











Minimum Lift... Maximum Results!





You may not be ready for a total face-lift-no, not for ages!-

but you might want to consider the newest plasticsurgery technique for early facial rejuvenation: submalar augmentation, which lifts and plumps out sagging midcheek area (first section of face to show signs of aging). Performed under local anesthetic on an outpatient basis, submalar augmentation costs much less than a full face-lift and takes less than an hour. Surgery involves a small incision inside the mouth at top of gum, through which a silicone implant is inserted and positioned just below cheekbone. Facial tissue soon surrounds the implant, keeping it firmly anchored in place. The procedure—about five years old was developed by William Binder, M.D., of Los Angeles, and is now offered by plastic surgeons across the country. (Top and center photos, showing results of this minilift, are from the clinical files of Geoffrey Tobias, attending surgeon at Mount Sinai Hospital, in New York City; bottom photos from Dr. Binder.)