Looking beyond the wrinkles:
3 dimensional rejuvenation of the midface

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Treating what you see

Fillers were initially used in a two dimensional manner to “flatten out” creases / folds in the skin. This was in the hope that an unlined face was desirable. But this distorts the normal facial outline, and does not look refreshed.
Do you **have** to treat everything you see?

- The “Nasolabial fold” is a popular treatment area, especially for entry level treatment.
- But look: the nasolabial fold is present even in children. It is a normal anatomical structure that deepens during smiling.
- Retain and refresh contours, not distort or flatten them!
Minimalist facelift

Treatments:
3.5 ml of heavily crosslinked HA used to volumise the midface.
Nothing else was done apart from this.
All contours remain identifiable, but tear troughs are improved and jowls are lifted.

This is volumising, not line filling.
The Mid-Face and Aging

- So what is the midface?
- the area lying between the corner of the mouth and the corner of the eye. It is often referred to as the cheek.
- In the 80's and 90's, we thought Nasolabials or "parentheses" (as the makers of Juvedérm, Restylane, or Radiesse called them) caused the mid-face to look aged.
- So we kept filling the "parentheses" using various methods including injectible fillers hoping to creating a more youthful appearing mid-face.
What happens if you just keep filling the nasolabials and “lipstick bleed lines”: the “simian” look
2D Vs 3D

- What does a youthful face have that an aging face doesn’t?
- From this photo of mother and daughter, the obvious difference in the mid-face region is **NOT** the presence or absence or depth of the nasolabial fold, but instead the fullness of the mid-face.
- Youthful face – full, smooth transitions from one facial region to another
- “Grape and Raisin”
So can a facelift sort everything out?

- tightening or surgical facelift techniques used to be the only option - but will more tightening necessarily create a younger looking face?

- Think about individuals who had multiple facelifts, who don't have a hint of a jowl or a neck waddle. But rather than looking younger, they look tight, like a soaked raisin.

- Facelift is part of the solution but it does correct volume loss. Volume loss in the aging face – think sagging of cheek, deepening of the nasolabial fold,

- rejuvenation of the mid-face restores volume rather than filling only the nasolabial fold.
Non surgical facelifts Vs Just filling

- Fillers placed directly in the area of movement i.e. the wrinkles themselves, have the shortest lifespan - the patient will be back for more soon.
- Repeated filling of the same line ie, nasolabials will distort the face.
- Basic techniques – commonly used, quick training, fast, more patients in a day.
- Advanced techniques – not common, takes longer to treat, costs more for the doctor to train.
- Distorting the mid face with HA fillers has become the norm, but not aesthetically pleasing.

Notice how Ms. Sommer's nasolabial folds are flattened and lengthened horizontally across her face causing an unnatural look. This could have been avoided by using Radiesse into her check bones to lift the fat that had fallen and created the folds in the first place.
Thinking about a non-surgical facial enhancement?

Ask for a consult to find out how much thought goes into the treatment plan.

Many practitioners prefer to sell HA fillers over Radiesse, PRP-enhanced facial rejuvenation, or Silhouette thread lifting because the patient will be back for more within the years time!
Geometry of a young face
Happens to the best of us
The only hollywood actress with signs of ageing!!!
Way to go Ms Bardot!
Hmmm...
It works as long as you keep a blank look
Pillow faces are a no no
Nonsurgical Volumizing “Facelift”
Hyaluronic acid

- Original use in United States was in orthopedic surgery. Used to replace the cushion in joints especially the knee joints. Injections last between 6 months and 1 year and can be repeated several times
Hyaluronic acid

- Restylane/Perlane
- Hydrelle (Off market)
- Juvederm/ Juvederm Plus
- Belotero
- Prevalle
- Hyalaform
- Juvederm Voluma Late 2013
- Etc.,etc.,etc.
Changes in Aging face

• Volume loss
  Fat
  Bone skeletal remodeling
  Dermal thinning
  Muscle thinning? controversial

• Elasticity loss
  lines and crease become permanent

• Changes in skin texture and dyschromias
THE OGEE CURVE IN MIDFACE ENHANCEMENT

The typical youthful midface follows the shape of an ogee curve.\(^1\)

With age, the midface flattens, and the skin may begin to sag.\(^2\)

The ogee curve describes the curve from the cheekbone to the midface hollow.\(^3\)


Restore the ogee curve for a more youthful look.\(^1\)
Juvederm Voluma and Radiesse

- For volume enhancement in the cheeks
  - For the “Apple”
  - For the “Apex”
  - For the “Hollow”
- Not for lines and wrinkles
- Not for subdermal or intradermal injection
- USE THIS DEEP!
VISUAL EXAMINATION OF THE MIDFACE

CHARACTERISTICS OF VOLUME LOSS

- Concavity
- Prominence of bony landmarks
- Visibility of musculature
- Flattening of the cheek regions
FILLERS FOR DIFFERENT FACIAL AREAS

Radiesse, Juvederm Voluma, and Restylane SubQ are indicated for deep (subcutaneous and/or supraperiosteal) injection for cheek augmentation to correct age-related volume deficit in the midface in adults over the age of 21.

Juvederm Ultra 3, Belotero intense are indicated for injection into the mid-to-deep dermis for correction of moderate to severe facial wrinkles and folds (such as nasolabial folds).
How much volumizer to use?

- Average correction is 2.3 ccs
- Immediate results
- Not Hydrophilic/ minimal post procedure edema
- Fill to correction. No need to undercorrect
Face PRP

Before Rx with Radiesse + PRP and 1 month strict skincare (sunblock, no AHA's, no cleansers)

After 6 weeks, couple of slips with sunblock otherwise been good. All happy 😊
Face PRP 2

Before

After
PRP with HA/ Radiesse – Liquid facelift
ACHIEVE A MORE YOUTHFUL LOOK

Before

After 1 month
Where to volumize, where to fill

VOLUMIZE - THE MIDFACE
- Zygomatic arch
- Anteromedial cheek
- Submalar region

FILL - WRINKLES & FOLDS
- Nasolabial folds
- Vertical lip lines
- Oral commissures
- Marionette lines

Unretouched photos of paid model taken 1 month after treatment. A total of 7.8 mL of crosslinked HA was injected into the zygomatic arch, anteromedial cheek, and submalar region. A total of 1.9 mL of softer HA was injected into the NLFs and oral commissures - A total of 3.6 mL
A FAMILY OF FILLERS FORMULATED FOR DIFFERENT FACIAL AREAS

In the clinical trial, the total volume injected ranged from 1.2 mL to 13.9 mL, with a median of 6.6 mL, to achieve optimal correction for all 3 subregions.¹
It takes more to volumize than to fill a line!

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CONSIDERATIONS FOR THE MALE MIDFACE

Compared with the female cheek, the male cheek has...

- More antero-medial fullness (that means their central face does not slip down like female faces do.)
- A broader-based malar prominence (that is stronger cheekbones to you and me!)
- An apex that is more medial and subtly defined

Wonder who else is having injectables?
One can only assume what one was thinking...

“Oh my dear god am I going to look like Sly someday!?”
A penny for her thoughts.
THANK YOU!