

## FEATURE

Cosmetic options have undergone a paradigm shift in the treatment of facial ageing with a new emphasis being placed on prevention and less invasive approaches. The latest advancement in anti-ageing aesthetic procedures is all about gently lifting, smoothing and re-contouring facial features without a scalpel in sight.



# THE LIQUID FACE LIFT

## A new approach to looking younger without surgery

By Dr Joseph Hkeik

It's called a liquid facelift and is the answer for those who feel they need a "lift" in their looks and lives and want a flexible way to reverse the signs of ageing quickly and cost-efficiently. With no visible scarring or long recovery periods and delivering results in around an hour, the liquid facelift has rapidly become the most popular procedure in our clinics.

The liquid facelift is a completely non-surgical, multi-step treatment that involves the use of both advanced dermal fillers and Botox. A combination of these dermal products, composed of different materials and injected at varying depths, is chosen for specific facial applications and often layered to provide optimal results and longer-lasting improvement. By targeting areas of the face where the skin has permanently creased and/or has lost volume or elasticity we are able to immediately diminish lines, lift the skin, replace lost facial volume and restore the contours of the face.

Practitioners who have not only been highly trained but who also perform these injections daily achieve the best results. With a decade of experience in cosmetic medicine, Dr. Joseph

Hkeik has perfected the art of the injectable liquid facelift and his proven technique of tailoring individual treatments delivers maximum results with minimal discomfort, gently lifting years off the face for a fresh, new look.

Dr Hkeik is known for creating the "Triangles of Beauty", a theory that underlies the precision of his work. The concept of the triangles of beauty in combination with an artistic eye removes all guesswork from procedures. "The initial focus is on the 'expressive' triangle of beauty which is formed from the eyes to the lips," says Dr Hkeik. "Next is the 'structural' triangle of beauty which is framed by the cheekbones and chin and third is the 'subconscious' triangle of beauty which frames the most prominent part of the forehead and nose."

The length of the treatment depends on the number of facial areas being treated, however typically the treatment is complete in about an hour. Most people feel comfortable going back to their normal activities immediately following their appointment.

The liquid facelift is completely customised to the individual's needs. The type of dermal

fillers used and the application are specifically tailored during a thorough initial consultation.

### WHAT CAN A LIQUID FACELIFT DO FOR YOU?

- Fill in wrinkles and folds, such as smile lines and marionette lines
- Smooth out frown lines, crow's feet and forehead lines
- Enhance and lift flattened, sunken cheeks
- Restore volume to sagging jowls and create a straighter jaw line
- Lift eyebrows to their youthful position
- Hide bags, dark circles and hollow areas under the eyes
- Create fuller, more beautiful lips and smooth out lip wrinkles
- Lift sagging corners of the mouth
- Create a more prominent and defined chin
- Restore the symmetry to some irregularities of the nose, including dips or bumps. ☺

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