

REASONS PEOPLE GET A FACELIFT

LOOK YOUTHFUL

Dr Jack Zoumaras says just 20 per cent of his patients say they want to look younger. He notes these are often people who look older than their age, possibly due to traumatic life events or “unfortunate genetic or environmental factors”.

NOT LOOK TIRED

Some patients say they are constantly told by family and friends they look tired and probably need a rest when they feel fine – but excess skin, dark shadows and the closing of the eyelid regions equates to a tired look.

DESIRABILITY

Some patients in a new relationship with a younger partner, or who are back dating after ending a long relationship, are interested in looking their “best and (as) attractive as ever”.

CONFIDENCE

A major factor which cuts across all reasons. Empowerment through confidence is a sought-after effect of a facelift which is “like hitting a refresh button on your face”. “Seeking this confidence is often the underlying reason for having a facelift.”

WORKPLACE

A significant motivator – people in new jobs, or who are “noticing younger staff members that may threaten their position at work” may consider some help. “One of my patients told me she wanted a facelift because she wanted to ‘stay relevant in the workplace’. Many patients want to feel confident in the social interactions they have with work colleagues, business associates, friends and family members and new people they meet.” Some patients find themselves in a new job or are “constantly surrounded by younger people at work and want to look the best they can so they are not overlooked for promotion.”

SPECIAL EVENT

Milestone birthdays such as 50 or 60 are powerful reasons to get in shape, buy new clothes – and think about some work.

CHANGE OF LIFE EVENT

Major life changes such as losing a partner may result in work being the “tonic a person needs to restart a new chapter”.

REJUVENATE OR GLAMORISE

“Patients having facelifts in their late 30s and early 40s often want to look better than they are and want to glamorise their face. These patients still have some ageing feature such as early jowling and loose skin and they often want these areas lifted and to look better.”

SUMMARY

“The most popular reason is not to look younger, but rather because they want to feel more confident and be the best they can for their age. Since the beginning of time people have been chasing the fountain of youth, and a facelift will certainly give you the appearance of looking young. When you strip away all the factors for wanting a facelift the most popular motivating reason is to look fresh and not tired.”



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So bearing in mind that Medicare only covers essential reconstructive plastic surgery – you’re quite sure maybe a little cut-price skin-only nip ‘n’ tuck is not the answer, Dr Z?

Not if the person values long-term results, is the reply.

“The modern facelift involves lifting the skin, reconstructing facial ligaments, augmenting facial architecture, and replenishing lost volume with fat,” he says.

“Ancillary procedures such as dermabrasion, chemical peeling, and post-operative skincare add luminosity and ‘icing and the cherry on top’ to the final result.”

Just 20 per cent of the people who walk into the Darling Point clinic openly admit they want a facelift to “look younger”.

Motivations range from improving confidence to staying relevant in the workplace, from maintaining desirability for a partner to refreshing a chronic “tired” look.

Then there is revenge.

And guilt.

Zoumaras counsels people who say they want revenge on a former partner to instead see a psychologist, as any facial work will not result in empowerment.

As for guilt, many clients carry this through the door.

A facelift may be seen as the ultimate indulgence, one to be seen multiple times a day in the mirror of people who go in for a rejuvenation.

Younger clients may feel guilty such money could be spent on the mortgage or a family holiday. Older clients may feel they are spending the children’s inheritance and the grandchildren’s school fees.

And that’s OK, according to the surgeon.

“I can honestly say that not one patient has regretted the money that they have invested in themselves,” he says.

“The very normal feeling of guilt is replaced by happiness, confidence, and self love.

“The new-found empowerment and confidence are real and priceless.

“A facelift will unleash your inner confidence and empower you. It’s like hitting a refresh button on your face.

“You no longer look tired or worn down. You will look rejuvenated and fresh, and your skin will also look illuminated.

“This is a direct result of fat and stem cell grafting.”

Sounds good in theory, but what about those Hollywood celebs we laugh at for “having too much work” ... is there a risk this sounds too good to be true?