

# 5 FILLER MYTHS

An expert sets the record straight on Juvéderm facial fillers

For many of us, the word ‘filler’ conjures up cautionary images of excessively plumped faces. But applied properly, facial fillers can be a subtle way to achieve a refreshed-looking complexion. Here, Miss Sherina Balaratnam, surgeon, cosmetic doctor and medical director at S-Thetics Clinic in Beaconsfield, lifts the lid on Juvéderm fillers.

## MYTH 1: IT WON'T LOOK NATURAL

One of the biggest preconceptions concerning facial fillers is that they always look obvious and overdone. When administered properly by a qualified aesthetic practitioner, however, they can support the face in a seamless and natural-looking way, adding lift and replacing lost volume. ‘I use fillers to re-volumise the temple area,’ says Balaratnam. ‘This helps to lift the brow and opens up the eyes, giving a brighter-looking facial expression.’

## MYTH 2: THEY USE TOXIC INGREDIENTS

‘While fillers are obviously scientific formulations, the key ingredient in the ones I use is hyaluronic acid,’ says Balaratnam. ‘This is a water-loving molecule that’s predominantly found in the skin. Essentially, we’re restoring what the natural ageing process and daily life gradually reduces.’

## MYTH 3: THEY'LL GIVE YOU HAMSTER CHEEKS

As any qualified healthcare professional will tell you, the placement of filler is key. Even if your concern is hollow cheeks, for example, your practitioner will take into account your face as a whole and may treat the areas around your cheeks to maintain optimum balance and achieve the most authentic-looking result. As well



as adding volume to specific areas, fillers can be an effective way to enhance the overall structure of the face; Juvéderm’s Volux treatment is used to sculpt the jawline and chin for a more defined silhouette.

## MYTH 4: IT WILL BE PAINFUL

While any kind of injection carries some risk of discomfort, Juvéderm facial fillers include lidocaine, an anaesthetic that can help to reduce pain during the procedure, while topical numbing creams can offer additional relief. Afterwards, you may experience some swelling or redness, which could last for up to

a week. But most people can return to their normal routine the same day, depending on the procedure.

## MYTH 5: ALL FILLERS ARE THE SAME

There are numerous facial fillers on the market, but Balaratnam warns: ‘Remember, cheaper doesn’t mean better. Always base your decision on a clinic and practitioner you trust and have a cooling-off period between your consultation and any treatment.’ Juvéderm fillers, favoured by Balaratnam in her clinic, last between nine and 24 months depending on the product and treatment chosen.

*To find out more about the Juvéderm range of fillers and injections, or to find your nearest clinic, visit [juvederm.co.uk](http://juvederm.co.uk)*