

## What's this new treatment called "pillow face"? .....It's SubQ



It refers to the increasing popularity of injecting hyaluronic acid - a popular filler for lips and wrinkles - into the cheeks. This not only plumps out the planes of the face that are starting to sag, but at the same time lifts up a drooping jawline. Because hyaluronic acid is a naturally occurring, moisturising substance in the body, such injections also give skin a renewed dewy - or pillowy - look. Restylane pioneered the treatment - also known as volumising - with its SubQ, a thicker form of hyaluronic acid that is put right down at the bone for longer-lasting results. Celebrities have taken to it and are set to make it as mainstream as Botox now is. Just think of all those forty-plus-something who have suspiciously plump cheeks - Madonna is one prime example.

### **Sub-Q: Nonsurgical Cheek and Chin Implant in 30minutes!**

A full and well defined cheek, a nicely shaped chin and jaw line are both highly desirable features and hallmark of youthfulness. The process of aging unfortunately will cause a reduction in fullness and drooping of the cheek prominence. This is in fact one of the earlier signs of aging. It is not unusual to notice this in females in their early thirties.

Traditionally, all the procedures involved in restoring the fullness of cheek and chin involve some form of surgery. This includes fat injection (structural fat graft), cheek implant and mid-facelift. Whilst these surgical procedures are very effective, it is however not for everyone due to the invasive nature of the procedures,

Now, we can offer patient a fuller cheek and more defined chin with RESTYLANE SubQ.

RESTYLANE Sub-Q is the latest filler available in Australia. The New Restylane Sub Q is an innovative, non-surgical treatment to easily enhance facial

appearance by adding volume and create outstanding facial definition. Restylane SubQ is a clear gel based on hyaluronic acid. A simple injection of SubQ requires only minimal downtime (24 hours) and delivers the volume needed to achieve a smooth lift, with optimal results. The whole treatment takes approximately 30 minutes, and the beauty of it is, the improvement to the facial contours is immediate. overseas has The end result is a fuller cheek or chin, sharper feature and a refreshed, rejuvenated appearance without the tell-tale signs of surgery.

SubQ has been the most popular choice with numerous international celebrities in UK and Europe (where SubQ has been available for 5 yrs), keeping them constantly looking well tone and rejuvenated at all times.

Who will benefit from SubQ?

- Female in their late thirties who starts to show signs of mid facial aging with early flattening of cheek area.
- Younger patients who just want a fuller cheek or prominent chin who are not ready or not sure about a surgical cheek or chin implant.
- Female in their forties who are contemplating mid face and lower facelift but are not ready for the procedure.
- Women who have had facial surgery in the past who like to have some volume to the mid face but not wanting further surgery.

RESTITLANE SubQ can also be used as a filler to correct any minor deformity of the chin and jaw line. The main advantage of SubQ is its proven safety records, its ease of use, minimal downtime and its ability to provide a very natural, soft enhancement to the cheek and chin.