the appearance of bones and tendons to create a smoother, more youthful look.

3. Jowl Liposuction



PHOTO: Imaxtree

Otherwise known as "submental liposuction," this procedure removes excess fat from under the chin, which can make a person look older and heavier. "**Many patients have a little extra fat under their chin, which can easily be removed in the office** using micro-liposuction cannulas," Doft explains. "The only incision is made with an IV needle, and the procedure is performed under local anesthesia."

According to surgeons, more and more patients are demanding procedures that can be performed without general anesthesia. "Not only does it decrease the cost of a procedure, but it also decreases the amount of downtime needed to recuperate from anesthesia," says Doft.

4. Jaw-Thinning Injections



PHOTO: Imaxtree

When a celebrity's jaw magically looks slimmer overnight, we assume they went under the knife to have it "shaved down." But according to Doft, you can actually create the look of a smaller jaw with injections. "Botox can be injected into the masseter muscle," she says. (That's the muscle that closes when you chew.) "In some patients this muscle is large, creating a square jaw. **By injecting Botox, the muscle weakens and your face looks thinner.**"

5. Botox for Excessive Sweating

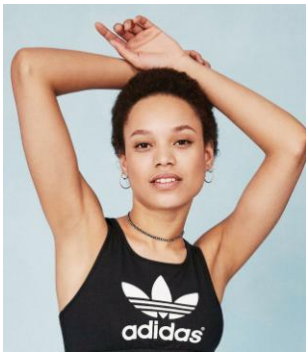


PHOTO: Urban Outfitters

Excessive sweating, or hyperhidrosis, is a common concern that surprisingly can also be fixed with Botox. "Many patients will come to the office for Botox injections to decrease the sweating under their arms or on their palms or feet," says Doft. "**The procedure consists of many small pricks and leads to six months of decreased sweating.** Some patients will come in during late spring to see the benefits all summer."

6. Nipple Reduction



PHOTO: Urban Outfitters

Surgeons also commonly meet patients who don't like the height of their nipples. "**Many women find that large nipples can be seen through their clothing,**" explains Doft. To address this, surgeons often perform nipple reductions, which involve "removing a donut of skin around the nipple and then plicating [or tightening] the skin edges together, reducing the height." According to Doft, "It is an easy procedure performed in the office under local anesthesia with a fast recovery."

7. Blepharoplasty (Droopy Eye Surgery)



PHOTO: Imaxtree

As we get older, the skin on our upper eyelids droops, and the fat on our lower eyelids becomes displaced, creating a puffy appearance. Doft says doctors are often able to **remove excess skin from the upper lids without general anesthesia.** "Patients leave with a freshened, more awake appearance," she says.

To remove lower lid bags, doctors can also perform blepharoplasty and fat repositioning with local anesthesia. "Instead of removing lower eyelid bags, the fat is lifted from the area of protrusion and then rotated and placed into areas of depression, giving the lower lid area an overall smooth and tight appearance," explains Yagoda.

