



THE ESSENTIAL BUZZ



Greetings!

There's a lot to look forward to at The Essential Face in 2024- from new faces to new services, we remain dedicated to staying at the forefront of medical aesthetics, consistently educating ourselves on the latest techniques and technologies.

However, our commitment to you goes beyond trends; our knowledge is always rooted in credibility. We diligently separate the true innovations from fleeting fads, ensuring that every service we offer is a valuable investment in your well-being. No snake oil here!

We also want YOU to be empowered participants in conversations about your treatment plans. By fostering a shared understanding, we aim to minimize confusion caused by misleading information

on social media and drown out the noise of exaggerated promises, ensuring you make informed decisions tailored to your unique budget, goals, and personal aesthetic.

School Is In Session at TEF!

For our first lesson, we'll debunk a few myths and misconceptions overheard in the office.

Myth

"I'm nervous about increasing my Botox dose because it's toxic."

Fact

Botox, derived from the botulinum toxin, has been extensively studied for its safety and efficacy. Numerous clinical studies support its use in cosmetic treatments, demonstrating that when administered by trained professionals in appropriate doses, Botox is remarkably safe. Many OTC drugs, like Tylenol and Aspirin, carry a higher risk of a severe adverse event compared to Botox. Remember that Botox has been used therapeutically since 1989, sometimes at much higher doses than the typical cosmetic patient would ever receive. Think Botox for migraines or hyperhidrosis. People can even get up to 200 units of Botox injected into their bladders by their urologist every three months for an overactive bladder!

Myth

"ZO Skin Health is banned in Europe because it has dangerous ingredients."

Fact

This caught us off guard and probably alarmed our clients in the waiting room nearby! Here's the truth- ZO Skin Health achieved the distinction of being the #1 physician-dispensed medical skincare brand in the E.U. in 2016. So, how did she come to this conclusion? Our best guess is that she may have seen something

about *hydroquinone* being banned in the E.U. This bleaching ingredient is found in some prescription-only skin-lightening products in the U.S. and abroad. It faces restrictions in the E.U. due to perceptions of potential risks. While *oral*/hydroquinone displayed some carcinogenic activity in rodents, its topical form lacks sufficient evidence for any classification as a carcinogen. To err on the side of caution, prescribers in countries where it's available take measures to limit patient exposure.

ZO Skin Health, adhering to medical-grade standards, undergoes rigorous testing for safety and is cruelty-free. When it comes to "controversial" ingredients like hydroquinone, we're here to discuss the risks versus benefits and help you make a decision that aligns with your comfort level.

Myth

"I don't use any retinoids in my skincare routine because it makes the skin thinner."

Fact

False, false, false!

The misconception likely stems from common side effects related to the use of topical retinoid products. Some of us may experience peeling, irritation, and redness when first starting retinoid products, especially tretinoin, the strongest retinoid formulation. These side effects can be mistaken for skin thinning. However, these anticipated reactions are typically part of an adjustment period, and the skin adapts over time in most cases.

Retin-A, i.e., tretinoin, increases cell turnover and promotes collagen production in the skin. It encourages the removal of old, damaged skin cells and stimulates the production of new, healthier cells. This process can result in a temporary thinning of the outermost layer of the skin, known as the *stratum corneum*, as old cells are shed. However, this is not indicative of permanent thinning. The truth is that tretinoin enhances skin thickness and overall skin health with regular use over the long term. Retinoid

products, in general, are widely accepted as safe and remarkably effective in the medical aesthetics community. If you're considering incorporating a retinoid into your routine, our estheticians will help you decide where to start and give you all the tips and tricks you need to set yourself up for success.

Myth

"My only area of concern is my forehead- I don't like the horizontal lines when I raise my brows. Google says the average dose for a forehead is 10-15 units, so that's all I'll need, right?"

Not Exactly

This is a conversation that our injectors have with new patients on a daily basis. Some areas of the face can be targeted with Botox without the need to inject surrounding muscle groups, like the crow's feet, but the forehead is infrequently treated alone for one very important reason- **BROW POSITION!**

Buckle up for a quick anatomy lesson! The muscle that is injected to treat forehead lines is called the **frontalis**. The muscle group that is injected to treat 11's (vertical lines between the brows from furrowing) is called the **glabella complex**, glabella for short.

Whereas the frontalis is a *brow elevator*, the glabella consists of *brow depressors*, making them an **antagonistic muscle pair**.

Now let's imagine these muscles as little workers whose jobs are to help you make facial expressions.

The frontalis is the guy whose only job is to lift your brows up, creating that surprised or quizzical look. Now imagine the glabella complex as the guy between the eyebrows who is responsible for pulling them down when we furrow/frown. It's like giving these guys a little break when we use Botox. If we only treat one and not the other, it's like sending one on vacation while the other keeps working—things might look a bit off-balance.

So, to keep our face looking natural and relaxed both at rest and when animating, it's often best to treat both areas together. This

way, both get to enjoy a vacation, and you get to avoid some of the classic tell-tale signs of Botox gone wrong.

Myth

"My friend's injector gave her a non-surgical "facelift" with filler. I'd like to have that done today, please!"

Fact

Popular terms like "8-point facelift" and "liquid facelift" describe the targeted use of dermal fillers in strategic areas of the face for a more *lifted appearance* without surgery. "Facelift" can be misleading and has resulted in many hopeful clients presenting with unrealistic expectations. We consider it a metaphorical description of the rejuvenating effect achieved through fillers. So, does filler have any lifting capacity? It's true that filler *may* produce a subtle and localized lift to the soft tissue it was injected underneath. However, many clients often want a more dramatic change, as evidenced by the act of physically lifting jowls while requesting cheek filler to "pull up" on the lower face. Don't count on that lifting effect from filler. As demonstrated in several studies, it's not impossible for filler in one area to help lift tissues of neighboring areas, but many factors are at play here. For some, the amount of filler needed to accomplish this may be more than a patient is comfortable with from an aesthetic perspective, and the process can be cost-prohibitive. Additionally, the potential impact of a "liquid facelift" is greatly diminished in those with more moderate to severe volume loss from aging, DNA, and environmental factors.

It is the injector's responsibility to educate about the limitations of injectables and be transparent when surgery is the only available option when dramatic outcomes are desired. If the patient has no interest in surgery, we can do plenty to improve their areas of concern!

An artful injector never underestimates the power of illusion, and neither should you. Check out Caroline's before and after. Juvéderm Voluma was used to enhance facial contour in the lateral cheek to restore a more heart-shaped face, thus alleviating the appearance of heaviness in the lower face without physically "pulling it up."



[Schedule Your Appointment Now!](#)

More on the Lower Face...

One impactful way injectors can make patients feel better about their lower face and neck is to draw attention away from it. A fuller cheek not only offsets lower face heaviness but draws the eye upwards. Botox in the lower face can also help with that. Your injector makes observations about how your lower face moves when you speak and may make recommendations to “quiet down” distracting movements that draw the eye downwards- and many of them are budget-friendly!

In the photo below, you can see the effect of just six units of Botox in the **mentalis** muscle, the chin muscle that can dimple and take on an “orange peel” appearance when some people talk. Additionally, you can see the effect of just three units in each

depressor angularis oris, or the DAO's for short.

These muscles pull down on the corners of the mouth when we speak and animate, sometimes creating crescent-shaped creases over time. Botox in these muscles can improve the appearance of these lines by weakening the pull of the muscles and can even restore the corners of the mouth to a more neutral position.



Lastly, look at what a single syringe of Skinvive by Juvederm can do for necklace bands. This dramatic result cost \$350 and is expected to last six months!



[Schedule Your Appointment Now!](#)

Some Essential News

Go, Tina!

In the realm of skincare, our estheticians are the heartbeat of The Essential Face. We're thrilled to announce Tina Rikard's recent accolade, being named "Best Facial" by *Lexington Life Magazine*. Tina, a seasoned and compassionate esthetician, brings unmatched talent and a sweetness that leaves clients feeling pampered and truly cared for.



Tina works her magic primarily in Lexington but will still be seeing Columbia clients on a weekly basis!

Yay, Jen!

Jen, a new addition to the TEF fam, but a longtime local icon, has been settling in nicely since her return to Columbia. Her loyal clients missed her dearly, and we've witnessed countless heartwarming reunions, displaying just how highly she values her client relationships.

While primarily based at the Pawleys location, Jen will see clients in Columbia the last Monday-Thursday of every month.

Double Diamond!

Did you know Diamond Glow facials are now available at both the Columbia and Lexington locations? Considering a consultation with Tina or Jen is a must if you're on the fence about the power of Diamond Glow facials or any other service. Their expertise is matched only by their ability to put you at ease instantly.

[Schedule Your Appointment Now!](#)

An Essential Offer

The Essential Face has been recognized as the #1 provider for Morpheus8 in Columbia and #12 in the entire state!

We love that so many of you have taken advantage of this powerful microneedling treatment, but we want to continue our efforts to make it as accessible as possible.



From here on out, if you get two Morpheus treatments, the 3rd is 1/2 off! This applies to all variations of Morpheus: full face and neck, Morpheus Prime for targeting eyes and around the mouth, and Morpheus Body.

Just to remind you, we recommend a series of three treatments for optimal cumulative results and a single annual maintenance treatment.

[Schedule Your Appointment Now!](#)

Upcoming Important Dates

For our TEF Fam at the beach, here is Beth's upcoming schedule at our Seaside location.

01/12/2024

02/09/2024

03/08/2024

You can use online booking or call or text our office number.

Watch for some exciting announcements coming soon.
We've got so much in store for 2024!

If you had a great experience, *please* leave us
a Google Review so others can experience it, too!

Leave us a review Columbia

Leave us a review Lexington

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