

REALITY

GUYBELLA – DOING AWAY WITH THE DOUBLE CHIN

A NEW NON-SURGICAL FDA APPROVED PRECEDURE THAT MEN ARE LOVING...MAYBE EVEN MORE THAN WOMEN

By Anna D. Guariche, MD

When we hear anti-aging and other medical procedures that are meant to take years off and beautify, we think of Botox, collagen, Restylane, chemical peel, and more—and we think of women. Men don't seem too concerned about lines and wrinkles, but as it turns out, they will gladly part with their double chin.

What's the temptation? The latest injectable for the New Year, Kybella®, a revolutionary new procedure that adds definition to the chin and jaw line by reducing fat. The procedure is FDA approved now to reduce chin fat, or double chin, and has people looking and feeling more attractive with minimal downtime and great long-term results. Indeed, most of our new male cosmetic patients are asking for this treatment. They have not had cosmetic procedures done before—but this they'll do. The appeal is that it provides permanent results and that it is non-surgical. There are other off-label areas now being treated with Kybella®—the fat just below the jaw line area—to provide more strong angles and definition.

Kybella® is deoxycholic acid. It is produced naturally by our bodies in order to digest dietary fat. When injected into the chin area, the molecule disrupts fat cells. Once destroyed, the cells can no longer store or accumulate fat. During the process of fat cell disruption, there is some inflammation. In other words, there will be redness and swelling. The positive of this is that the inflammation may actually cause collagen remodeling in the skin, reducing the likelihood of sagging of skin in the treated area. Another bonus!

The procedure is quick: it takes about 15 to 30 minutes. After evaluation of the site, the area to be treated is sketched out and a grid applied. Local anesthetic called Lidocaine—the same stuff you get at the dentist—is optional but most often used. After the anesthetic, tiny amounts of the medicine are injected with a fine needle. Then ice is applied. The healing time varies, but is generally one week of fullness. By the time the four-week follow-up appointment comes, patients already see results. It's then a decision is made between patient and doctor whether to do another treatment. In general, there are between two and six treatments depending on the response and the volume of submental fat to be treated.

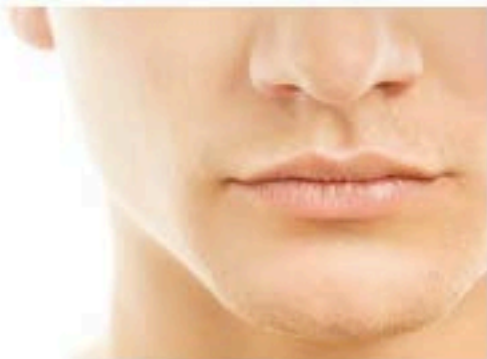
Although Kybella®, or GUYbella as I call it, is very popular with the guys, women love it too. With it, now we can resolve to put our best face forward in the New Year.

This article contains general information only and does not substitute for individual medical advice.

top Many male patients are fans of this new FDA approved procedure to add definition to the chin and jawline.

right, above Anna D. Guariche, MD

right Women love this new procedure too.



Dr. Anna Guariche, M.D., is a board-certified dermatologist and dermatologic surgeon specializing in cosmetic procedures that have minimal downtime and excellent results. She has been in practice for over 10 years. Her practice is Bella Skin Institute in Calabasas, Ca. She is a member of the Dermatology staff at UCLA Medical Center, Olive View, as well as a clinical instructor for UCLA's David Geffen School of Medicine.

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