

Face Forward™

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Face the Facts

LESS IS MORE
AND MORE

Four of every five patients wishing facial rejuvenation opt for a non-surgical approach. Botox™ and chemical peels are the most common requests followed by filler injections. These nonsurgical procedures totaled 5,000,000 last year.

ALMOST BUT NOT
QUITE THE SAME

Women and men may be more similar than they seem. The top two surgical procedures for women are eyelift followed by "nose job"; while for men, it is nose job followed by eyelift.

WHO KNEW?
WHO NOSE?

Rhinoplasty, the oldest cosmetic procedure has not lost its luster. There is an overall increase of 31% in men and women in the last year.

Sources: American Society for Aesthetic Plastic Surgery & AAFPRS

Not a Luxury, But a Necessity

Aging doesn't happen to you overnight. It creeps up on you, decade by decade. Maintenance is a key factor in keeping a youthful appearance. Like hair coloring or dental work, the benefits are self-evident.

Brown age spots and tiny blood vessels are early signs of aging, often from sun exposure, that may mar the skin. These marks can be thwarted rather simply with a combination of prevention and small, regular steps of intervention including a good skincare regimen, glycolic peels, skin bleaching and occasional filler injections.

Additionally, facial exercises (as outlined in a previous edition of FaceForward™) tone the muscles of facial expression and the overlying skin.

Maintenance is not a luxury for the wealthy, it is a necessity for anyone with a decent income.

Rx: Anti-Aging

Here are some things you can do now to fight the aging process, according to the

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Lines of the Times

Niacinamide, the active form of vitamin B3, is one of the newest materials being researched for treatment of aging skin. Preliminary studies show it to be a safe, non-irritating cosmeceutical ingredient that may improve the appearance of sun-damaged and aged skin.

In laboratory studies, it has been shown to stimulate the growth of collagen and increase the production of lipids and proteins that are

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"Today, too many people spend money they haven't earned, to buy things they don't even need, to impress people they don't even like."

anonymous

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Newer is not always better

"...like magic tricks...the 'old standby' promises...duly applauded results."



It is certainly tempting to try the newest techniques especially after reading glossy magazine articles that tout the benefits of particular procedures and display the wonderous (albeit sometimes airbrushed) results. Before agreeing to try the latest, take heed—newer does not always mean better.

For example, despite a widespread belief that the endoscopic browlift approach was associated with a lower risk of hair loss and fewer instances of decreased sensation to the skin of the forehead, scalp and brow, a survey of the American Society of Plastic Surgeons recently found this to be untrue.

In the 7000 browlifts performed, roughly half were performed using the endoscopic technique and the remainder by the traditional technique. Both were extremely safe and had very low and comparable complication rates.

Interesting, and unexpectedly, the traditional approach was uniformly found to be more

effective in achieving the basic goals of browlifting: correcting forehead wrinkles, lifting drooping skin and erasing the frown lines between the eyebrows.

As a result of the findings of this study, endoscopic browlift technique is now only recommended in cases where there is an extremely high risk of scarring. (For example, in men or women with markedly thin hair or no hair; or, in persons with a known history of abnormal scarring.)

Be cautious when gleaning those glossies! Remember that newer is not always better and if it seems too good to be true, it may well be. Look at pictures and make your own impressions. Be sure that "before" and "after"

photographs are uniform in lighting and positioning. Check to make sure that the person photographed is not smiling and wearing makeup in the "after" photograph. (This will make anyone look better). Trust your own instincts.

New procedures are like magic tricks—they take

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Did you know...

In a prior column of *Lines of the Times*, Artecoll™, a permanent injectable wrinkle filler, was projected to receive FDA approval this year. If it is approved, potential users should beware! Doctors in Canada and in Switzerland, using Artecoll™ for over four years, report a 50% complication rate and deem it to be unsafe, noting that the risks outweigh the benefits.

Lines of the Times

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essential for optimal function of the skin. Additionally, niacinamide has been shown to decrease the production of pigmentation changes after sun exposure and protect against the

deleterious effects of UV light exposure such as preventing the generation of oxygen-free radicals.

While lab results may be promising, human studies have not been conclusive. However, those wishing to try niacinamide may find it available in Olay Total Effects from Proctor&Gamble.

"Glossy magazines... tout the benefits of... airbrushed... results."

Did you hear about the Plastic Surgeon who gives free Browlift samples?

They give you an estimate and it raises your eyebrows!



"...teens focus on imagined or slight defects in their appearance..."

As more people become concerned about overall health and appearance, it is only natural that teens share this interest as well. Magazines, catalogues and other print media display images from flattering angles and with computer generated alterations

that augment some areas and diminish or remove imperfections. Technology can enhance and refine to a supernatural level, yet many young adults believe these images to be real and attainable.

Parents and friends should be on high alert for adolescents

suffering from body dysmorphic

disorder (BDD). BDD is an illness in which teens focus on imagined or slight defects in their appearance and through preoccupation with these thoughts, learn to loathe their bodies.

While BDD most commonly involves facial features, it can involve hands, feet, breasts or genitalia. It can cause depression, social isolation, school or job problems and, in more severe cases, suicide attempts. Interestingly, BDD appears to have no gender bias. According to a recent AAFPRS study, six of every 100 female teens seeking facial plastic surgery suffer from BDD compared to seven of every 100 male teens.

Dr. Yagoda cautions "expectations

must be realistic for any patient considering surgery regardless of age. Additionally, motivations for procedures must be addressed in the same way that relevant questions about the history of a medical problem must be uncovered. With incomplete information, an improper diagnosis and

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Noteworthy News:

Television and Radio

Dr. Yagoda was filmed taking care of the professional voice for the television show "A Day in the Life of a New York Actor."

Dr. Yagoda was interviewed for BizNet Financial News and GQ Magazine about men and Facial Plastic Surgery.

Committees and Positions

Dr. Yagoda was chosen as a committee member for Women in Facial Plastic Surgery of the American Academy of Facial Plastic and Reconstructive Surgery.

Dr. Yagoda became the Medical Director of Vocal Health for the Brooklyn Youth Chorus. They have performed at Carnegie Hall, on local and national radio and internationally and have been recognized with many awards.

Major Life Events

Also, Dr. Yagoda had a son and miraculously returned to work only five weeks later!

Congratulations Jim! He has been our office manager for five years! Patients commend him for exceptional, personal and professional service.

Questions from our readers

Please send all questions to Dr. Yagoda at 122 East 78th Street, NY, NY 10021 or email to dryagoda@aol.com

Dear Dr. Y,

What is the difference between Botox A and Botox B or Myobloc?

Jill P., Upper East Side, NY

Dear Jill,

Myobloc or Botox-B is a newer version of Botox (also known as Botox A) which begins its magic slightly sooner than the original. It causes more diffuse muscle relaxation which may translate into fewer injections. Studies are still necessary to establish the proper dosage for safety, efficacy and durability.

Dr. Y

Dear Dr. Y,

I heard that eyelid surgery is

extremely common yet I can never tell if someone had it. Exactly how common is it?

Sam B., Upper West Side, NY

Dear Sam,

According to the American Society of Aesthetic Plastic Surgery, eyelid rejuvenation surgery or blepharoplasty was the second most common facial plastic surgery performed in the United States of American last year. Nearly 250,000 people woke up without their droopy lids and bags. As for not being able to tell if someone had the surgery... this is an indication of a skilled surgeon! Eyelid rejuvenation surgery can yield amazingly refreshing and natural results.

Dr. Y





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Special Feature:

The low down on the latest proves not always the greatest??

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Unhealthy Body Image on the Rise

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treatment may ensue. In the case of teens with BDD, the diagnosis of BDD may be missed

altogether and the surgical result, even when perfect, is likely to leave the patient dissatisfied and unhappy."

Rx: Anti-Aging

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American Academy of Anti-Aging Medicine:

1. Optimize your antioxidant protection by eating 5-10 servings of fruits and vegetables per day.
2. Limit intake of fats to less than 30% of your total daily calories.
3. Exercise for at least 15 minutes per day.
4. Maintain sexual

Newer is not always better

(Continued from page 2)

practice, review and adaptation. In the honing period, results may be less than ideal, they may even require the technique to be

abandoned. As for the "old standby"...it reliably promises repeatable, well-received and duly applauded results.

performance.

5. Drive a large vehicle and always wear your seat belt.
6. Ask your physician to check your hormone levels.
7. Obtain all recommended cancer screenings because prevention and early detection are key to

longevity.

8. Look young, think young and be young. **Looking good will help you feel good.** The mind-body connection is a powerful force. Use it to your advantage.

