

# 8 Out-of-the-Box In-Office Procedures Gaining Popularity

Keeping a low profile.

By **Olivia Wohlner, Editorial Assistant** · Oct 15, 2020



**F**rom new ways to use fillers to brand-new body-sculpting procedures, these “out-of-the-box” treatments are moving up the ranks on patients’ wish lists.

## Head Start

“Traditionally, we use filler in the lower face, but when the upper face is neglected, it can result in a concave appearance of the temples, which we call ‘peanut head,’” says Woodbury, NY oculoplastic surgeon **David Schlessinger, MD**. Now that masks disguise the lower face, the **temples** are more noticeable. “We use fillers like Radiesse and Sculptra Aesthetic in this area, and the results can last years—this approach can also lift the brow area for a tighter effect.”

## Play It By Ear

“People are noticing their ears stick out when wearing masks,” says Wayne, NJ facial plastic surgeon **Jeffrey Wise, MD**. “Otoplasty is great, as it can pin back the ears or make them symmetrical.” If only the lobes are an issue, San Jose, CA plastic surgeon **Kirk Churukian, MD** recommends a loboplasty, which is “usually done in the context of a facelift to make elongated lobes more proportionate.”

## Frown Flip

If you have a “permanent frown,” Troy, MI plastic surgeon Anthony Youn, MD says, “it’s possible for it to be effectively treated with filler and a touch of neurotoxin in the depressor anguli oris muscles,” which are associated with frowning. If the permanent frown is severe, a corner lip lift is an option, which involves “a small triangle of skin being removed above the corners of the mouth to give a lifted effect.”

**“In 2019, 13,434 women and 9,534 men had an otoplasty, making women 1.4 times more likely to receive this procedure.”**

- Plasticsurgery.org

## Perk Up

“As we age, certain facial features like the nose begin to grow, and sometimes downward,” says New York plastic surgeon **Elie Levine, MD**. “Within minutes, hyaluronic acid fillers can make a drooping nose lift up while simultaneously straightening the nose or hiding a bump.” Although the minimally invasive procedure is temporary and not a replacement for a rhinoplasty, “it can provide improvement with virtually no **downtime**,” adds Dr. Levine.

## Button Down

“Usually an umbilicoplasty—reconstruction of the belly button—is done after a tummy tuck if the belly button became distorted,” says New York plastic surgeon **Jeffrey S. Yager, MD**. “Sometimes, this is a simple outpatient procedure done under local anesthesia, but in other cases, the entire tummy tuck may need to be redone—do not underestimate the effect an unaesthetic belly button can have on self-esteem.”

**“Expect a windfall of innovation among noninvasive and minimally invasive aesthetic treatments in 2021... with continued advancements in nonsurgical techniques, plastic surgeons are capable of improving patient outcomes.”**

- The Aesthetic Society

## Shape Shifter

Surprisingly, Dr. Levine is seeing a trend of women wanting to show a subtle hint of nipple shape through their clothing. “But, when they’re struggling with ‘shy’ nipples, it can be hard to achieve this effect. Inverted nipple correction, which elongates the shape of the nipple, is performed under local anesthesia, takes less than an hour and requires no downtime from work.” There’s no question why it’s becoming more and more popular among patients.

## Hormone Help

“I’ve noticed more of my patients asking about bioidentical hormone therapy, which they say can have a dramatic effect on their lives. It can provide older patients with more energy, improved **exercise** tolerance, memory and mood, better sleep, and possibly better sex,” says Dr. Churukian. “Looking better often starts with feeling better, and hormone replacement is an incredible step in this direction.”

## Foot Fancy

“A ‘Brazilian foot lift’ involves moving fat from the belly to the foot, which usually appeals to people who suffer from metatarsalgia—a dull, achy pain experienced on the ball of the foot due to fat loss,” says Miami podiatrist Dr. Abraham Wagner. “We work with plastic surgeons to isolate the belly fat from the patient and create what feels like a Tempur-Pedic mattress to restore the lost fat on the foot. Patients say it’s like walking on clouds again.”