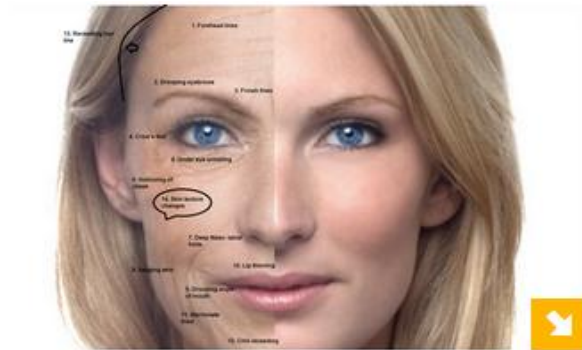




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Let's Face Facts, Aging Happens Like 0

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It happens to all of us. We will all age. Facial volume loss, one of the most visible signs of aging, begins in our 30s and results in enlarged eye sockets, sunken temples, eye bags, jowl formation and smile lines.

Celebrities have inspired women of all ages to turn to plastic surgery to address facial aging concerns. We see great results and want the same for our skin. But women far too often seek quick-fix solutions and don't realize that with the

proper education, they can save money, time and avoid having to go under the knife.

In the past, the ultimate facial rejuvenation treatment was a facelift. But taking an already gaunt face and pulling it tight can make a person look worse instead of better.

In my 20 years as a cosmetic physician, advancements in noninvasive (NO CUTTING, NO SURGERY) procedures have allowed me to address and correct the aging face in innovative ways – from fillers, collagen stimulators and tightening procedures – to help my patients find an alternative to plastic surgery. When you look at the statistics, more and more women are investing in noninvasive procedures. Why? Because the many options can completely replace the need for surgery.

So, how can you prevent facial volume loss? The key to youthful skin is to start early, regardless of gender. Be proactive when it comes to your face and skin maintenance. Begin facial rejuvenation treatments in your 30s and 40s. Noninvasive treatments can replace the need for a facelift (including the risks) and result in a natural, youthful appearance that often is assumed to be good genetics – and leads to aging gracefully. They also require minimal downtime or healing. Equally important, select an expert injector because expertise far outweighs the choice of fillers.

Key Information:

- According to the American Society for Aesthetic Plastic Surgery cosmetic procedures are on the rise with more than \$12 billion spent on procedures in the United States in 2013; more than \$5 billion of that was spent on nonsurgical procedures.
- Skin cell turnover slows down as we age. For 0-11 year olds, cell turnover occurs every three to five days. By age 15 to 25, this increases to 14 to 21 days; 25 to 45 years old to 28 to 45 days; 45 to 55 years old, 45 to 60 days and by 55 years old and up, 60 to 90 days.
- The most important preventative skincare is to start using sunscreen as a child, and to use it consistently – rain or shine.