



## **TIRED OF THAT “TIRED” LOOK**

### ADVANCES IN FACIAL FILLERS AROUND THE EYES

**Do you want to improve the appearance of dark circles around your eyes?**

**Do you feel like your eyes look sunken in?**

**Are you looking for an alternative to cosmetic surgery?**

Dr. Bruce M. Freedman, Medical Director of Plastic Surgery Associates of Northern Virginia, offers the most technologically advanced soft tissue fillers for non-surgical facial rejuvenation. Dr. Freedman is a board certified plastic surgeon with over 25 years of medical experience. In addition to his clinical practice, Dr. Freedman lectures nationally and has numerous publications on collagen stimulation and facial rejuvenation. For more information about Dr. Freedman visit [www.DrBruceFreedman.com](http://www.DrBruceFreedman.com) or call his office at 703.790.5700.



As a person's face ages, there is fat loss in the lateral cheeks that exaggerates the appearance of the tear trough giving a “sunken-in” look around the eye area. This also may accentuate the appearance of dark circles under the eye. In addition, many people experience loss of lower eyelid skin elasticity that accentuates the groove between the eyes and cheek also resulting in a tired look. The tear trough deformity usually becomes noticeable in the mid 30's and 40's and can occur in both men and women.

There are a variety of improvement strategies for treating the tear troughs or nasojugal grooves. The simplest approach is to use synthetic fillers which can be precisely placed in the affected areas using local anesthesia to make the procedure more comfortable. Several fillers are now available and have been used effectively and safely over the past decade. These include the hyaluronic acid products (Restylane and Juvederm), calcium hydroxyapatite (Radiesse) and polylactic acid microspheres (Sculptra). The decision to use a particular product is generally determined according to each patient's need and anatomy.

After the injections, icepacks can be applied to the skin to minimize bruising. Most people can resume their normal activities later that day. Afterwards, occasional gentle massage can be helpful to assure a smooth, even look. The fillers can last in the periorbital region for up to one year and the improvement can be very gratifying. Not all people with periorbital irregularities are candidates for filler injections. Those with large bags under their eyes or excess skin may benefit from surgical procedures such as blepharoplasty or laser resurfacing.

These options can be discussed accordingly. For additional information about these procedures, please contact our office at 703-790-5700 to schedule a complimentary consultation.

Dr. Freedman offers a full range of facial procedures designed to help you look your best including Facelift, Eyelid Lifts, Browlifts and BOTOX. He is one of the few physicians in the Washington DC area trained and currently using Restylane, Juvederm, Radiesse, Sculptra and Artefill.

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