

New Ageless Facelift Procedure with Protein-Rich Plasma

Shu Cosmetic Surgery Institute announced their new procedure, 'Ageless Facelift'. The combination procedure of hyaluronic acid fillers and platelet-rich plasma (PRP) injections.

Edina, MN (July 2012) – Shu Cosmetic Surgery Institute launched their new procedure called Ageless Facelift. This procedure combines hyaluronic acid (HA) fillers and platelet-rich plasma (PRP) injections to achieve complete facial rejuvenation, allowing patients to obtain their ultimate desired face shape and texture renewal. The first step of the process is the use of fillers such as Juvederm, Radiesse, and Restylane that are used to sculpt and lift specific areas of the face away from the bone, restoring volume and shape for a more youthful appearance. They are ideal for forming one's ideal face shape.

The second part of the Ageless Facelift procedure is the injection of your own platelet-rich plasma (PRP). This PRP injection is crucial as a rejuvenating agent because it can greatly improve skin color, elasticity, and smoothness due to newly formed blood vessels and collagen. It has been known for years that the stem cells lie dormant in the skin and subcutaneous tissue and provide the building blocks for healing when the skin is damaged. These PRP injections help produce new tissue and collagen formation because they contain at least eight growth factors that enhance the stem cell proliferation and build volume and act as an overall regenerative and rejuvenating agent; which makes the Ageless Facelift procedure so successful!

“We believe that both steps of the Ageless Facelift procedure are equally as important. Fillers are typically great for adding volume and creating a youthful face shape but are not particularly good for improving texture, tone, and color of the skin; but the PRP injections are. When both of these work simultaneously together, the results have been brilliant”, stated Dr. Steven Shu.

Overall, the Ageless Facelift procedure is relatively quick. “First, the filler is injected for the volume and then the PRP portion is performed. The amount of filler that is needed is different for each individual and depends on how much volume has been lost and on desired outcome”, said Katie McClellan, PA-C. PRP is then performed by drawing a sample of blood. The blood is then placed into a centrifuge and spun rapidly in order to separate the platelets from the other blood components. Once isolated, the platelets are activated to produce platelet-rich plasma, which contains the growth factors. The final step involves injecting the PRP into areas of the face to restore volume and creating a more natural and youthful looking face.

Dr. Steven Shu, MD, MBA, is a board certified laser surgeon and a pioneer of office cosmetic surgeries in the United States. He has adopted countless revolutionary techniques to achieve ideal results with more efficiency and safety. For more information on Shu Cosmetic Surgery Institute, please visit the center's website at <http://www.shucosmeticsurgery.com>.

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