

# The soft lift; The good and bad news

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There's good news and bad news when it comes to getting a "soft lift." The good news is that this face-specific combination of Botox and line fillers is non-invasive, there's little down time and it's far less expensive than going under the knife.

It's also not permanent. Which might be the bad news.

"Clients want to look natural and refreshed. They want to look five to 10 years younger. That's something that's doable. It's realistic to achieve," says Orleans esthetic physician Dr. Caroline Tosoni, who adds that patients can work with their physicians to find treatments that respect their budget and timeline.

Botox takes between four and 10 days to take effect, and has to be redone about every four months. "People metabolize Botox differently. More active people tend to metabolize it a little quicker," Tosoni says.

Fillers also have to be redone on a schedule. In some cases, that's as little as every six months. Filler in the cheeks lasts the longest -- about 12 to 18 months.

A full soft lift costs about \$1,500 and has to be redone about once a year, Tosoni says. But the cost depends on how many units of filler are used. It costs between \$240 and \$360, for example, to soften frown lines with filler. Crows' feet range between \$180 and \$300. A cheek lift costs between \$1,200 and \$1,500.

The first treatment tends not to last as long as the ones that follow. "When you do it again, you're not starting from a virgin canvas," she says. Tosoni uses Juvederm, one of about a half-dozen fillers on the market. It is a synthetic form of a naturally occurring acid. The body metabolizes it over time and it contains an anesthetic so she doesn't have to apply a nerve blocker first, which decreases bruising. Voluma, another type of filler, lasts 12 to 18 months. "It still has all of the safety features of a filler. It feels very natural," Tosoni says.

Eventually, we all get hit by the same processes of aging. Younger women are coming in for preventive treatment, Tosoni says.

"It's always better to do it before it's well-established," she says. "If you start Botox early, you can prevent crow's feet and brow lines. If you start earlier, costs and maintenance will be less. It's better to start in your 40s than in your 60s."

For physicians who do this kind of work, it's an art as well as a science. Tosoni points out that line fillers and Botox are medical procedures. "They should be done by someone who knows facial anatomy and what the repercussions are."

To see before-and-after photos, visit the 'face visualizer' at [faceinstitute.ca](http://faceinstitute.ca).