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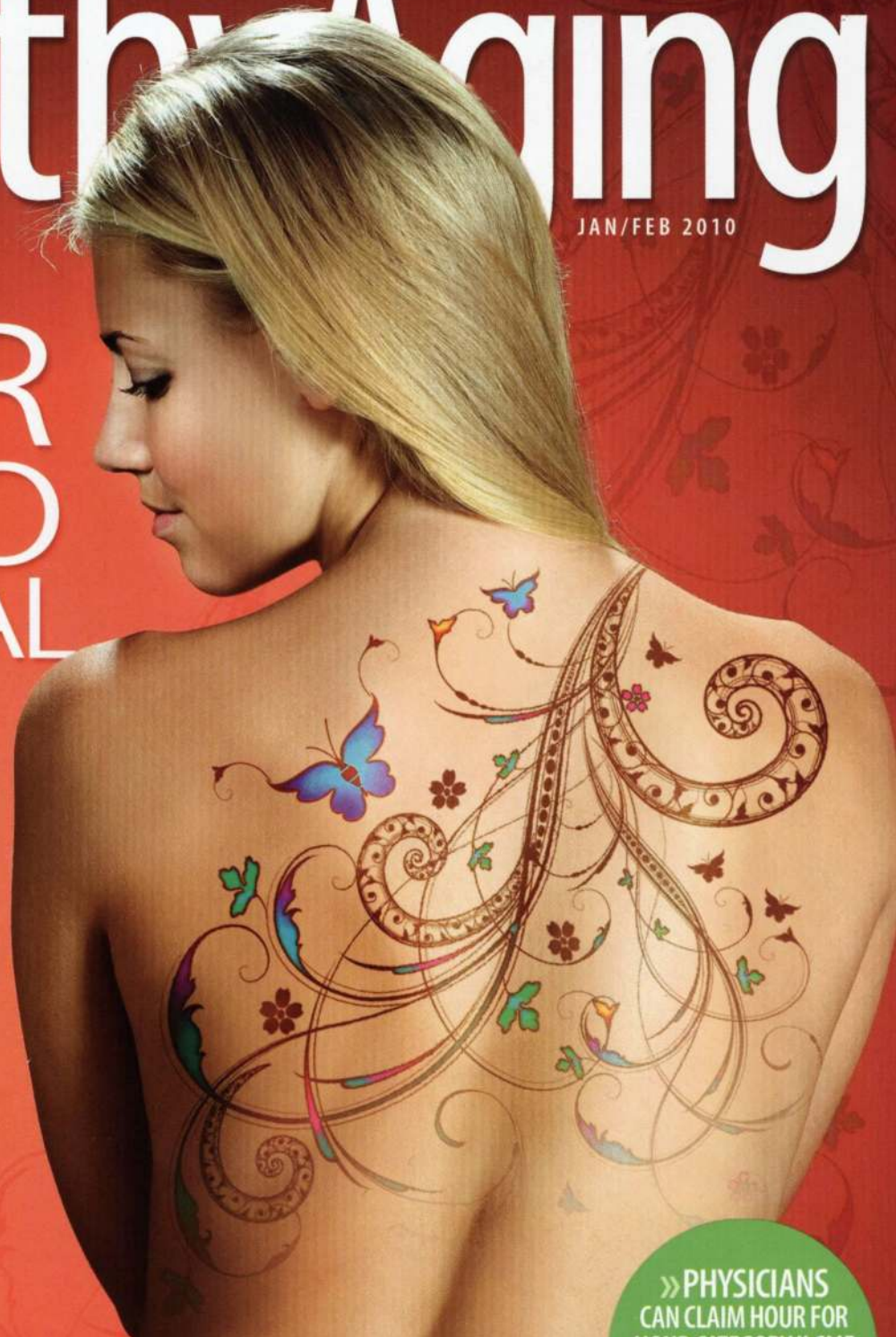
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ACCENTUATING EXPRESSION

Fillers can help to ensure the lips convey a range of feelings with signature youthful expression. **By Steven Dayan, MD**

THE LIPS ARE AN INCREDIBLY SENSITIVE part of the human body, and an important characterizing feature that defines and accentuates a woman's sexuality. Through the lips, love is expressed, communicated and experienced.

It's no wonder women spend so much time trying to beautify them. Luckily, fillers provide excellent options for accentuating and providing supple and full lips in a natural way. Most physicians use two specific types of hyaluronic acid (HA) fillers, Restylane and Juvederm for lip enhancement.

Historical Perspectives

The path to the product development of these two players emerged in 1981 with the introduction of collagen fillers. Zyderm, a bovine-originated collagen product, was the first FDA-approved filler for cosmetic purposes. It was approved for use in the folds and wrinkles of the face but quickly gained notoriety for its predictable and reliable use in the lips. In addition to its lip plumping qualities, collagen also had the benefit of a numbing agent, lidocaine, pre-mixed into the product, as well as an acceptable safety record.

For 20 years, collagen products grew in popularity and enjoyed a monopoly as the only fillers approved for cosmetic treatments.



PATIENTS WHO GET LIP INJECTIONS should see natural, more youthful results. These before and after photos show the subtle differences two months after an HA filler procedure. Photo Courtesy/Steven Dayan, MD

Downsides to collagen, however, included a 3 percent hypersensitivity reaction rate. Thus, patients had to get skin tests prior to treatment. Even so, upwards of 1 percent of people developed allergic reactions. And patients also had to return every three months for the same results—as the collagen only lasted 12 weeks.

The popularity of collagen injections grew steadily, peaking with more than a million annual injections¹ until 2003. That's when a new competitor came on the scene with the addition of HA and its FDA approval for the treatment of facial lines and folds.



» **STEVEN H. DAYAN, MD**, is a facial plastic surgeon who has achieved double board certification by both the American Board of Facial Plastic and Reconstructive Surgery and the American Board of Otolaryngology–Head and Neck Surgery. He is an international lecturer, a national physician educator and a pioneer in the research and development of plastic surgery technologies and techniques. **Disclosure:** Dr. Dayan indicates that he has been a paid consultant and has an ongoing relationship with Allergan, which manufactures a product mentioned in this article.