



RETURN TO A YOUTHFUL LOOK WITH VOLUMA®

By Erin Martin, MD

Your face shows signs of aging in more ways than one – crow's feet, forehead wrinkles, and "turkey" neck are a few examples that come to mind most readily. And fortunately, there are fairly simple ways to combat these problems – sun avoidance, a good moisturizing regimen, and even Botox®. But what do you do when you develop one of the most telling signs of aging – flat, sagging cheeks? As we age, we lose both fat and elastin in our skin, which leads to a loss of volume in our cheeks. Until recently, there wasn't much that could be done to combat this, short of plastic surgery.

Now, however, a quick trip to your dermatologist can erase years from your face. Thanks to products such as Juvederm Voluma® XC, you can add volume to your cheeks and smooth out the lines around your eyes, nose and mouth, almost immediately returning a youthful look to your face.

While Juvéderm Voluma® (simply called Voluma) has been used for years in over 70 countries, it has only recently received FDA approval here in the United States. From Allergan, (the makers of Botox®), Voluma is a hyaluronic acid that is used to "temporarily correct age-related volume loss in the cheek area of adults over the age of 21." Voluma is a structurally strong yet soft, pliable material that is injected deep into the facial tissues in order to return the look of youth to the cheek, nose and mouth areas. Because of its pliability, the clinician is able to contour the product with precision, allowing you to simply look younger, rather than "different." The smoothness of the gel minimizes the lumps and bumps that can be seen with other filler products and also allows Voluma to be injected with a very small needle, which decreases both bruising and recovery time.



Voluma Treatment Procedure

Receiving a Voluma treatment is simple. The procedure is done in your dermatologist's office, and the actual treatment takes less than an hour. After discussing your desired results, a small needle will be used to inject the Voluma into the deep subdermal layer of your cheek areas. Voluma contains Lidocaine, which is a numbing agent, making the procedure virtually pain-free. The effects of the treatment are almost immediate, and recovery time is minimal. In fact, an entire treatment can typically be done during your lunch hour. The effects of a single treatment usually last for nine months to a year, although there are reports of the treatment lasting up to two years.

So, are you ready to start off the holiday season with a younger look? If you are, then call us to schedule a consultation at one of our three convenient Tri-Cities locations.

Erin Martin is a Board Certified Dermatologist at Dermatology Associates. She is now booking appointments for Voluma treatments at our Bristol and Johnson City locations.

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