6A INSTORIES 7



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Author's ***Note***

As a physician working at the intersection of science, art, and aging, I've spent years helping patients understand not just how the face changes—but *why*. And more importantly, what we can do about it.



This guide was created to help you navigate the sometimes, confusing world of facial rejuvenation. It's not about trends or fads. It's about understanding the anatomy of aging, the tools we now have to restore and enhance, and how to make safe, informed choices that reflect your goals—not someone else's idea of beauty.

Whether you're noticing subtle changes or considering a more transformative approach, I hope this resource empowers you to take your next step with confidence.

Warmly,

Dr. Willem Gouws MBChB, CCFP (FPA)
Medical Director and founder of Lift Medical Esthetics
Board-Certified in Family and Aesthetic Medicine

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Introduction

We're so glad ***you're here.***

If you're reading this, chances are you've noticed changes in your lower face—perhaps a softer jawline, deeper marionette lines, or a heaviness beneath your chin that wasn't there before. These changes are incredibly common and natural with age, but that doesn't mean you have to live with them.

This guide was created to help you make informed, confident decisions about your treatment options. Whether you're exploring your first aesthetic treatment or looking for more advanced, natural-looking solutions, this e-book will walk you through:

- **Why the lower face tends to age earlier and more noticeably**
- **What options are available—from traditional methods to the latest technology**
- **How cutting-edge treatments like biostimulators and QuantumRF work**
- **Why combination therapy can deliver longer-lasting, more harmonious results**

You'll also learn what to expect from your consultation, how to avoid common pitfalls, and how to choose the right approach for your facial structure and goals.

At our clinic, we believe in science-backed treatments, personalized plans, and results that enhance—never overpower—your natural beauty.

Let's dive into the world of modern facial rejuvenation.

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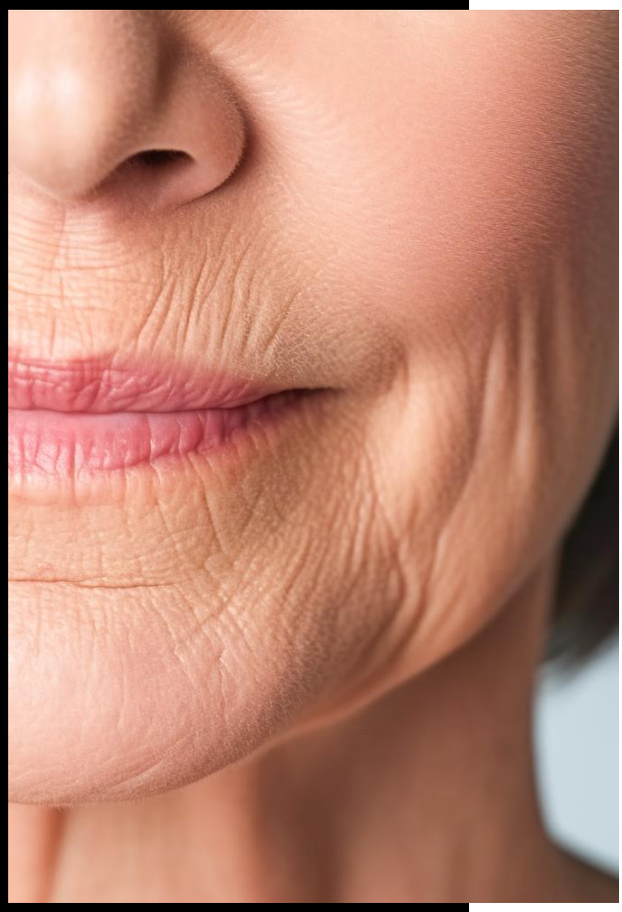
Chapter 1

The Anatomy of Aging
*Why the **Lower Face Changes***

Have you ever looked in the mirror ***and wondered***



Have you ever looked in the mirror and wondered, “Why do I look tired or heavier, even when I feel fine?” You’re not alone. The lower face—especially around the jawline, mouth, and chin—is one of the first areas to show visible signs of aging.

But what’s really going on beneath the surface?

Your Facial Structure Is Shifting

As we age, several changes happen simultaneously:

- **Bone loss** occurs in the jaw and cheekbones, which weakens structural support.
- **Fat pads** that once gave youthful volume begin to shift and descend.
- **Ligaments** that hold facial tissues in place become lax.
- **Skin** becomes thinner and loses elasticity due to collagen decline.

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These changes combine to ***create common concerns like***:



Why the lower face is ***so tricky?***

Unlike the upper face, which responds well to simple muscle relaxers (like Botox), the lower face is structurally complex. It involves:

- Dynamic movement from talking and chewing
- Multiple layers of tissue and fat
- Support from deeper facial ligaments

This complexity means surface-level treatments often fall short unless the underlying structural issues are addressed.

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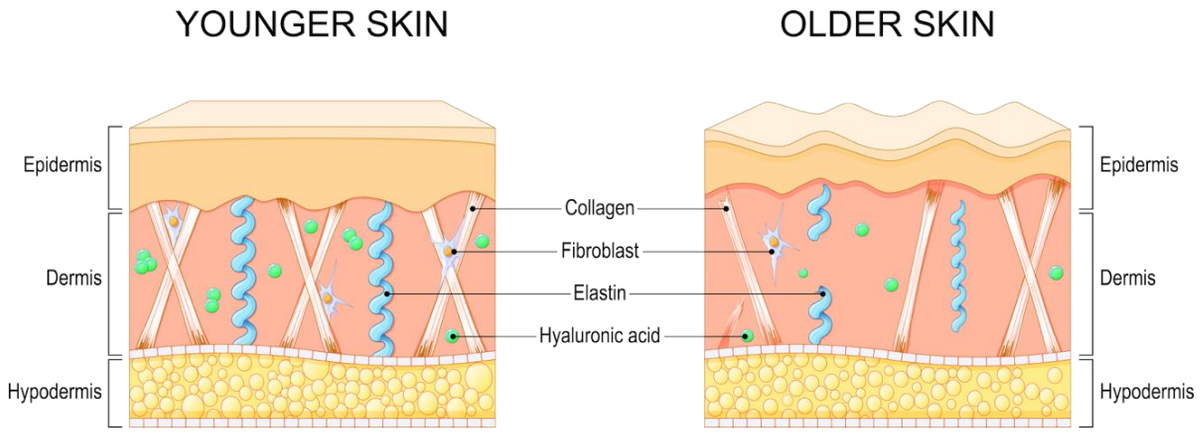
The Role of ***Collagen Loss***

Starting in your late 20s, your body gradually produces less collagen each year. Collagen is what keeps your skin firm, smooth, and resilient. When collagen declines:



- Skin becomes thinner and more prone to sagging
- Wrinkles and folds become more noticeable
- Healing and regeneration slow down

That's why treatments that **stimulate collagen production** (like biostimulators and radiofrequency) can have a longer-lasting and more natural effect.

Key ***Takeaway***

Understanding why your face is changing helps you choose treatments that go beyond quick fixes. Instead of simply filling lines or tightening skin temporarily, modern strategies focus on **restoring structure**, **stimulating regeneration**, and **supporting long-term facial harmony.**

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Chapter 2

Traditional Treatments
What Works and What Doesn't

For years, the go-to solutions for lower face aging have included **dermal fillers**, **Botox**, and even **surgery**. While these options can be effective in the right context, they each come with limitations, especially when it comes to the structural and complex nature of the lower face.

Let's explore what these traditional treatments can (and can't) do.



1. Botox ***and Neuromodulators***

How it works:

Botox, along with similar products like Dysport or Nuceiva, works by relaxing specific muscles that contribute to wrinkles and sagging. While it's most famously used in the upper face, skilled injectors can also achieve **impressive results in the lower face and neck** when used thoughtfully.

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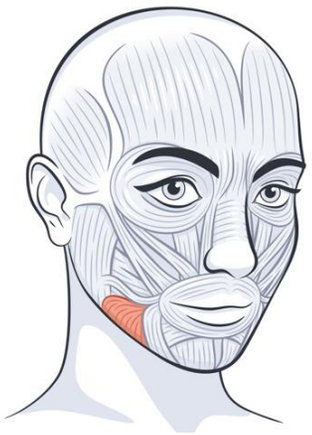
*Where it helps in the **lower face:***



Nefertiti *Lift*

By relaxing the **platysma** (a muscle that pulls the jawline downward), Botox can help create a **more defined and lifted jawline**.



Marionette lines *and downturned mouth*

Small doses can relax muscles that pull the corners of the mouth downward.



Chin dimpling *and pebble chin*

Treating the mentalis muscle can smooth the chin and improve contour.

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Benefits

Non-invasive with no downtime

Can subtly lift and contour when combined with other treatments

Works well as a preventative and corrective option

Limitations

The lower face contains muscles involved in speaking, chewing, and expressing emotion—so precision is critical

It cannot address volume loss or skin laxity on its own

Bottom line

Botox is a powerful tool for facial rejuvenation—including the lower face—**when used strategically and conservatively.** It's often even more effective when paired with structural support from other treatments.

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2. Dermal *Fillers*

How *they work:*

Dermal fillers are gel-like substances—most commonly made of **hyaluronic acid (HA)**—that are injected beneath the skin to restore lost volume, enhance facial contours, and smooth out wrinkles. In the lower face, they are often used to:

- Fill **marionette lines** (the vertical lines running from the corners of the mouth to the chin)
- Improve **jawline definition**
- Correct volume loss in the **chin**, **pre-jowl sulcus**, or **mandibular angle**
- Balance facial proportions and improve symmetry

Benefits

Immediate Results

Patients typically walk out of their appointment with visible improvement.

Customizable

Filler type, depth, and placement can be tailored to your unique facial anatomy and aesthetic goals.

Reversible

Most HA fillers can be dissolved with an enzyme called hyaluronidase, making it a safe and flexible option.

Minimally Invasive

Treatments are quick, require no incisions, and have minimal downtime

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Advanced *filler techniques*

Experienced injectors

often use strategic placement to:

- ***Reinforce*** key structural areas, such as the chin and mandibular angle, providing lift and support
- **Blend** transitions between facial zones to soften shadows and reduce the appearance of sagging
- **Camouflage early jowling** by balancing volume loss in the lower face

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Limitations ***to be aware of:***

Overfilling ***Risk***

In the lower face, especially, too much filler—or filler placed in the wrong layer—can **weigh down the tissue**, making jowls and heaviness worse rather than better.

Does not Improve Skin Quality
HA fillers add volume but do not stimulate collagen or improve laxity.

Temporary ***Result***

Most HA fillers last between **6 to 12 months**, depending on the product and the treatment area.

Less Effective for Advanced Ageing

When skin and tissue descent are significant, filler alone may not achieve satisfying results and may need to be combined with other modalities.

The evolving ***role of fillers:***

In the past, fillers were often overused in an attempt to “lift” or “fill away” aging signs. Today, the best outcomes come from **judicious, anatomically aware use**, often combined with **collagen-stimulating treatments** like biostimulators or skin-tightening technologies like **radiofrequency**.

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Bottom ***Line:***

Dermal fillers are a powerful tool when used correctly. They're ideal for **restoring volume and contour**, especially in early to moderate aging. However, for long-term rejuvenation that improves skin quality and structure, combining fillers with regenerative treatments often delivers the most natural and lasting results.

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Chapter 3

Enter Biostimulators

A ***Smarter Approach to Rejuvenation***

What if you could restore youthful volume, improve skin quality, and lift sagging—**without overfilling** or surgery?

That's the promise of **biostimulators**—an advanced category of injectable treatments that work **with your body**, not just on it. Unlike traditional fillers that simply occupy space, biostimulators **stimulate your own collagen production**, helping to rebuild the underlying structure of your face gradually and naturally.



What Are ***Biostimulators?***

Biostimulators are injectable substances that trigger a controlled regenerative response in the skin and soft tissues. The result? Long-term improvement in **firmness, texture, volume, and support.**

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There are several types, ***including:***

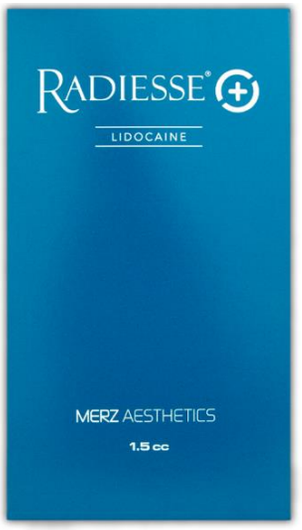
• Sculptra®

(Poly-L-Lactic Acid)



Gradually restores volume and improves skin texture over several months. Especially effective in large, diffuse areas like the cheeks, jawline, and temples

• Radiesse®



(Calcium Hydroxylapatite)

Offers both immediate structure and long-term collagen stimulation. Ideal for lower face contouring, jawline definition, and improving skin density.

• Bellafill®

(PMMA microspheres)



A long-lasting collagen stimulator that creates a permanent scaffold for your body's collagen. Great for deep structural support and long-term correction of volume loss and acne scars.

Each product works slightly differently, and the right one is chosen based on your goals, skin type, and facial anatomy.

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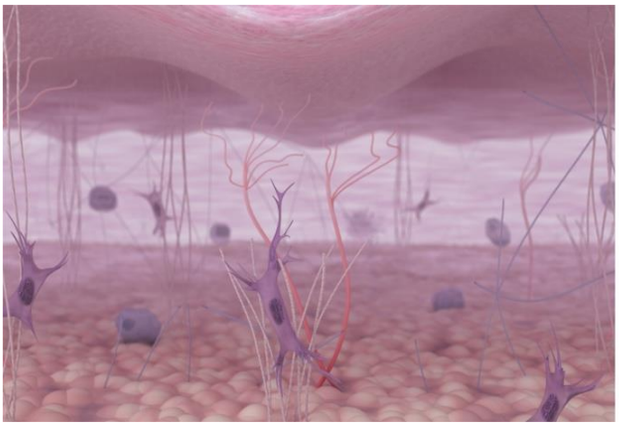
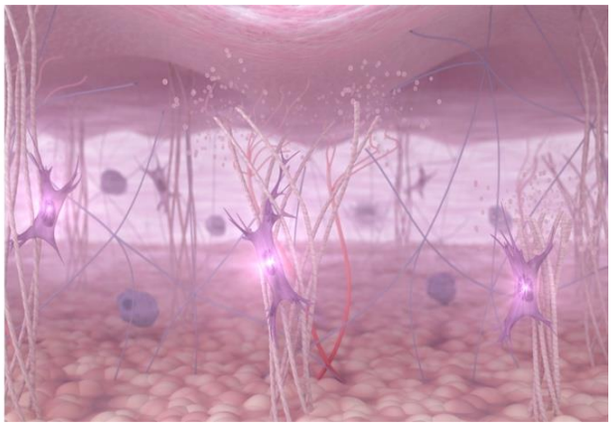
How Do ***Biostimulators Work?***

After being injected into specific areas, biostimulators:

1. Activate fibroblasts – the cells responsible for producing collagen and elastin

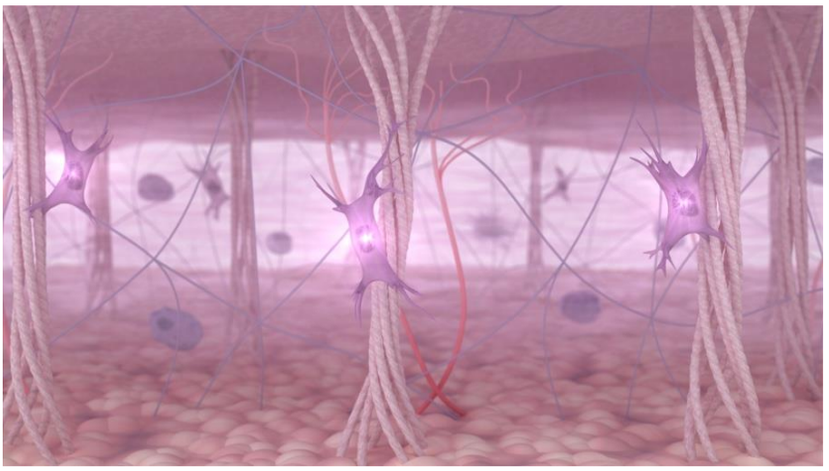


Aged skin with loss of collagen



Reactivation of fibroblasts to create new collagen

2. Encourage gradual tissue remodeling – improving firmness and restoring volume over time



New Collagen supports the skin

3. Support skin architecture – reinforcing areas that have weakened due to aging or bone loss

This regenerative process unfolds **gradually over weeks to months**, resulting in **natural, subtle, and long-lasting improvements**.

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What Makes Biostimulators **Different from Fillers?**

Rather than chasing shadows or folds, biostimulators **rebuild the deeper support system**, reducing the appearance of jowls, sagging, and marionette lines by restoring tissue integrity from within.

Feature	Biostimulators	Traditional Fillers
Main function	Collagen stimulation	Volume replacement
Longevity	1–5+ years depending on product	6–12 months typically
Results	Gradual and natural	Immediate but temporary
Effect on skin quality	Improves	None
Best for	Long-term structure and lift	Quick volume correction

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Ideal Treatment Areas for ***Biostimulators***

- **Jawline and lower face** (support and lift)
- **Pre-jowl sulcus** (to soften the appearance of jowls)
- **Marionette lines**
- **Midface and temples** (for global volume restoration)
- **Chin and mandibular angle** (to redefine facial shape)
- **Neck and décolletage** (for skin quality improvement)

What to ***Expect***

- **Results appear gradually**: Most people see improvements beginning after 4–6 weeks, with peak collagen production at 3–6 months.
- **Minimal downtime**: You may have minor swelling or bruising after injection.
- **Number of sessions**: Often 1–3 sessions spaced weeks apart, depending on the product and desired results.
- **Long-lasting outcomes**: Results can last **12 months to over 5 years**, depending on the product and treatment plan.

Key ***Takeaway:***

Biostimulators are not just a trend—they represent a **shift toward regenerative aesthetics**, where we focus on restoring the health and structure of your skin rather than simply filling lines.

For patients seeking **natural-looking, long-lasting results**, especially in the lower face, biostimulators offer an elegant, evidence-based solution that works in harmony with your body's biology.

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Chapter 4

Radiofrequency (RF) ***Treatments Tighten, Sculpt, Restore***

While loss of volume contributes to facial aging, one of the biggest—and most frustrating—culprits is **skin laxity**. As collagen breaks down and elastin fibers weaken, the skin loses its snap and firmness.

The result? Sagging along the jawline, under the chin, and even in the neck.

While surgery was once the only option for lifting and tightening, **radiofrequency (RF) energy** now offers a **powerful, non-surgical way to restore firmness and contour**—stimulating your body to rebuild what time has worn away.



Let's explore how RF works—and how **QuantumRF** and **Morpheus8** are transforming the field.

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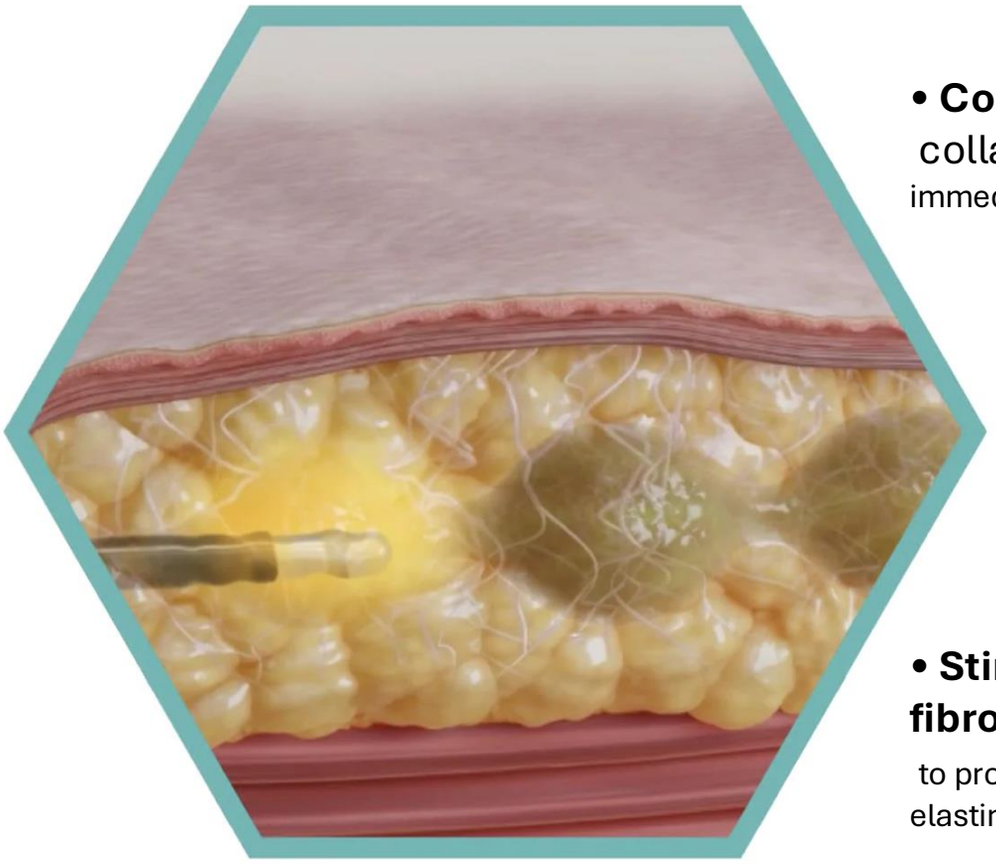
What Is ***Radiofrequency (RF) Energy?***

RF uses safe, controlled heat to penetrate beneath the surface of your skin. This heat:



- **Contracts** collagen fibers for immediate tightening
- **Stimulates fibroblasts** to produce new collagen and elastin
- **Targets** subdermal fat to refine contours and reduce heaviness

The result is firmer, smoother, and more sculpted skin - **without surgery or downtime.**

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QuantumRF: *High-Powered Single-Session Results*

QuantumRF is a next-generation, **high-intensity RF platform** designed for **deep tissue heating and tightening**. It delivers focused thermal energy at a greater depth and intensity than traditional RF or microneedling devices—offering **surgical-level results without surgery**.



There are two specialized handpieces:

Quantum10 (Face)

- Melts submental fat
- Tightens loose skin around the jawline and jowls
- Smooths marionette lines
- Improves overall facial contour and structure

Quantum25 (Body)

- Reduces stubborn fat and cellulite
- Tightens crepey or sagging skin on thighs, buttocks, arms, or abdomen
- Smooths and firms post-weight loss or post-pregnancy skin

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Key Benefits of ***QuantumRF:***

- Aggressive tissue remodeling with visible results after one session
- Minimal downtime (1–3 days of swelling or redness)
- Performed in-office with topical or injectable anesthesia
- Safe for all skin types, with real-time temperature monitoring

QuantumRF is ideal for patients who want a **powerful, one-and-done approach** to tightening and sculpting without going under the knife.

Morpheus8: ***Gentle RF Microneedling Over Time***

Morpheus8 combines **fractional microneedling** with **radiofrequency energy**. Tiny needles create micro-injuries in the skin while delivering heat to the dermis, stimulating collagen production in a more **gradual and surface-focused** way.



Best suited for:

- **Mild to moderate laxity**
- **Skin texture and acne scarring**
- **Patients preferring less aggressive approaches**

Key Considerations:

- Requires a **series of 3–6 treatments** for optimal results
- Typically has **less downtime per session**, but a longer total treatment course
- Best for superficial tightening and texture improvement
- May not provide the same level of deep structural change as QuantumRF

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Who Is the Right Candidate for ***RF-Based Rejuvenation?***

You may benefit from RF-based tightening if you:
- Have sagging skin under the chin or along the jawline
- Are noticing early jowls or heaviness in the lower face
- Want visible results without surgery
- Prefer collagen-boosting, regenerative treatments

QuantumRF ***is perfect for:***

- People seeking **visible lift and contouring in a single session**
- Great for people with more subcutaneous tissue
- Patients with **moderate to advanced laxity** or fat under the chin
- Those who want **a stronger result** than what microneedling or light RF can offer

Morpheus8 ***is ideal for:***

- People with **early signs of aging** or mild skin laxity
- Those concerned with **fine lines, pores, or acne scars**
- Patients looking for **progressive improvement with less downtime per session**

What to Expect **with *QuantumRF***

- **Procedure time**: 30–60 minutes per area
- **Recovery**: Mild swelling, warmth, or redness for 1–3 days
- **Pain level**: Comfortable with local anesthesia and mild analgesia
- **Results**: Visible within 1-4 weeks, with continued collagen remodeling for up to 6 months

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Key ***Takeaway:***

QuantumRF is the **most advanced non-surgical tightening option available today**—ideal for patients who want a single, powerful session that delivers visible results. It outperforms traditional RF and microneedling in depth, intensity, and efficiency.

While **Morpheus8** still has a place for improving skin texture and mild laxity, **QuantumRF sets a new standard** in non-invasive lower face and body rejuvenation.

Paired with biostimulators, QuantumRF becomes part of a **comprehensive treatment strategy** to lift, tighten, and restore your face's youthful structure—naturally.



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Chapter 5

Thread Lifting
*Instant **Lift Without Surgery***

As we age, one of the most frustrating changes is the gradual sagging of the midface, jawline, and neck.

You may still have good skin quality, but gravity has taken hold—and fillers or skin tightening alone might not be enough.

For those not ready for a surgical facelift but seeking real lift and definition, thread lifting offers a unique, minimally invasive solution.



What Is a *Thread Lift?*

A thread lift uses **dissolvable, barbed sutures** placed beneath the skin to:

- **Lift sagging tissue** immediately
- **Reposition facial contours** (like jowls or nasolabial folds)
- **Stimulate natural collagen production** over time

The threads are made from safe, absorbable materials such as **PDO (polydioxanone)** or **PLLA (poly-L-lactic acid)**—the same substances used in surgical sutures.

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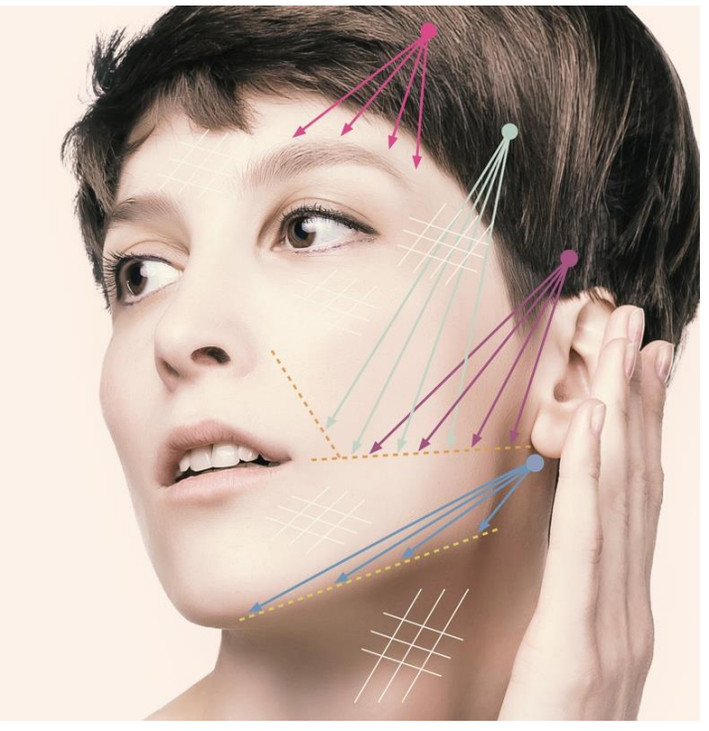
*How Does **It Work?***

1. Threads are inserted into the subdermal layer through tiny entry points.
2. Once in place, the threads **grip and reposition** sagging skin.
3. Over the next few months, the body produces **collagen around the threads**, adding support and firmness.

The threads gradually dissolve over 6–12 months, but the lifting and collagen-stimulating effects can last up to **12–18 months** or more, depending on the individual

What Can Thread ***Lifting Improve?***

- Mild to moderate **jowls**
- **Under-chin sagging** and fullness
- **Nasolabial folds** and **marionette lines**
- **Jawline definition**
- Mild **midface descent** (flattened cheeks)



Who Is a ***Good Candidate?***

Thread lifts are ideal for patients who:

- Are noticing **early to moderate facial sagging**
- Have good skin quality but **mild structural descent**
- Want a **non-surgical, in-office treatment**
- Prefer **instant but natural-looking results**

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It is ***not ideal for:***

- Severe skin laxity
- Very thin or extremely loose skin
- Unrealistic expectations (it's not a surgical facelift substitute)

What to ***Expect:***

- **Treatment time**: 45–60 minutes
- **Anesthesia**: Local numbing is used; no general anesthesia needed
- **Recovery**: Mild swelling, bruising, or puckering may occur; most patients return to normal activities within a few days
- **Results**: Instant lifting effect, with ongoing improvement over several months

Can Threads Be Combined with ***Other Treatments?***

Yes—**thread lifting works best as part of a comprehensive rejuvenation plan**.

The Secret to Stunning Results? ***The Right Mix.***

For example:

- Pair with **QuantumRF** to tighten skin and reduce fat before lifting
- Combine with **biostimulators** to restore deeper support
- Use **Botox** to relax downward-pulling muscles, enhancing the lift

This combination approach not only lifts—but **holds the lift**—with long-term tissue support and collagen regeneration.

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Benefits of ***Thread Lifting***

- **Instant lift** with no incisions
- **In-office procedure** with local anesthesia
- **Stimulates collagen** for ongoing improvement
- **Minimal downtime**
- **Customizable** based on your facial anatomy and goals

Key ***Takeaway:***

Thread lifting offers a **bridge between non-invasive treatments and surgery**—providing a visible lift, improved contour, and a refreshed appearance in under an hour. When combined with regenerative therapies like biostimulators and RF tightening, threads can deliver powerful, layered results that look completely natural.

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Chapter 6

Why Combination Therapy ***Gets the Best Results***

Facial aging isn't a single problem—it's a multi-layered process. You lose **bone support**, **fat volume**, **collagen**, and **skin elasticity**, often all at once. That's why no one treatment alone can fully restore a youthful, natural appearance.

Instead, the best outcomes come from **strategically combining complementary treatments** that target different layers of the face. This modern approach—often called **combination therapy**—allows us to:

- Lift sagging tissue
- Rebuild lost structure
- Tighten loose skin
- Improve skin quality and firmness

1. Addressing Each Layer of Aging

By layering therapies that address each level, we create a **natural and long-lasting transformation.**

Facial Layer	Concern	Best Solution
Bone loss	Structural collapse, flattening	Biostimulators
Fat pad shifting	Jowls, hollowness	Biostimulators or filler
Skin laxity	Sagging, fine lines	RF (QuantumRF), thread lift
Poor skin quality	Crepiness, dullness	RF, collagen induction
Muscle pull	Downturned mouth, bands	Botox (e.g., Nefertiti lift)

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2. The Role of Thread Lifting

***Thread* lifts** use dissolvable, barbed threads placed under the skin to **lift and reposition sagging tissue**, especially in the midface, jawline, and neck. They offer an **immediate lifting effect**, along with **collagen stimulation** over time.

Key *benefits:*

- Instant lift without surgery
- Enhances jawline definition and lifts jowls
- Can be combined with RF or biostimulators for added structure
- Threads dissolve over 6–12 months, but collagen benefits can last longer

Limitations:

- Not a replacement for a surgical facelift
- Best for **mild to moderate laxity**
- Some swelling, bruising, or puckering may occur initially

***When* combined with RF and biostimulators**, threads help "hold the lift" while deeper structural improvements take place. Think of them as the scaffolding while your body rebuilds the foundation.

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3. Biostimulators + QuantumRF:

Deep Regeneration

- ***Biostimulators*** ***(like Sculptra, Radiesse, or Bellafill)*** ***restore*** volume and stimulate collagen in the deeper layers
- ***QuantumRF*** applies intense heat to tighten skin and reduce fat under the chin or jawline

Together, they address both **structure** and **skin**—rebuilding facial support and improving tone.

4. When to Add ***Fillers or Botox***

Small amounts of:

- ***Botox*** in the platysma or DAO muscles (for a Nefertiti lift)
- ***Hyaluronic*** **acid fillers** for fine-tuning lips, chin, or smile lines

can enhance the effects of thread lifting and biostimulation by softening dynamic lines or adding subtle contour.

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5. Customized Combination

= ***Natural Results***

Because aging is unique to each face, **so is your treatment plan**. After assessing your facial structure, skin quality, and goals, your provider might recommend:

- **QuantumRF** for tightening and fat reduction
- **Biostimulators** for long-term collagen support
- **Thread lifting** for immediate elevation
- **Botox or fillers** for refinement and symmetry

These treatments are **layered strategically** over time for optimal safety and natural-looking results.

Key ***Takeaway:***

No single treatment can fix every sign of aging—but **combination therapy can**. By using the right tools for each layer—threads to lift, RF to tighten, biostimulators to rebuild, and neuromodulators to relax—we achieve results that are **natural, harmonious, and long-lasting**.

The next chapter will guide you through how your provider evaluates your face and designs a custom plan that's right for you.

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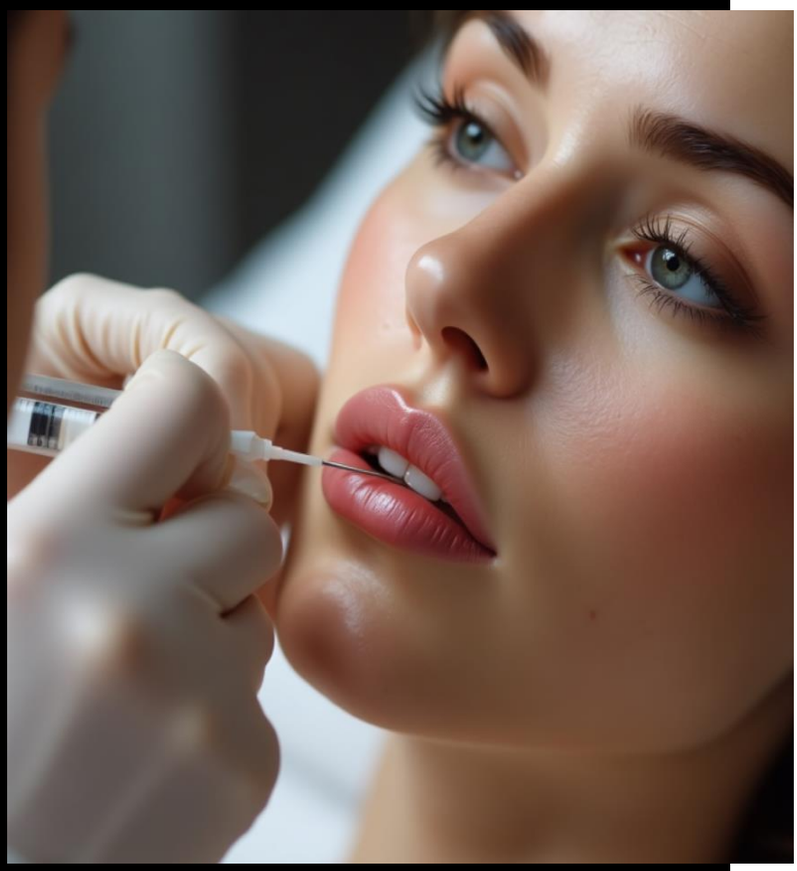
Chapter 7

Choosing the Right Treatment Plan *for You*

With so many treatment options available—biostimulators, radiofrequency, thread lifts, Botox, fillers—it's easy to feel overwhelmed. The truth is, **no two faces age the same way**, and no single treatment works for everyone.



That's why your journey should begin with a **personalized, professional consultation**, where your face is assessed holistically and a treatment plan is built around **your anatomy, your goals, and your timeline**.

In this chapter, we'll walk you through what that process looks like and how we build an effective, results-driven plan tailored just for you.

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1. Assessment: More Than Meets the Eye

A high-quality consultation involves more than just a quick look in the mirror. Your provider should assess:

- **Facial structure** and bone support
- **Volume** loss patterns
- **Fat pad** descent or asymmetry
- **Skin thickness**, laxity, and quality
- **Muscle activity** and how it contributes to aging (e.g., frowning, pulling, dimpling)
- **Your medical history**, lifestyle, and aesthetic goals

In some advanced practices, **ultrasound imaging** is also used to visualize filler placement, vessels, and tissue depth—improving both precision and safety.

2. Designing a Custom Plan

Based on your facial analysis and preferences, your provider will create a plan that may include:

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Collagen stimulation

• Using **biostimulators** like Sculptra, Radiesse, or Bellafill to restore lost structure and rebuild the foundation of the face

Skin tightening

• A single session of **QuantumRF** to lift, sculpt, and firm skin on the lower face and under the chin

Thread lifting

• To elevate sagging tissue and refine the jawline or cheeks with instant results

Neuromodulators (Botox)

• To soften downward muscle pull or address movement-related wrinkles (e.g., chin dimpling, marionette lines)

Filler refinement

• Small, strategic use of hyaluronic acid fillers (if needed) to contour lips, cheeks, or tear troughs

Each element is timed and layered over a few weeks or months to ensure optimal results, safety, and longevity.

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3. What a Great Treatment Plan Feels Like

You should feel:

- **Heard** — your goals, concerns, and budget are taken seriously
- **Informed** — you understand what each treatment does and why it's recommended
- **Confident** — knowing your plan is backed by science, experience, and personalized care
- **Excited** — not nervous, because you trust your provider and the process

4. The Value of a Phased Approach

Aging happens slowly, and **correction should too.** By spacing treatments and building gradually, we:

- Allow your body **time to respond** and regenerate
- **Avoid** overcorrection or puffiness
- Ensure natural, graceful results that **evolve beautifully over time**

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In many cases, the plan may look like this:

Phase	Goal	Treatment
1	Rebuild and lift	Biostimulators, QuantumRF, threads
2	Refine	Botox, small filler touch-ups
3	Maintain	Annual biostimulator boosters, RF maintenance, skin care

5. Cost, Timing, and Realistic Expectations

A personalized plan means **tailoring to your lifestyle, comfort, and investment level**. Your provider will:

• Give you clear pricing for each step

• Space out treatments to fit your schedule

• Explain what results to expect (and when)

True **facial rejuvenation is not a one-time event—it's a process.** But when done right, the results can last **years**, and often require only occasional maintenance.

The best facial rejuvenation plan doesn't start with a product—it starts with **you**. Your anatomy, aging pattern, and goals are the blueprint. Through personalized planning and thoughtful sequencing, you can achieve subtle, long-lasting results that feel true to who you are—refreshed, not altered.

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Next Step: Personalized Assessment

Lower face aging is highly individual. The most effective treatment plan depends on your bone structure, soft tissue support, and skin quality.

If you'd like to explore whether a combination approach (injectables, biostimulators, and/or energy-based tightening) is appropriate for you, you may request a private consultation with Dr. Willem Gouws.

👉 *Request a consultation via the secure form on our website.*

https://www.liftmedicalesthetics.com

If you choose to request a consultation, you may be contacted by email or SMS regarding your inquiry. Message frequency varies. You may opt out at any time.

***Consultations** available in Vancouver and Squamish. Availability varies by location.*

This approach may not be right for you if:

- You are looking for instant, dramatic changes without downtime or maintenance
- You prefer trend-based or influencer-style treatments
- You are not interested in a physician-led, anatomy-based plan

Our **focus** is natural, structural, and long-term facial rejuvenation.

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What to expect during your consultation:

- Facial anatomy assessment
- Discussion of goals and concerns
- Review of treatment options (no obligation)
- Safety and longevity considerations
- Transparent discussion of next steps

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Chapter 8

What to Ask Your Provider
Avoiding Common Mistakes

Choosing to invest in your appearance is a personal and empowering decision—but with so many providers, technologies, and marketing messages out there, it can also be confusing.

Unfortunately, not all treatments are created equal—and **not all providers prioritize safety, anatomy, and long-term results.**

This chapter will help you ask the right questions, spot red flags, and choose a provider who puts your best interest first.

1. Start with the Right Questions

A skilled, ethical provider won't just talk about what they can do—they'll also explain what you **don't need**, what **won't work for your face**, and what **the best sequence** of treatments would be.

Here are questions you should feel comfortable asking:

About the provider

• What is your training and experience in aesthetic medicine?

• Do you have advanced training in injectables, threads, or ultrasound-guided techniques?

• How often do you perform this specific treatment?

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About the treatment

• How does this treatment work?

• What layer of the face does it treat (skin, fat, muscle, bone)?

• How many sessions will I need?

• Is this the right choice for my concerns—or are there better options?

About safety

• What are the risks, and how are they managed?

• Do you use ultrasound for safety during injection?

• What do you do if a complication arises?

About results

• What kind of results can I realistically expect?

• How long will they last?

• Can I see before-and-after photos of similar patients?

2. Watch for Red Flags

Here are warning signs that a provider may not be offering evidence-based, patient-centered care:

- They offer “quick fixes” without discussing underlying causes
- They recommend large amounts of filler to “lift” without addressing structure or laxity
- They don’t explain how treatments work—or why you need them
- They push “package deals” without personalizing your plan
- They dismiss your concerns or make you feel rushed

You should never feel pressured. The best providers **educate, collaborate,** and **prioritize your long-term results over short-term sales.**

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3. The Importance of Facial Anatomy and Ultrasound Use

Today's most respected aesthetic practices rely on a **deep understanding of anatomy** and increasingly, **ultrasound technology** to:

• Visualize blood vessels, filler placement, and structural depth

• Reduce the risk of vascular complications

• Improve accuracy for threads, biostimulators, and RF depth targeting

If your provider is using ultrasound, it's a strong sign of **commitment to safety and excellence.**

4. Choosing the Right Partner in Your Aesthetic Journey

Facial rejuvenation is not a one-time fix—it's a **relationship.** Choose a provider who:

• Takes the time to understand your goals

• Offers you a phased, customized plan

• Has the clinical expertise to guide you safely and artistically

• Respects your preferences and budget

You deserve a treatment plan that **enhances your natural features,** preserves your identity, and prioritizes long-term skin and facial health.

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Key Takeaway:

The best outcomes start with **the right questions, the right plan, and the right provider**. Don't be afraid to advocate for yourself. When you understand the "why" behind each treatment—and partner with a skilled, ethical expert—you'll avoid common mistakes and achieve results that are truly worth your investment.
With that, you're ready to take the next step.

In the **Final Chapter,** we'll recap what you've learned and show you how to get started on your personalized rejuvenation journey—with confidence, clarity, and support.

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Conclusion

Your Journey to Rejuvenation Starts Here

You've taken the time to educate yourself—and that already sets you apart. Choosing to invest in your appearance is about more than vanity. It's about **feeling like the best version of yourself**—refreshed, confident, and aligned with how you feel inside.

Throughout this guide, you've learned that:

- **Facial aging is complex**, involving bone, fat, skin, and muscle
- No single treatment solves everything—**combination therapy** is key
- Technologies like **biostimulators, QuantumRF**, and **thread lifts** offer powerful, regenerative results
- A thoughtful, layered approach delivers **natural, long-lasting improvement**
- Choosing the **right provider** is just as important as choosing the right treatment

Whether you're noticing early changes or looking for a complete refresh, your treatment plan should be **tailored, strategic, and built for your anatomy and goals**—not someone else's.

You Deserve Results That Are:

✓ **Natural-looking**
✓ **Regenerative, not just temporary**
✓ **Safe, personalized, and medically sound**
✓ **Reflective of your inner vitality**

You don't need to chase trends, overfill, or settle for short-term fixes. With modern techniques and the right guidance, **you can age well, on your terms**—and look amazing doing it.

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Ready to Take the Next Step?

We invite you to book a **complimentary, no-pressure consultation** where we'll assess your facial anatomy, listen to your concerns, and create a personalized plan that aligns with your goals and timeline.

It's time to feel like yourself again—refreshed, lifted, and confident.

Dr.WILLEM GOUWS
LIFT MEDICAL ESTHETICS

(604) 389-8240

www.liftmedicalesthetics.com

Thank You ***for Reading***

We hope this guide has empowered you with clarity, confidence, and a deeper understanding of your options. The next step is simple—but powerful: **start the conversation**.

We'll be here to guide you, every step of the way.

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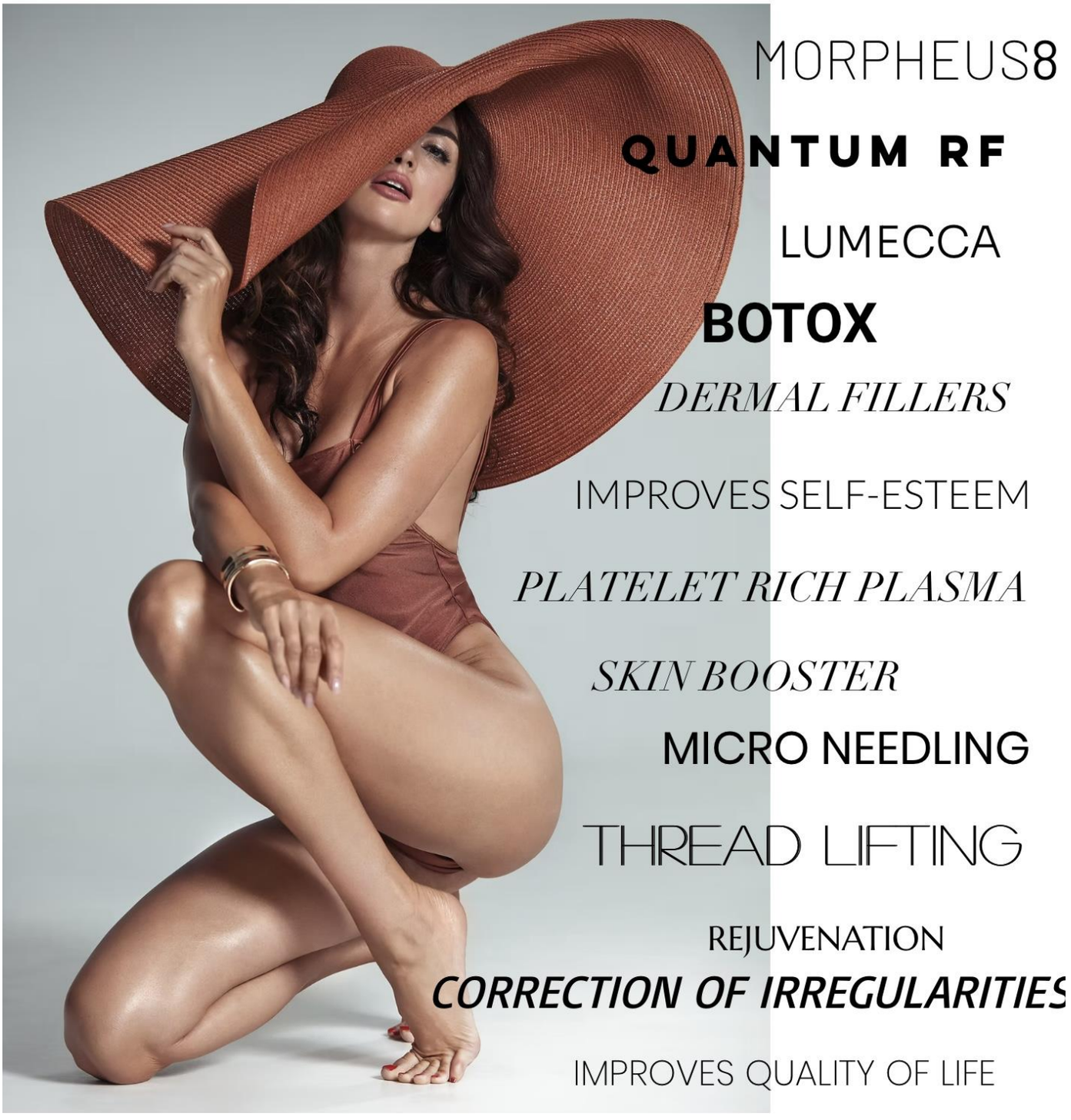
Know our *treatments*



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