

A Facelift at 35? Why Younger Women Are Going Under the Knife Now

Facelifts were once seen as a last-resort surgery. Now—for reasons that range from Ozempic to Zoom—women in their 30s and 40s are paying big for the procedure.

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ILLUSTRATION: MARI FOUZ

They say that 60 is the new 40. But when it comes to facelifts, you might want to reverse those numbers.

That was the case for Amanda Hurd, a real-estate broker based in Santa Rosa Beach, Fla., who had been spending roughly \$15,000 a year on filler and other cosmetic treatments. In 2023, at age 43, she decided to “bite the bullet” and get facelift (which included a neck lift and rhinoplasty) with Dr. Sean Alemi, a New York facial plastic surgeon. “I’ll get more use out of it now than if I did it when I was 60,” said Hurd, who paid \$71,000 for her surgery.

The Ozempic craze has also bumped up facelift requests from younger patients who have dropped a lot of weight and are left with slack skin, says Alemi. “Once skin laxity reaches a certain degree, a facelift is the most effective way to restore a youthful appearance,” he said.



At 43, Florida real-estate broker Amanda Hurd opted for a face-lift, in addition to a neck lift and rhinoplasty, after spending thousands of dollars a year on dermal fillers.

ALEMI FACIAL PLASTIC SURGERY

And then there’s the surgery itself, which has evolved over the decades to yield more natural-looking, longer-lasting results, and shorter recovery times.

Old-school facelifts pulled on the superficial layers of the skin and tissue to get rid of wrinkles and excess skin, often leaving telltale scars around the ears and under the chin. Today’s techniques work at a deeper level to restore ligaments, fat pads and contours in a more organic-looking way. While incisions are still made around the ears, doctors are getting better at concealing scars by placing them inside the ear and minimizing them with lasers postsurgery.