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A New Approach in the Correction of the Midcheek Groove: The Liquid Malar-lift Technique

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Sir,

With great interest we have read the article by Bagci¹ concerning the liquid malar-lift technique: a successful (and proven) way to augment the deep (medial and lateral) and the superficial (medial and middle) cheek fat compartments. As we all know, facial fat atrophy occurs with aging and results, together with fat redistribution, in the typical aging features of the face. Augmenting the deflated fat compartments will surely, if adequately performed, restore several “youthful” aspects of the face, as shown by the authors. However, volume restoration is not the only aspect of facial rejuvenation: skin texture, facial tissue ptosis, and disturbance of the orbital oval balance are also aspects that can significantly “age” the face and thus ideally should be treated. All aforementioned aspects are known to us and to the authors.

However, our correspondence focuses on the author’s choice of the pictures of their case illustration to demonstrate the effect of the liquid malar-lift. We found it quite interesting that the before and after pictures (Fig. 2 in Bagci¹) at first sight show a remarkable difference in appearance and indeed tend to immediately convince us of the clinical strength of the liquid malar-lift.

Bagci clearly demonstrates a patient with a mid-cheek groove, which is significantly diminished 10 days after performing the liquid malar-lift (Fig. 2 in Bagci¹). However, there is not much perceived improvement in facial attractiveness or emotions. This is due to limited area shown in the before and after pictures: attention should be paid to the entire face (in particular to the peri-orbital area) to demonstrate as well as to achieve the best results in facial attractiveness. In an earlier study, we have already demonstrated that the peri-orbital area has an essential role

in achieving optimal facial attractiveness and perceived emotions.² This is called the “beauty is around the eye of the beheld” principle: we mainly look to the eyes and the area around it (as well as to the lips) when we look to a face. This has clearly been demonstrated by psychologists by means of the so-called eye-tracking studies.³ When some aspects in and around the eyes are (even slightly) deformed and/or subsequently changed or improved, it will have a significant effect on our perception of improvement of facial appearance.

Nevertheless, the author is to be congratulated on his excellent case report with demonstration of the effect of his liquid malar-lift.

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DISCLOSURE

The authors have no financial interest in relation to the content of this article.

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