



# Giving tired eyes a new look

Topical and surgical treatments help keep Father Time at bay

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**L**augh lines are only funny to comedians. "The area around the eyes is the first to lose its elasticity and stretch," said Alpharetta plastic surgeon Jeffrey Gal-lups. "You start to look tired, not refreshed."

For thousands of men and women, that's no laughing matter. Americans spent just under \$12.2 billion on cosmetic improvements last year, according to the American Society for Aesthetic Plastic Surgery. Eyelid surgeries ranked third with 209,999 surgical procedures performed in the United States. Liposuction was No. 1 with 403,684, while breast augmentation was second with 383,886 procedures. And while the number of surgical procedures dropped slightly, nonsurgical treatments such as Botox injections are on the rise. It was the top nonsurgical procedure last year, according to the society.

The availability of everything from liquid lifts at medical spas to laser resurfacing in a doctor's office also has led to a 446 percent increase in procedures over the past 10 years. Along with cosmetic companies, medical spas are jumping on the bandwagon with tools for both sexes to head off Father Time. We asked the experts to break down options for maintaining the windows to the soul.

## Need a light lift?

From high-end department

store products such as Crème de la Mer to drugstore options such as Nivea, there's no shortage of creams to tackle crow's-feet. Paula Conway and Maureen Regan, authors of "The Beauty Buyble: The Best Beauty Products 2007" (HarperCollins, \$19.95), recommend the following creams:

► **Olay Regenerist Eye Lifting Serum**, 0.5-ounce, \$18.99: It helps to diminish dark circles and de-puff overstressed eyes.

► **Nivea Visage Q10 Advanced Wrinkle Reducer Eye Cream with SPF 4**, 0.5-ounce, \$10.99: This creamy blend contains an energy complex with coenzyme Q10 and creatine that reduces wrinkles and helps prevent new ones.

► **Olay Total Effects Eye Transforming Cream with VitaNiacin**, 0.5-ounce, \$18.99: Lessens the appearance of dark circles, reduces the look of fine lines and wrinkles, and

► Please see **EYES, E2**

minimizes puffiness.

## Cosmetic procedures

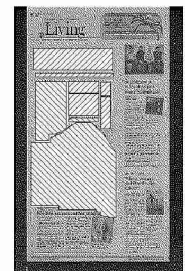
Here's a breakdown of popular surgical and nonsurgical procedures in Atlanta:

### NONSURGICAL

Blue Medspa owner John Stupka describes his business as "integrating traditional spa services and wellness services with non-surgical cosmetic procedures done in a luxurious spa setting." An on-site medical doctor and dermatologist perform treatments at his Midtown location. Others on staff include a nurse practitioner, a registered nurse and a licensed medical aesthetician. But Stupka emphasized that all medical spas are not created equal. "Be certain to seek out a med spa with a qualified medical staff," he said. Here are three popular eye treatments at Blue Medspa:

#### ► Thermage

**How it works:** As we age, collagen — a fibrous protein found in connective tissue, bone and cartilage — stretches, making skin sag and wrinkles appear. Thermage is a deep





heating technique that uses a hand-held device to tighten collagen, while activating new collagen growth. It smooths and tightens skin around the eyes, helping to decrease wrinkles and heavy eye folds. The effect lasts up to three years.

**Cost:** \$1,100-\$2,000 for one treatment, which can take 60 to 90 minutes.

**Pain factor:** A bit of discomfort, such as a deep heat sensation, during treatment.

**Downside:** May cause swelling or redness shortly after treatment.

**Return to work:** Immediately.

#### ➤ Liquid lift

**How it works:** Combines Botox injections with the dermal filler Juvederm to help lessen dark circles and bags under eyes. "It is important to understand the difference between Botox, a muscle relaxer, and Juvederm, Restylane and collagen, which are fillers," said Beverly Hills dermatologist Stuart H. Kaplan. "The easiest way to visualize the difference is to think of a crease as a valley between two mountains. Botox prevents the mountains from being pushed together, and fillers fill in the valley."

**Cost:** \$1,200-\$1,500 for a treatment that takes one hour.

**Pain factor:** Minimal discomfort.

**Downside:** Touch-ups needed every four to six months; some swelling or bruising.

**Return to work:** The same day or the next day.

#### ➤ Affirm

**How it works:** A laser treatment helps minimize tiny lines.

**Cost:** \$250 for one, 15-minute treatment.

**Pain factor:** Minimal.

**Downside:** Some redness. Usually need four to six treatments.

**Return to work:** Immediately.

#### ➤ Injectable Botox

**How it works:** Botulinum toxin diminishes crow's-feet — those tiny lines around the outside corners of the eyes — when injected into the eyelid muscle, said Dr. Jeffrey Gallups with Milton Hall Plastic Surgery. Patients initially will need

about five injections per year.

**Cost:** Injections start around \$200 per treatment, under 15 minutes.

**Pain factor:** Possible bruising and swelling.

**Downside:** The possibility of upper eyelid droop, which can be controlled with eyedrops. Some patients have great results; others don't.

**Return to work:** Immediately.

### HEAVY LIFTING

"There are three types of wrinkles: sinkers, saggies and squeezers," said Dr. Deborah Sherman, a Nashville oculoplastic surgeon. "Nothing short of surgery will correct the sagging skin."

She added, "People get eyelid surgeries to correct sagging skin."

Because the surgery requires anesthesia, the American Board of Plastic Surgery recommends finding a board-certified surgeon, qualified to work on all areas of the body. Certification requires a minimum of five years of surgical training following medical school, including an accredited plastic surgery residency program. To find a doctor, log onto the Web site of the American Society for Aesthetic Plastic Surgery at [www.surgery.org](http://www.surgery.org).

Gallups describes the most popular eye procedures in Atlanta:

#### ➤ Upper and lower eyelid surgery

**How it works:** A doctor removes skin, along with some muscle and fat. Droopy lids often compromise peripheral vision. In some cases, doctors can avoid visible incisions by removing excess fat from lower eyelids.

**Cost:** \$1,500-\$3,000 for upper and lower lids.

**Pain factor:** Some bruising and swelling. Outpatient surgery is performed under general anesthesia.

**Downside:** Dry eyes can persist for a significant amount of time. No eye makeup for seven days.

**Return to work:** In seven-14 days.

#### ➤ Brow lift

**How it works:** May be combined with upper eyelid surgery or performed alone. The procedure — typically a small incision behind





the hairline — raises a drooping eyebrow, opens up the eye area and creates facial symmetry.

**Cost:** \$2,000-\$4,000.

**Pain factor:** Some bruising and swelling. Outpatient surgery is performed under general anesthesia.

**Downside:** Temporary numbness of the forehead. Can be permanent.

**Return to work:** In seven-14 days.

## ► Skin resurfacing

**How it works:** Can improve the texture by smoothing fine lines, lightening dark circles and removing signs of sun damage such as brown spots. Done with chemical peels or laser treatments. Resurfacing can be combined with the above procedures.

**Cost:** \$500-\$1,000.

**Pain factor:** Some swelling. Outpatient procedures done under local anesthesia.

**Downside:** Skin can be red for a minimum of two weeks. No makeup for at least two weeks.

**Return to work:** In seven days.

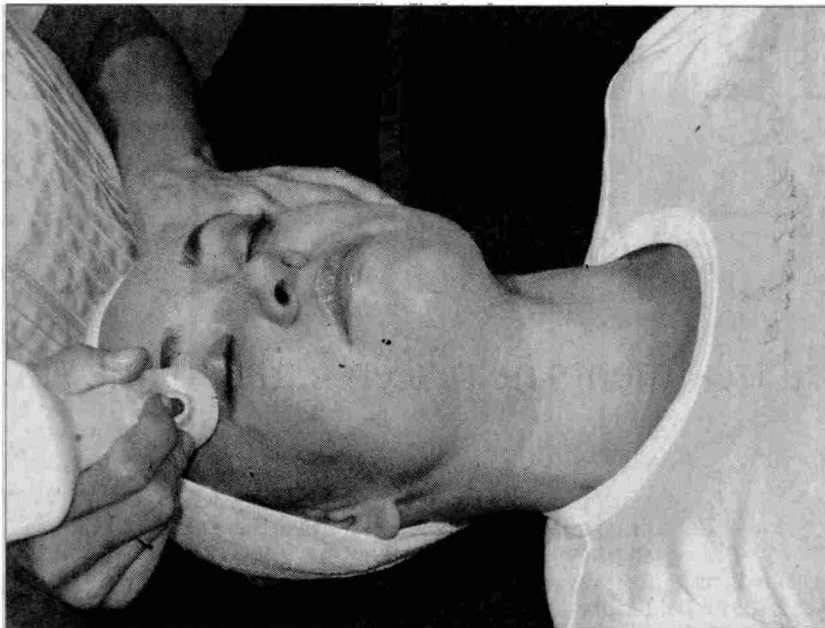
Thought about getting a nip and tuck? Tell us what cosmetic surgery you've considered (or have had) at [www.ajc.com/living](http://www.ajc.com/living).



Photo courtesy of Dr. Jeffrey Gallups  
 A patient gets a Botox injection in the eye area from Dr. **Jeffrey Gallups** of Milton Hall Plastic Surgery in Alpharetta.



Photos courtesy of Dr. Deborah Sherman  
 Before and after photos of a patient show how Botox injections help relax the vertical lines or furrows between the brows.



Blue Medspa

A Blue Medspa technician applies a Thermage treatment to a client. The procedure smooths and tightens skin around the eyes.

