



Midface Augmentation

By Gregory D. Albert, M.D.

For most people, it starts in their fourth decade. Over time, the effects of gravity, sun exposure, heredity and the basic stresses of living are revealed in the face. For over seventy years men and women age 40 have routinely been seeking facelift procedures. Up until recently, plastic surgeons did not have the technology necessary to give younger patients modest, natural-looking midface correction with predictable results.

Many of my patients want more dramatic improvement than they can get from non-surgical treatments, but less than a traditional facelift. And to be frank, many do not need a full facelift. Hoping to fill this gap, I have turned to more advanced midface suspension procedures. This procedure is also referred to as a cheek lift, midface lift, or scarless facelift. It corrects sagging midface tissues by surgically repositioning them up to where they used to be. The result: a very natural, youthful facial rejuvenation.

This relatively new procedure utilizes advanced instruments including an endoscope, or camera that allows me to perform the surgery through very small incisions. As a matter of fact, the incision is completely hidden within the scalp, so there are absolutely no tell tale signs of the surgery. Through this tiny incision I can elevate the midface region while enhancing cheek volume and projection. My patients wind up having a

very soft and natural elevation of the cheek. There is absolutely no chance of having that stretched or wind blown look of some less advanced face lifts.

Another procedure that I have been utilizing to provide natural facial rejuvenation is cheek augmentation. As we age, we tend to lose fat in our cheeks, resulting in a long gaunt appearance. To reduce these signs of aging, I utilize both fat injection techniques as well as implant augmentation. Fat injections make use of the patient's own fat. Fat is extracted from the body using a small sterile syringe and light suction. This gentle process avoids damaging the fat cell membranes. I have implemented this technique with great success, however in some patients, this procedure needs to be repeated for permanent augmentation since different patients have different healing potential.

When fat injections are inadequate, or patients want permanent augmentation, implant augmentation is performed. After evaluating a patient's face, I select an implant that can naturally replace what has been lost or displaced. This procedure can often be done with local anesthesia and hidden incisions.

There are many surgical facial rejuvenation options available that offer natural results. I encourage you to look in the mirror and see what may be right for you. [sth](#)

—To learn more about options in Plastic Surgery you can call for a complimentary consultation or attend one

of Dr. Albert's seminars.

Dr. Gregory Albert is a Board Certified Plastic Surgeon who specializes in minimally invasive Aesthetic Surgery. He is a member of the American Society of Plastic Surgeons and a diplomate of the American Board of Plastic Surgery. He is the official Plastic Surgeon for the Florida Panthers, and has been featured on ABC, CBS, NBC news.

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