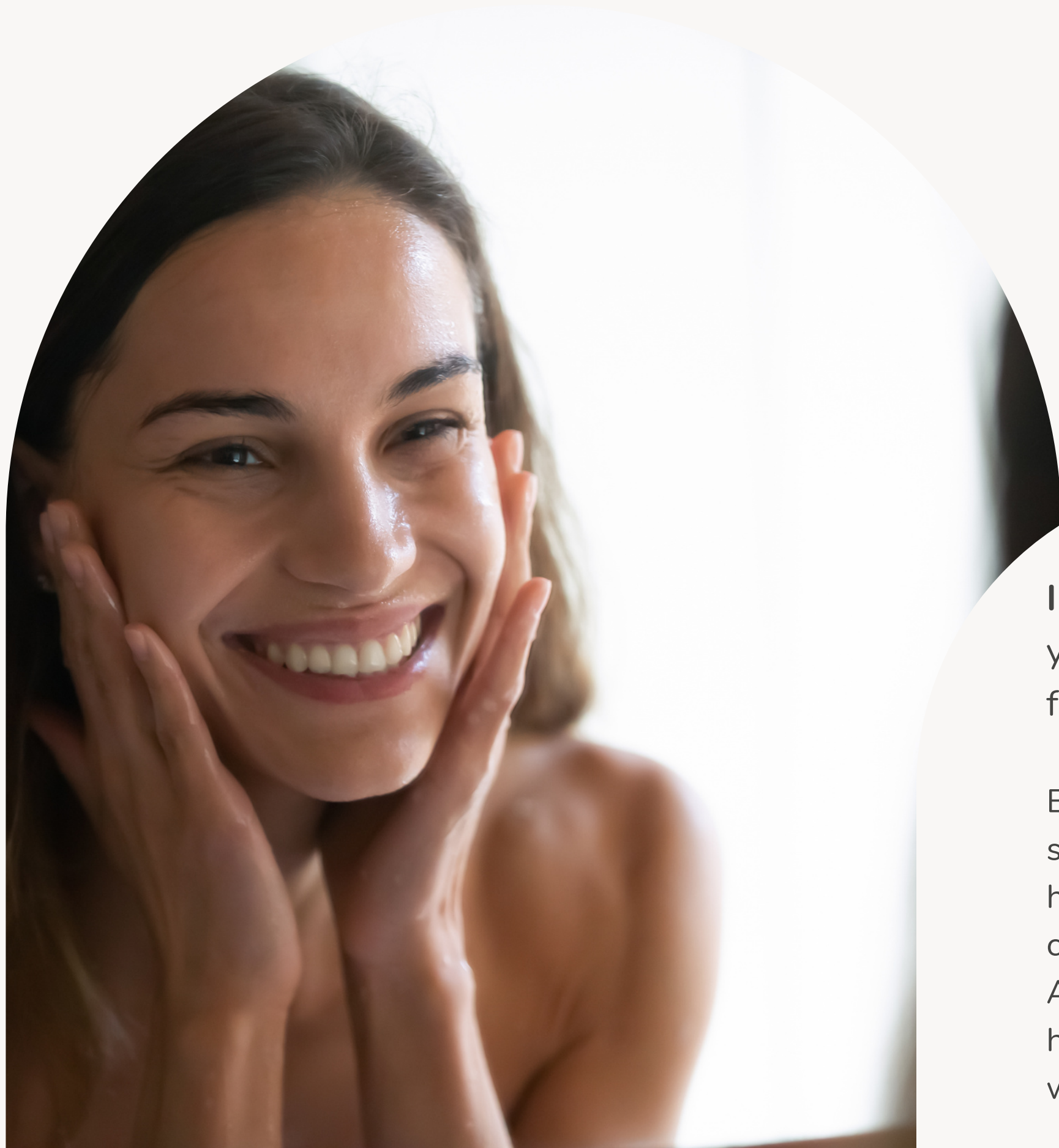


Self Guided Consultation

EFFECTIVE TREATMENTS FOR AGING





Revel in Your Radiance

Imagine looking in the mirror and seeing a more youthful version of you—what a radiant, glorious feeling.

But right now, you may have facial aesthetic concerns. This self-guided consultation helps you explore and assess them, holistically. You'll better understand the anatomy behind the changes you may have noticed in your face over the years. And you'll learn about the aesthetic-medicine treatments here at Aluma to help restore that youthful look. Together we'll arrive at the best treatment plan for you.

ANATOMY OF FACIAL AGING



It's only natural. Faces show their age, given changes that occur in the skin, fat, connective tissue, muscles, and bones. Maybe you see dark patches, called hyperpigmentation, a harmless condition caused by too much of the sun's UV light or the blue light from computer screens, and pollutants and other environmental culprits. The skin also becomes thinner and less elastic. This is due to the loss of elastin and collagen in the dermis (the skin layer just below the epidermis) and changes in the extracellular matrix (the network providing structure and biochemical support).

As you get older, facial fat pads that once gave cheeks that fullness and contour shift downward, due to gravity. Jowls, deep wrinkles around the nose and mouth, and a less-defined jawline begin to appear. Deeper fat pads, which support ligaments and muscles, shrink with age and exercise, resulting in more lines (where ligaments attach to the skin). Cheeks can look hollower and flatter. With less underlying fat support and weaker skin, some facial muscles stay partially contracted, bringing with it more wrinkles. As the bones in your face also age and lose mass, they're not as supportive for the overlying tissue. So the eye sockets deepen, the temples sink in, and the nasal aperture (the area around the nostrils) widens.

WHAT CAN YOU DO?

WHAT TREATMENTS WORK?

The US beauty industry sells about \$50 billion a year of concealers, creams, serums, oils, and tonics. However, most of these products do not adequately address the causes of facial aging. Creams can help moisturize, clear acne, and diminish discolorations, but they don't reduce moderate wrinkles or restore lost facial volume.

Plastic surgery may be an option for the changes that come with advanced facial aging. It's typically expensive and invasive, though, often with significant downtime. Dermal fillers and neurotoxins (Botox® and Dysport®) are less invasive and more affordable. And they're proven effective for smoothing lines, restoring volume and support, and rejuvenating overall appearance.



YOUR FEATURES: A SELF-ASSESSMENT

In the mirror and in photos of you, it's mainly the front of your face that you look at, whereas others see you from all sides. To fully assess your face and prepare for a possible consultation with Dr. Brigham here at Aluma, follow these three steps:



GET A COMPLETE PICTURE (AND COMPREHENSIVE UNDERSTANDING) OF YOUR FACIAL FEATURES BY TAKING SELFIES FROM THESE ANGLES:

- Look straight into the camera for a frontal view.
- Turn a little to the right and left for oblique, or three-quarter views.
- Turn all the way in both directions for profiles.

COMPARE THESE PHOTOS WITH
ONES OF YOU FROM THREE TO
SEVEN YEARS AGO.

THEN JOT DOWN YOUR ANSWERS TO
THESE QUESTIONS:

- What are your favorite facial features?
Why?
- What features have changed over time?
How so?
- What features make you feel that you've
aged?
- Are you concerned about your skin's
surface, with acne scarring, large pore
size, and/or discolorations?
- What two facial features would you
most want to change?



YOUR AREAS OF CONCERN

Aluma's injectable aesthetic-medicine treatments tend to the three main facial regions.



UPPER FACE
Forehead to eye area



MID-FACE
Cheeks and nasal area



LOWER FACE
Lips and the areas around the
mouth, chin, and jawline



WHAT YOU CAN DO: PRESCRIPTION COSMETIC INJECTABLES

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UPPER FACE FOCUS



The frontalis muscle creates **lines across the forehead**. Typically 10-15 units of a neuromodulator (Botox, Dysport, Jeuveau) smooths these lines. We treat this area conservatively since the frontalis lifts the brow, and if treated too low, it can cause brow droop.



When smiling, **wrinkles near the corners of the eyes** (lateral canthal lines) are created by the orbicularis oculi muscle contraction. Typically 5-10 units of a neuromodulator (Botox, Dysport, Jeuveau) per side relaxes these lines.



The **lines between the eyebrows**, the 11's, form from the contraction of the procerus and corrugator muscles. Treating this area relaxes these muscles, softening the lines and subtly lifting the brow. Typically 15-25 units of a neuromodulator (Botox, Dysport, Jeuveau) is needed to achieve beautiful results.

UPPER FACE FOCUS CONT.



If the **corners of your eyes appear droopy**, blame the orbicularis oculi muscle. 2.5-5 neuromodulator units to the upper eyebrow corner will lift those corners and open the eyes.



Another common aging occurrence that can happen prematurely is **sunken temples**. This area is best treated with dermal fillers to lift the brow, restore lost volume, and create a more oval-shaped face. One to two vials of dermal fillers is needed for adequate correction.

MID-FACE FOCUS



Flattened cheeks are one of the first and most important areas to address when evaluating facial aging. Many noticeable facial changes are a result of volume loss in the cheeks. We can restore lost tissue volume with dermal fillers, reinflate deep fat pads, and add support over the facial bones. Results include a lifted and rejuvenated cheek contour, softening of lines around the nose and mouth, and improved jawline definition. Typically 1 to 2 vials of dermal filler per side are necessary.



The area under the eyes darkens and deepens with age resulting in **under-eye bags**. The tear trough is a frequently treated area where a little filler goes a long way. Approaching this treatment area with a cannula (a small flexible blunt-tipped needle) in the lateral part of the cheek allows for safety and minimal discomfort. Typically about one-half of a syringe per side corrects adequately.

LOWER FACE FOCUS



Lines that run from the side of your nose down toward the corner of your mouth, **nasolabial folds**, are best addressed by restoring support and volume to the cheeks first. If these lines remain prominent, then they can be softened directly with dermal filler injections.



Enhancing lips is one of the most common aesthetic treatments at Aluma. To avoid overfilled or unnatural appearing lips, a substantial understanding of lip anatomy is essential. The lips should be enhanced to better align with other facial proportions. Restoring lost volume in the lips creates a hydrated and plump appearance. Typically one vial of filler is adequate to achieve a beautiful result.

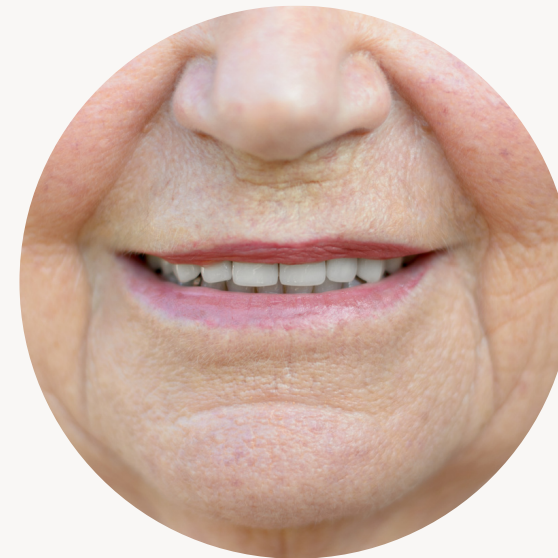


The **corners of the lips**, the oral commissures, begin to turn down with age resulting in a persistent frowning appearance. This area is typically addressed during a lip filler treatment to restore it to a neutral and more youthful position.

LOWER FACE FOCUS CONT.



Connective tissue and supporting fat pads around the lips lose volume and elasticity with age. The result - **pucker lines**, sometimes called **smokers lines** (though non-smokers get these as well). Using dermal fillers, we can restore support and soften their appearance. Frequently vertical lip lines dramatically improve when treating the lips alone. If they are still prominent after a lip filler treatment, the lines can be treated individually.

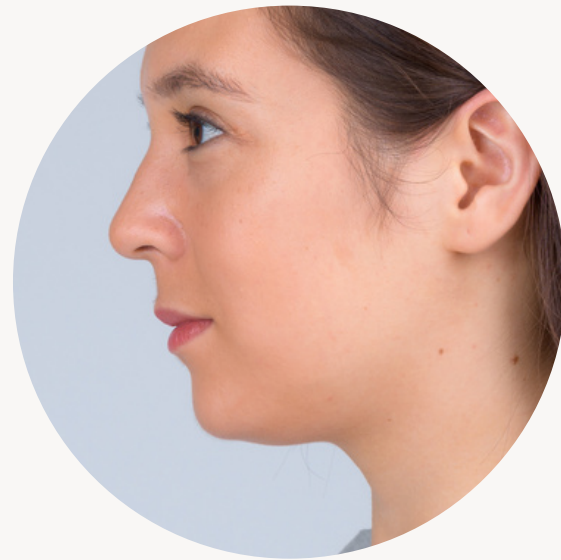


Marionette Lines originate around the corners of the mouth and angle down toward the chin. Usually, they are improved with mid-face filler and lip filler treatments; they can be further corrected with direct dermal filler injections.



The **jowls** are loose soft tissue prominences that hang down along the jawline, creating a heavy appearance in the lower face. Treating the cheeks and the area around the mouth helps resuspend this tissue, reducing the jowls. Additionally, injecting dermal filler in front of the jowls and along the jawline can further reduce the jowls' prominence.

LOWER FACE FOCUS CONT.



Changes occurring higher in the face result in a **loss of jawline definition**. Treating the mid-face improves the contour of the jaw. In addition, dermal fillers injected along the jawline can further enhance its appearance. Kybella, deoxycholic acid (the body's natural fat dissolving molecule), can also be used along the jawline to reduce fat in this area and further contour.



A **double chin** is created by increased fat under the chin and in front of the platysmal muscle. Kybella is FDA approved to melt fat in this area. Also, the significant inflammation that follows stimulates new collagen production, which helps to tighten loose skin. Typically 2-4 treatments, each one month apart, are needed to achieve a satisfactory result.

SKIN TEXTURE CONCERNS

Often, creams and tonics do not make their way down to the area of the skin responsible for collagen and elastin production. As we age, the body makes less and less of these molecules that help support and refresh our skin. Cellular turnover slows down as well, leaving the top layer of skin coated in dead skin cells, discolorations, and dull skin appears. Research proves that the ideal way to boost these processes and reduce scarring, discolorations, and dull skin is PRF microneedling.





CONTACT US TODAY



PHONE

503-688-9235

EMAIL ADDRESS

aluma@alumapdx.com

WEBSITE

alumapdx.com

INSTAGRAM

[@alumaaestheticmedicine](https://www.instagram.com/alumaaestheticmedicine)

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