



# ACELIFT

... BETTER THAN A FACELIFT™

by Doreen Kaplan

Is it really possible to look 9 years younger in 90 minutes? “Absolutely,” says leading cosmetic dermatologist Dr. Deborah Sarnoff. Dr. Sarnoff, Clinical Professor of Dermatology at NYU/Langone Medical Center, has created a revolutionary, non-surgical procedure — AceLift™ — that takes years off your face without going under the knife.

According to Dr. Sarnoff, not everyone needs or wants a surgical facelift. Dr. Sarnoff relates that “as a woman of a ‘certain age,’ I truly empathize with my patients and feel I have my finger on the pulse of what women want. The truth is, I could undergo a facelift anytime I feel I’m ready. My husband, Dr. Robert Gotkin, is the most talented plastic surgeon I know. Don’t get me wrong: I’ll ‘never say never’ to the idea of a facelift, but like many women, I would much rather do ‘little things’ no one has to know about to delay the aging process as long as I can. I guess you could call me the plastic surgeon’s wife who’s not yet ready to go under the knife! Like many of my patients, balancing the demands of a career and busy social life, I prefer less drastic procedures without a lot of downtime.”

There are many reasons for postponing or avoiding a facelift. First off, considerable downtime is involved. Most people don’t feel presentable for two to three weeks and many experience numbness or swelling for months. Dr. Sarnoff goes on to say that “many of my patients also fear IV sedation or general anesthesia. They ask me all the time: What can I do safely, without the need for going to sleep? Many people don’t want the hassle of a chest X-ray, an EKG and pre-op blood work to obtain medical clearance for their facelift — they’re not sick, they just want to look younger.”

## MYTHS AND MISCONCEPTIONS

While a facelift may correct a sagging neck, it will not do anything for bags under the eyes, droopy upper eyelids, age spots, broken blood vessels, deep nasolabial folds, or those pesky lines around the mouth. In Dr. Sarnoff’s opinion, “a facelift is a bit of a misnomer — it corrects the neck and jowls,

## AceLift™

**AUGMENTATION OF  
COLLAGEN AND  
ELASTIN THROUGH  
LASERS  
INJECTABLE NEUROMODULATORS  
FILLERS AND  
TOPICALS**

but not the rest of the face. And a facelift certainly doesn’t address the actual quality of the skin. If someone has a ruddy, blotchy photodamaged complexion before a facelift, the skin will look exactly the same after the facelift, only the skin will be pulled tighter.”

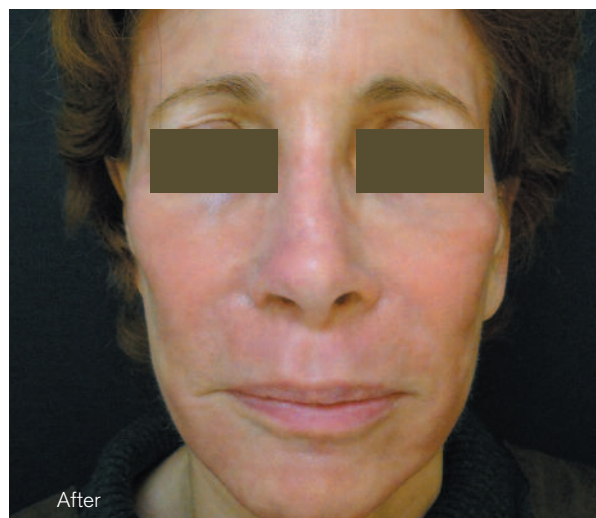
“In the end,” Dr. Sarnoff says, “it is the prospect of extended downtime, scars and the fear of looking too pulled or stretched that causes many people to choose techniques like the AceLift™. Gone are the days when a tightly pulled face is an acceptable sign of plastic surgery. Also, facelifts are not reversible and satisfactory results are never guaranteed.”

“Don’t get me started on ‘permanent’ results,” states Dr. Sarnoff. “A facelift is not a permanent solution to aging — after 8 to 10 years, the sagging is back!” Everyone has seen examples of bad plastic surgery and prospective candidates are often fearful of not getting the results they desire. According to Dr. Sarnoff, “today, women and men desire and anticipate a natural look following surgery, nothing fake or plastic will do. Ultimately they want to look like themselves, only fresher and younger. AceLift™ has great appeal because of its natural results and limited downtime.”



Before

67-year-old woman before AceLift™



After

1 week after AceLift™

## DELAY, DELAY, DELAY

Don't misunderstand; Dr. Sarnoff firmly believes there is a time and place for facelifts and other plastic surgery. But when it comes to reversing the signs of an aging face, she thinks surgery should be postponed for as long as possible, until age 60 or so. And she believes you should plan on having the surgery just once in your lifetime. Her philosophy is simple: "One surgical procedure, one anatomical area, one lifetime." She is happy to report that this philosophy is catching on as many people are delaying facelift surgery for longer periods of time and opting for minimally invasive, non-surgical alternatives.

Dr. Sarnoff believes "we have such wonderful tools in our toolboxes today. We can make significant improvements on every region of the face without surgery, until someone presents with a turkey neck or severe sagging and jowls. That is a sign that they are ready for a surgical alteration."

## ACELIFT™

For those in need of wrinkle repair, volume enhancement and the ultimate in skin rejuvenation, AceLift™ delivers significant results. The technique is most popular with women in their 40s, 50s and early 60s, as an alternative to a facelift, but can even be used on those who had a surgical facelift in the past. "Instead of a second facelift, with the risk of creating the 'wind-tunnel' effect — an overpulled face that appears

gaunt — many of my patients opt for the AceLift™. AceLift™ is appropriate for people who are in need of more volume in their face and for those suffering from sun damage and wrinkles," says Dr. Sarnoff.

AceLift™ is a 90-minute treatment session that combines the use of multiple lasers (which target wrinkles, brown spots and broken vessels), injection of fillers (e.g., Juvéderm® and Radiesse®) and injectable modulators, such as Botox® as well as professional-strength, proprietary topical treatments. Results are visible almost immediately.

## "L" IS FOR LASER

At her Park Avenue office in New York City, Dr. Sarnoff's state-of-the-art laser technology eliminates sunspots, improves broken blood vessels and smoothes deep wrinkles. For example, to treat dark spots and hyperpigmentation caused by UV exposure, Dr. Sarnoff turns to her Q-switched alexandrite laser. "This type of laser emits light that is absorbed only by brown pigmentation, which is then destroyed. A pigment-specific laser can reverse years — even decades of sun damage. As we age, broken blood vessels also make their appearance, particularly as our skin thins. Pulsed dye lasers target these blood vessels and intense pulsed light can greatly improve a ruddy complexion," says Dr. Sarnoff.

Some lasers also stimulate the production of your skin's own collagen and elastin.



Dr. Sarnoff uses the SmartXide DOT™, which gently vaporizes the skin in a “polka dot” pattern, sparing the bridges of normal skin that lie in between the areas that are “zapped” by the laser. According to Dr. Sarnoff, “the bridges of skin that remain untouched by the laser are the key to rapid healing, because the entire epidermis is not ablated by the laser. This remarkable procedure stimulates your skin to produce fresh collagen and as a result, new rejuvenated skin is born.”

## “I” IS FOR INJECTABLE MODULATORS

The injection of neuromodulators, such as Botox and Dysport™, remains the gold standard for treating dynamic lines and wrinkles. The most commonly treated areas are the moderate-to-severe frown lines between the brows. Dr. Sarnoff also uses injectable modulators off-label (a common and legal practice) on areas around the chin, forehead, and to temporarily weaken the muscle around the mouth, which like loosening a purse string, produces a gentler, more relaxed appearance.

## “F” IS FOR FILLERS

“Restoring lost volume to the face can take up to 10 years off your appearance,” notes Dr. Sarnoff. Dr. Sarnoff uses a customized approach to inject hyaluronic acid fillers, such as Restylane®, Juvéderm®, Perlane® and Belotero®. Since each filler has a different viscosity, Dr. Sarnoff determines which filler is the most appropriate for each part of the face. “One patient recently told me that ‘the mother of the bride just got a facelift. I’m the mother of the groom — I have limited time, limited funds, and looking almost 10 years younger without going under the knife is good enough for me — I’ll take it,’” says Dr. Sarnoff.

In addition to hyaluronic acid fillers, Dr. Sarnoff uses FDA-approved fillers, such as Sculptra® and Radiesse®, which stimulate the dermis to produce its own collagen, “If you were not born with great bone structure, these types of fillers are especially effective for building up the cheeks and sculpting a more contoured jawline,” says Dr. Sarnoff.

To a large degree, injecting filler is an art form. Dr. Sarnoff explains to her patients, some of whom may be disappointed with results of fillers they received elsewhere in the past, that “ultimately, it’s not so much the choice of filler — the

substance one selects to have injected, as it is the choice of the right ‘filler’ — the person who has the most experience, an artistic eye and a track record for delivering great results.”

## “T” IS FOR TOPICALS

An undeniably important aspect of AceLift™ is Dr. Sarnoff’s proprietary line of skincare products, formulated with vitamins A, C and E, which are rich in antioxidants and emollients to rejuvenate the skin. Dr. Sarnoff reveals that it was strictly serendipity that led to the creation of her signature topical serum: “For many years I had been giving my patients a specially compounded formulation to promote rapid healing and produce collagen after they had laser treatment. One day, a woman was given the serum at her pre-laser visit, not realizing it was to be used for post-operative healing. Instead, she started using it right away. The next month she called to cancel her laser treatment because of her ‘remarkable’ improvement from the serum!” This marked the birth of Dr. Sarnoff’s first exclusive skincare product, which soon expanded to the full AceLift™ skincare line.

## ACELIFT™ ACES A FACELIFT

AceLift™ combines **L**asers, **I**njectables, **F**illers and **T**opicals synergistically to jumpstart and maintain facial rejuvenation. It truly is a viable alternative to a facelift. In the words of Dr. Sarnoff, “in many ways, AceLift™ ‘aces’ a surgical facelift. Who wouldn’t want to look 9 years younger in only 90 minutes? I love it when my patients tell me ‘I saw so-and-so yesterday who came to your office about a month ago — she looked incredible — I’ll have what she’s having!’” ❖

**Dr. Deborah Sarnoff is a board-certified dermatologist with offices in Manhattan and Long Island. Clinical Professor of Dermatology at NYU/Langone Medical Center, Dr. Sarnoff was named one of the “Best Doctors in New York” by *New York Magazine*; a “Top Doctor” in America and the NY metro area by Castle Connolly Medical Ltd; and has been featured on national TV programs such as “Dateline,” “Nightline,” “The View,” “Extra,” “20/20” “The Doctors” and “Dr. Oz.” For more information, visit [www.cosmetiqueMD.com](http://www.cosmetiqueMD.com) or call 212.794.4000 or 516.484.9000.**