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Beauty | April 12, 2017 | By Jenn Sinrich

Facial Fillers and Cosmetic Injections Are the Biggest Trends in Plastic Surgery

Surgeons say it's all about quick, natural-looking results.

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A trip to the plastic surgeon doesn't necessarily mean drastic changes, like full face-lifts or walking out with twice the butt you went in with (although that's what gets the most attention, for better or worse). These days, plastic surgery is all about subtle changes, or what New York City–based dermatologist and cosmetic surgeon Dendy Engelman, M.D., calls "tweakments," which you can easily get on your lunch break. "We're seeing people opt for little surgeries over time and maintenance with injectables, which makes patients appear to age more naturally, rather than going from wrinkles to skintight at age 65 or 70," she tells SELF.

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According to new statistics released by the American Society of Plastic Surgeons, the number of minimally invasive cosmetic procedures (like Botox and facial fillers) has risen consistently since 2000, with a total rise of 180 percent. Last year, there were 15.4 million minimally invasive cosmetic procedures performed in the U.S. That's nearly nine times the number of cosmetic surgeries in the same time frame. And what are people popping into the derm's office to have done? Here are six subtle treatments plastic surgeons predict to be the biggest hits in 2017.

1. The Vampire Face-Lift

Even before the *Twilight* series, we humans have had a fascination with vampires. So it's no surprise that it's made its way from fiction to reality in the form of a beauty treatment. *Keeping Up With the Kardashians* fans might remember the time Kim opted to get an innovative procedure known as the Vampire Facelift. (Hint: She was ugly-crying and her face was filled with tiny droplets of blood.)

Its medical name is platelet-rich plasma (PRP) rejuvenation, and it's a nonsurgical procedure. It involves a doctor drawing blood from your face, separating out the liquid and plasma, mixing that plasma with a filler called hyaluronic acid, and then injecting the newly made combination back into the skin. "This PHP serum stimulates a significant healing response in the skin tissue," explains Kirk Brandow, M.D., a Philadelphia-based plastic surgeon and founder and director of Brandow Clinic for Cosmetic Surgery. "The whole thing takes about an hour, and the desired results are a smooth, glowing complexion, scar reduction, and improved texture and firmness." The effects can last up to two years.

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Cost: Can range anywhere from $1,500 to $2,500 per injection

2. Autologous Fat Transfer

Also known as fat grafting, this procedure involves moving fat tissue from one part of the body to another. This procedure has been used since the 1990s, predominantly for reconstructive surgeries like adding back breast tissue after a mastectomy, and it's the secret sauce behind the famous Brazilian Butt Lift. As the technology has improved, fat transfer has become an increasingly common method of volume restoration and enhancement for the face too. “The procedure is performed in a similar fashion to traditional suction lipectomy," or liposuction, Adam R. Kolker, M.D., aesthetic and reconstructive plastic surgeon, tells SELF. He explains that the fat is usually collected through small incisions in the thighs, belly, and buttocks, and small amounts are injected with needles into the face—most commonly in the cheekbone region, which plumps the area and gives the face more definition.

Cost: Can range anywhere from $5,000 to $10,000

3. Tear-Trough Augmentation

Dark undereye circles are a common complaint for women in their 20s through 70s. Younger women may be able to chalk it up to a late night out. But as we age, the fat pads that support the lower eye dwindle in volume. This creates a sunken, hollow, and, in general, tired appearance. While in the past the only real solution for these “bags” was undereye creams and concealer, now more and more patients are turning to tear-trough augmentation. An injectable filler reduces hollowing under the eyes, creating less of a dark shadow and smoothing puffiness.

“In this era of people working longer hours, sleeping less, and spending more time juggling the demands of work and family, I've found a sharp uptick in the number of patients complaining of tired-looking eyes,” says Lara Devgan, M.D., M.P.H., a specialist in plastic and reconstructive surgery. “When skillfully performed, tear-trough augmentation can achieve excellent and transformative results in as little as five minutes, with no downtime, incisions, or pain.” The filler lasts about six months to a year before it begins to dissolve.

Cost: Depends highly on the doctor and amount of facial fillers needed, but can run anywhere from $650 to $2,000

4. Kybella

Kybella was made commercially available in 2016, after it was approved by the Food and Drug Administration in 2015. The double-chin-reducing procedure involves injecting a substance known as deoxycholic acid into fat deposits in the neck. The chemical dissolves fat right around the point of injection. Most patients need three or four treatments, each consisting of up to 50 injections. “Treatment is tailored by the dermatologist or cosmetic surgeon to the individual patient's fat distribution and aesthetic goals for an improved chin profile,” says Engelman. Unlike some fat-reducing cosmetic procedures, such as liposuction, where the fat cells can repopulate post-surgery, the fat cells destroyed can no longer store or accumulate fat, meaning the double chin is gone for good.

Cost: Around $650 for 50 injections

5. BTL Vanquish ME

BTL Vanquish ME, a noninvasive, contactless, tissue-heating procedure, uses radiofrequency to destroy fat cells, most often in the stomach, upper back, or thigh region. It's the latest FDA-cleared device in the body-shaping category. (CoolSculpting is another popular FDA-approved fat-reducing treatment that freezes the cells.) Once the fat cells are destroyed and eliminated from the body, they never develop in those same places again. To achieve desired results, four 45-minute treatments spaced about a week apart are required.

Patients are treated lying down, as a fanlike device hovers over the targeted areas. The machine doesn't actually touch the skin, but you can feel the warmth caused by the radiofrequency. Many patients report that the experience is surprisingly relaxing and somewhat meditative, especially because cell phones aren't allowed during the procedure. “Radiofrequency is a game changer when it comes to noninvasive fat-reduction procedures. So far, my patients are loving it,” says Engelman, adding that patients can sometimes see a reduction in waist size of one to four inches.

Cost: Varies by physician, but most sessions run from $500 to $750

6. Fraxel

Fraxel has been used for years to improve skin tone and mitigate signs of aging, which is a testament to its effectiveness, but it is becoming a more common tool for dermatologists and cosmetic surgeons. It's nothing like the incredibly painful laser treatments of the past. Fraxel works much like microneedling, by causing controlled microinjuries to the skin that stimulate new collagen production and leave the skin softer, smoother, and more even-toned. "Fraxel is still the gold-standard resurfacing procedure that will continue to pave the way for better patient care," says Engelman. "It erases wrinkles and sun spots and has pretty miraculous results." The only caveat? There's quite a bit of downtime associated with this treatment—a full week, in some cases.

Cost: Varies depending on the doctor and size of treatment area, but most sessions start at $500 to $800

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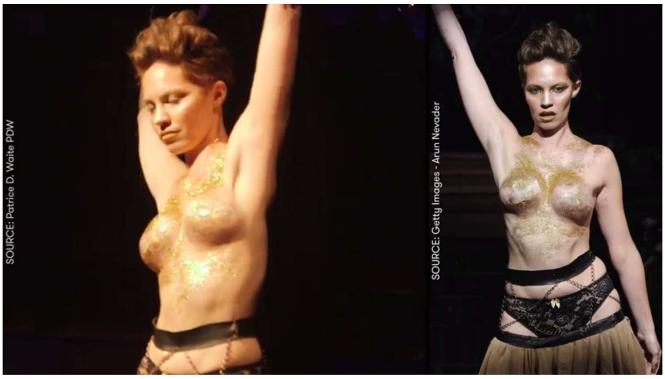
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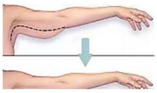
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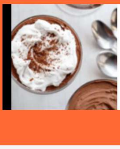
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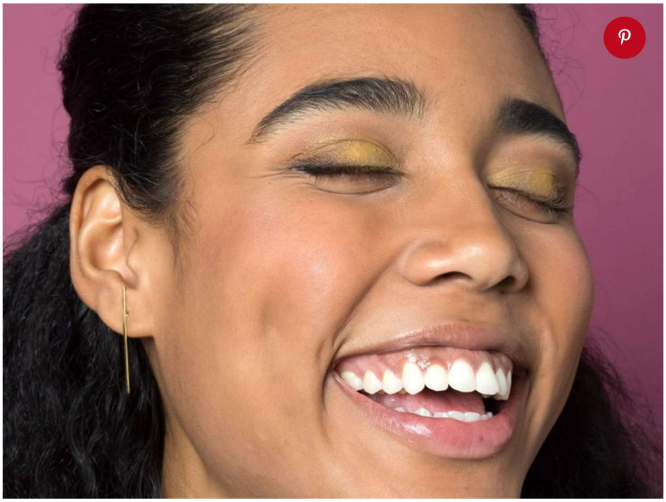

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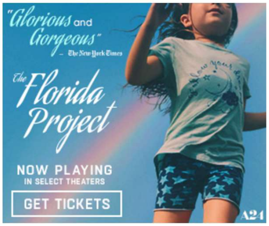

I have been blessed with a lot of things in my life, but being able to create a flawless eyeshadow look is not one of them. I have palettes in my bathroom that are just gathering dust. Every time I open one to attempt eye makeup, I get discouraged. Which color goes where? Do I use cream or powder?

That's why we called in Matthew Waitesmith, creator of Artis makeup brushes and a professional makeup artist, to help us break things down into a few simple tips. That way you can fake like you're an eyeshadow pro until one of those complicated YouTube videos finally makes sense.

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Tip 1: Just use your finger.

Brianne Wills

Sometimes you don't have time to use a brush. There have been many nights when I'm in a [illegible] and just end up using my fingers. But there's even a technique for that. Waitesmith recommends using cream shadow rather than powder, either from a pencil or a pot, for a quick application.

You want to tap the product onto the eyelid, not rub. "The way cream formulas work the particles are suspended in a clear, thick gel," says Waitesmith. "If you drag the particles, wherever you pull it will be sheer and where you stop will have more there. Tapping allows to build it up and even out the particles."

Tip 2: Use your foundation as eye shadow.

Brianne Wills

This trick is one I've never heard in my years as a beauty editor, and it's awesome. Waitesm[illegible]es to use foundation that is a couple shades darker than your skin tone (the same shade you'd use to contour the face) on eyes. If you have fair skin, choose a product two shades darker, and darker skin tones can go even deeper to get a contrast.

Apply the product all over lids. Waitesmith used the Elite Mirror Oval 4 ($46) brush to get really close to the lashes. "Don't forget to go all the way down to the lash without leaving a gap," he says.