

# NEW BEAUTY

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Beauty  
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The  
Summer of  
Kelsea  
Ballerini



# THE Fresh Facelift

by  
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**The 2024 Version Is Better Than Ever**

**The facelift has rebranded.** Long ago the procedure was associated with extensive surgery, a long recovery, and a stretched and artificial appearance. Today, facelifts are so subtle that it's difficult to tell which one of your favorite movie stars has had one. "In the past few years, we've seen a lot more patients coming in for facelifts," says Denver plastic surgeon Philippe A. Capraro, MD. "It's not just older people anymore. It's people in their 30s and 40s, and even younger." Here, we explore how modern facelifts have evolved and what makes them so, so good.

## Popularity Surge

A key factor in the facelift's evolution is the change in techniques. According to the American Academy of Facial Plastic and Reconstructive Surgery, facelifts have surged by 60 percent since 2017, with the most significant increase among people ages 35 to 55. El Paso, TX plastic surgeon Ozan Sozer, MD says, "Facelifts were traditionally reserved for older people, but with new techniques that result in minimal or hidden scars, interest among the younger set has soared." This shift toward less-invasive methods has opened the door to a broader demographic.

The trend isn't limited to the U.S. either. "Some people are getting tired of or dissatisfied with repeated treatments like injectables and fillers," says London plastic surgeon Yannis Alexandrides, MD. "As a result, many of them are choosing facelifts earlier." Along with the change in demand, the facelift approach has also evolved.



## Deeper Lifting

To achieve sophisticated outcomes, surgeons focus on deeper lifting instead of merely pulling the skin. However, La Jolla, CA plastic surgeon Robert Singer, MD says modern facelift techniques are not one-size-fits-all. "Successful results require individualization, lifting tissue, removing excess skin and restoring volume."

New York facial plastic surgeon Dilip Madnani, MD says today's facelifts often involve deeper tissue work, such as ligament release and extended deep-plane lifting. "This creates a beautiful contour without putting so much stress on the skin." Miami plastic surgeon Paul Afrooz, MD adds that careful incision closure along the hairline and ears minimizes scar visibility. "My patients can confidently wear their hair up without worrying about revealing scars."

## Balanced Correction

To create truly undetectable results, a facelift will also address the neck. New York facial plastic surgeon Sam Rizk, MD says newer approaches target the lower face, midface and neck. "This makes for a more balanced correction."

To further enhance the balanced result, Westborough, MA facial plastic surgeon Min S. Ahn, MD uses a corset technique to tighten the platysmal muscle and redefine the jawline. "This tightens the muscle with internal sutures, creating a 'corset-like' effect."

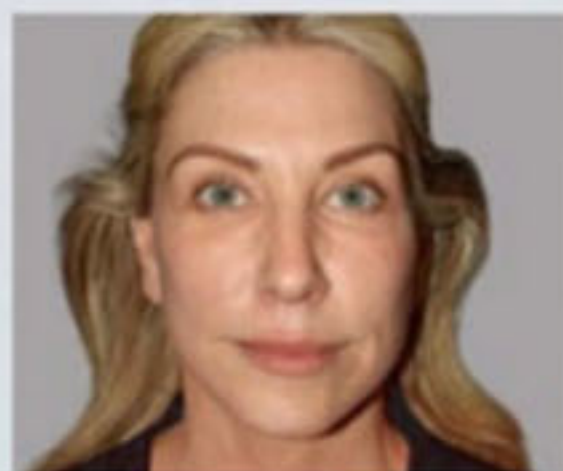
## Adding Soft Volume

Campbell, CA plastic surgeon Kamakshi R. Zeidler, MD says a mini-facelift with fat transfer might be this age group's subtle-surgery sweet spot. "This technique adds soft volume to the under-eyes, cheeks, lips, and sometimes the chin and jawline, providing natural fullness without the dreaded 'pillow face' effect."

According to Dr. Yannis, age-related volume loss often starts in the under-eye area, leading to the "tear trough deformity," and also affects the temples. He uses fat micrografts and asks patients to bring in old photos to strategically restore their "volumetric identity."



BEFORE



AFTER

Wanting to address aging early on, this 45-year-old patient underwent a facelift, upper eyelid lift and lip lift with Dr. Afrooz for a youthful reset.