

**There's a new face
to plastic surgery**
*Higher cheeks and fatter lips
bring lift without the cost*



*Tina Johnson, 23,
a Torrance model,
said she had
"nothing" as far as
cheekbones were
concerned before
undergoing plastic
surgery, right.*



NEW FACE for plastic surgery

*Submalar implants giving
people a low-cost lift in life*

Before



Darlene Waggoner, 42, of Westwood had soft, silicone implants inserted below her

cheekbones to give her a rounder, softer, more youthful look for less than \$3,000.



*Johnson had
submalar implants
done to help her
professionally, and
says her new look,
left, got her on the
cover of Glamour
Girls calendar.*

After



Stories by Diana Chapman
STAFF WRITER

As a facial and body masseuse, Darlene Waggoner could begin to feel stress in her face. The constant bending in her job had aged her. She looked haggard, depressed. Her cheeks had begun to sink in.

Soon after, 42-year-old Waggoner was out shopping for a surgeon to rid herself of her aged, pinched look. One doctor suggested she needed a face lift, breast implants and liposuction. "By the time he was through with me, I would have looked as plastic as my credit card," she said.

But just this past January, Waggoner, a Westwood resident, found what she believes is the solution to help her age gracefully — without a face lift. Instead, she had soft, silicone implants inserted below her cheekbones to give her a rounder, softer, more youthful look.

\$1,500 to \$2,500

The procedure, called submalar augmentation, takes about 45 minutes, costs \$1,500 to \$2,500 and is reversible if patients don't appreciate their new appearance, said Dr. William Binder, a Los Angeles surgeon who created the technique.

Cost of a face lift in the Los Angeles-Beverly Hills area usually starts around \$5,000, said Binder, a head and neck surgeon who does facial plastic surgery.

"What (submalar augmentation) does is just restores the appearance of increased soft tissues," said Binder, an assistant clinical professor at UCLA in the Department of Head and Neck Surgery. "It's a very simple procedure. There are really no negatives. The happiest patients in my practice are the ones I do this procedure on."

But so far, professional reaction to submalar augmentation is mixed. Some in the profession believe