



GENTRY HEALTH ADVISOR

DR. DAVID LIEBERMAN & DR. SACHIN PARIKH

A PARTNERSHIP FOR THE FACE

Beyond the Hype: Is a facelift still the gold standard?

With all of the hype on television and in the media, it's easy to get overwhelmed and not know where to start in your quest to enhance your appearance. According to recent statistics from the American Society for Plastic Surgery, there were 15.1 million cosmetic surgery procedures in the United States in 2013—up 3% from the previous year. Due to the increasing demand for facial rejuvenation, there seems to be an endless array of new products and procedures, which can be very confusing. What we have found is that when patients feel involved, they can better discern between hype and credible information.

Every one of us wants to achieve the best possible results with minimal downtime. We're both advocates of non-invasive procedures such as injectable fillers, BOTOX Cosmetic, Ultherapy, and lasers for facial rejuvenation. These treatments are an essential component of facial care, aging prevention, and rejuvenation. So why bother with a facelift? To answer this question, we must understand the patterns of facial aging and the goals of surgery. As we progress through our 40s, 50s, and 60s, the aging process affects the deeper structures of the face as well as the skin itself. The tissues and muscles of the face and neck start to sag in predictable ways producing loose

skin, sunken cheeks, jowls, and deep lines at the corners of the eyes and mouth.

A good facelift should not only address the skin but also lift and tighten the deep tissues and facial muscles. Frequently, advertised mini-lifts tighten the skin but do not address underlying muscles. This can lead to the dreaded windswept look, as well as short-term results. When the deeper tissues and muscles are positioned correctly, the skin laxity goes away and there is no tension or "pulled" appearance on the facial surface. A well-done facelift remains the gold standard for facial rejuvenation and should not be feared.

We work exclusively on the face and neck and design treatment plans based on the needs of each individual patient. Our expertise and comfort level when performing facelift and neck lift procedures allows us to address the deep structures using smaller incisions and to create natural, long-lasting results with a shorter recovery period. The standard facelift performed at our practice rejuvenates the neck, eliminates jowls by redefining the jawline, and restores volume to the cheekbones, resulting in a youthful, refreshed, vibrant appearance. There is still such a thing as a great facelift and it will never feel like hype.

► OUR PHILOSOPHY

Each person deserves the best in facial plastic care and results. Never compromise. A natural result does not happen by accident but requires the best technique available.

► HOBBIES

Dr. L: Furniture

making, running

Dr. P: Photography, CrossFit

► FAVORITE VACATION SPOT

Dr. L: Martha's Vineyard

Dr. P: Ocean Drive, Miami Beach.

Both: Anywhere with our families.

► OUR FAVORITE CAUSE

Working internationally to treat children with congenital deformities (HUGS, Heal the Children) and working domestically to treat survivors of domestic violence (Domestic Violence Advocacy Consortium Santa Clara County)



OUR SPECIALTY

Comprehensive facial cosmetic and reconstructive care

TYPICAL PATIENT

Any woman or man interested in a natural enhancement from dedicated facial plastic surgeons

ASSOCIATION

American Academy of Facial Plastic and Reconstructive Surgery

About Lieberman & Parikh Facial Plastic Surgery

Dr. David Lieberman and Dr. Sachin Parikh form a partnership of award-winning and board certified surgeons specializing exclusively in facial cosmetic rejuvenation and facial reconstructive surgery. We offer the full complement of facial aesthetic care, including skin resurfacing (chemical peels and laser), injectable treatments, Ultherapy, and facial aesthetic surgery such as facelifts, eyelid surgery, rhinoplasty, and brow lifts. Drs. Lieberman and Parikh value each other's dedication to patients, to education, and to making choices based on honesty and integrity. It is their goal to provide the best service and results possible, every day, for every patient. We are proud of our commitment to excellence and will always work to do our very best for you, our patients.

www.ForTheFace.com

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