

Lift Your Spirits with An Endoscopic Brow Lift



Our eyes are a communication tool—truly the windows to our soul. Our eyes are what people focus on when we converse or socialize. The younger our eyes look, the better we present. Our appearance is important to us because it affects the way we think about ourselves and react toward others. It can also influence the way others perceive us. When aging causes the eyelids to droop, it can make us seem like we are angry, upset or even tired. Often with age, we feel our facial features do not reflect our youthful spirit and energy level. Our patients are looking for ways to refresh their appearance. The endoscopic brow lift, also known as the forehead lift, can help the eyes become more open, thus enhancing our looks. It restores the healthy, happy expression of our youth.

There is usually a three step approach to the aging face. Depending on age, genetics, and the specific areas that need attention, facial rejuvenation can be done in phases. The three steps are medical injections, laser treatment and surgery, or any combination of the three.

Why have Brow Lift surgery? This type of surgery repositions a low or sagging brow, and will raise the eyebrows to a more alert and youthful position. It will also minimize the crease that develops across the forehead, or those that occur high on the bridge of the nose, commonly referred to as frown lines.

When deciding whether or not a patient is a good candidate for brow lift surgery, the entire face is evaluated rather than just facial zones. The hallmark of a youthful face is the

smooth transition from zone to zone. Some examples would be from the brow to eyelid, eyelid to cheek, and jawline to neckline. It often comes as a surprise to a patient seeking an eyelid lift, to be told that in addition to that procedure, a brow lift is also recommended. Full facial rejuvenation is often the best option, rather than localized isolated procedures. No brow or forehead lift is complete without consideration of rejuvenating at least the upper eyelid. However, the final decision is always that of the patient.

The results will be long lasting. The advantages of the minimally invasive endoscopic brow lift are the shorter recovery period, minute incisions, and the natural looking results. The best way to maintain your rejuvenated appearance is to minimize sun damage by using an effective sunscreen and to maintain a healthy lifestyle.

Although Brow Lift and Face Lift surgeries can be done at any time of the year, patients seem to prefer them most often in the winter months. During the snowy season, they can hibernate during recovery without being missed socially. With winter approaching, if this is a surgery you may be considering, call our office to schedule your consultation appointment. Maybe you will spring into 2011 with a more wide eyed look!

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This **Industry Insight** was written by Anna Wooten, MD.

Dr. Wooten, the founder of Beleza Plastic Surgery, is Board Certified by the American Board of Plastic Surgery and is a member of the American Society of Plastic Surgeons. She completed her General and Plastic Surgery Residency and Fellowship at one of the leading Plastic Surgery Training Programs in the Country, the University of Pittsburgh Medical Center. Her unique and extensive education and training brings a special perspective to the discipline and art of Aesthetic Plastic and Reconstructive Surgery.