



## Cheek to Cheek

**Dr Maurino Joffily of Botonics answers our questions on why a cheek enhancement is such a powerful anti-ageing treatment.**

### What is it?

A cheek enhancement restores a youthful appearance by injecting dermal filler into the cheeks. A numbing cream is applied to minimise discomfort, the injections take less than an hour and the results are instantly visible.

### Why is it a good anti-ageing treatment?

A youthful face is characterised by an inverted triangle shape, with the cheeks representing the wide part and the chin representing the tip of the triangle. As we age, the fat pads in our cheeks lose fullness and begin to slide down our face. This is most visible in folds running from the corners of the nose to the corners of the mouth, a sunken appearance around the eyes and jowling along the jaw line. Traditional anti-ageing treatments would

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focus on using a dermal filler to reduce the visibility of the nose to mouth lines. However, often a superior treatment will be to enhance the cheeks with a sub-dermal filler, which restores the face to the youthful, inverted triangle.

### Who is this treatment most suitable for? Can it be carried out on anyone?

A cheek enhancement is most suitable for people who have minor to moderate nose to mouth lines and jowling, yet do not need or want a surgical solution such as a facelift.

Typically, this includes people in their thirties to fifties. There are the usual contra-indications for dermal fillers, that your doctor should cover in the consultation.

### Why is it superior to other anti-ageing treatments?

Restoring fullness to the cheeks can have an astonishingly anti-ageing effect, yet look completely natural. This is because it is affecting four areas all at once. First, it is restoring the cheeks of your youth. Second, it reduces the sunken appearance around the eyes. Third, it will reduce the

appearance of nose to mouth lines. Finally, it will subtly reduce

jowling along the jaw line by lifting the skin of the face.

## CASE STUDY

**Name:** Jan Edwards

**Age:** 49

**Occupation:** Web Designer

**Treatments:** Cheek enhancement with Restylane Sub-Q

### Why?

I have always been curious about the various forms of non-surgical treatments available. Although there are some negative stories about these treatments I've never been convinced that they reflect the average experience. I've seen so many great results on friends and family that I decided to investigate what treatments would benefit me.

I eat well, exercise regularly and I am very pleased with my lot in life with regards to my looks. All I want to do is maintain my looks – the more I investigated, the more convinced I became that non-surgical treatments were the way forward.

### The procedure

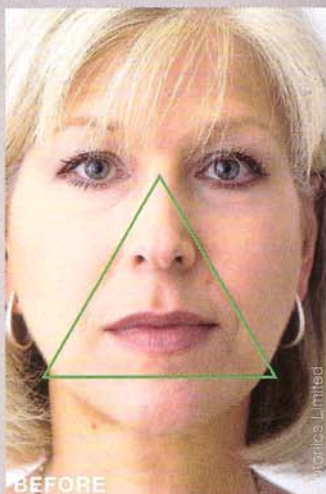
I initially saw the doctor as I was contemplating having my

'nose to mouth' lines and the corners of my mouth done. Although he took all this on board, he suggested that a slight plumping of my cheeks would achieve amazing results, and he was right!

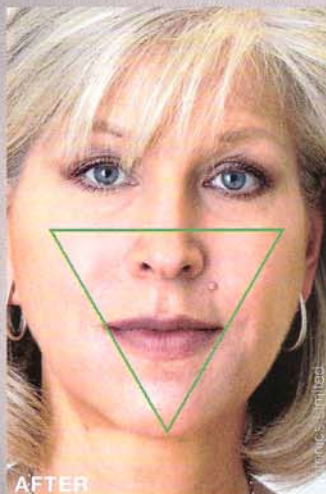
The procedure was quick and the results immediate. I was in the chair for approximately 15 minutes and although I understandably felt a little throbbing after the treatment I was happy to leave the clinic pretty much straight away looking as though I had merely topped up my blusher.

### The feedback

My husband has always been proud of my appearance and was slightly dubious that anything could be sufficiently improved but he was pleasantly surprised and very impressed!



BEFORE



AFTER

### How long does it last?

Since facial movements break down dermal fillers, a cheek enhancement will last longer than dermal fillers to the nose to mouth lines because there is less movement in the cheeks. Depending on the product used, a cheek enhancement will last from 12 to 24 months or more before you gradually return to your pre-treatment state.

### Is this a treatment you can have repeated in the future if necessary?

Yes!

### What product is used?

A number of dermal fillers can be used for a cheek enhancement, including Restylane Perlane, Restylane Sub-Q and Radiesse. The cost of the cheek enhancement is directly related to how long the chosen product will last. Longer lasting products cost more of course, but usually represent better value for money over time.

### What is the recovery time?

You can return to normal activities quite quickly. Many people have a cheek enhancement as a lunch-time procedure, though there is usually some noticeable redness to the cheeks on the day of treatment which resolves itself in about 24 hours.

CSM<sup>UK</sup>

**Treatment:** Cheek enhancement

**Price:** From £500

**Time taken:** 60 minutes

**Anaesthetic type:** Topical cream

**Hospital stay:** N/A

**Available from:** Botonics, 0845 680 1964, [www.botonics.co.uk](http://www.botonics.co.uk)