

# How Plexr non surgical eye lift procedures have revolutionised eye lift surgery in 2017

Category: Facial Aesthetic Treatments

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## Introduction

The Plexr non surgical eye lift procedure has taken the UK by storm in 2017. It is now becoming more and more popular amongst patients who don't want more invasive blepharoplasty treatments. Read on to discover everything there is to know about Plexr from Dr MJ Rowland-Warmann, one of Liverpool's most highly qualified facial aestheticians.

## What is Eyelid Surgery?

As people age, parts of their anatomy undergo changes which are often not welcomed. The most common complaint about a patients' appearance is looking old, tired, and saggy. Often the eyes are a focus of this change in appearance over time and it's true that *the eyes give away your age*.

In some patients, hooded or tired-looking eyes are an inherited feature which worsens over time. In a society that values looking more youthful, attractive and refreshed, surgery was until recently the only real possibility to effectively rejuvenate the eyelid.

## Recent Trends in Cosmetic Surgery vs 'Soft Surgery'

Subtle anti-ageing procedures are preferred these days. The number of [blepharoplasty](#) (or eyelift) surgery procedures has remained more or less static for the last 3 years. In contrast, radical surgery has significantly reduced. The number of breast augmentation procedures recorded between 2014 and 2015 dropped by a staggering 20%. According to the [2015 UK BAAPS cosmetic surgery statistics](#), eyelid surgery is number 2 in the top ten surgical procedures for women. It even tops the charts for men also.

Patients are now more educated about cosmetic procedures than ever. There is a distinct trend away from conspicuous enhancement and toward understated, refreshed-looking results. Today's trend is to tweak, not tuck and the Plexr non surgical eye lift is a revolutionary progression in the field of medical aesthetics.

It is for this reason the world has become so excited about the inception of Plexr Soft Surgery. Plexr was hailed as a marvel in aesthetic medicine and launched in the UK in 2014. It has since been shown as an effective tool in the management of unwanted signs of ageing and skin disorders, most notably by being an excellent alternative to conventional blepharoplasty surgery, providing surgical-quality eyelid lift results with significant reductions in risks, costs and downtime.

Non surgical procedures that produce the similar results to surgery without the downtime and general anesthetic are described as 'soft surgery'. These also include the hugely popular [Silhouette Soft](#) or threadlifts. This procedure is often referred to as the 'Puppet Facelift' and has gained popularity in recent years.

Let's have a look at what's so special about the Plexr non surgical eye lift:

## The problem with droopy eyelids

Most commonly described by patients as "saggy", "droopy" or "hooded" eyelids, the medical term for a low-lying upper eyelid is blepharoptosis or simply ptosis. This can either be congenital, i.e. present at birth, or acquired, becoming progressively worse over the course of time. The speed at which this develops is variable and may develop gradually over the years.

Ageing is the most common cause of ptosis, with patients noticing more laxity of the upper eyelid past their 4<sup>th</sup> decade. In severe cases, excess eyelid tissue can cause decreased vision in addition to being a cosmetic problem.

The eyes are the window to the soul. This famous proverb may not be entirely accurate, but certainly aged eyes can make a person look tired and sad when they don't mean to. For this reason, a great deal of effort is made to improve their condition. This includes a wide range of makeup, cosmetics, and wrinkle treatment at one end of the spectrum and cosmetic surgery at the other. "Soft Surgery" with Plexr stops short of the severe nature of conventional surgery, carrying far fewer risks. But it does very well at delivering the results that bridge the gap consumers have been looking for.

## What is a blepharoplasty?

### *Surgical*

Conventional blepharoplasty surgery results in modification of the upper, lower or both eyelids. This is done by removing the skin and fat tissue that cause functional and aesthetic deficits. the procedure is always

carried out under general or local anaesthesia in an operating theatre setting. It involves the removal of unwanted tissue by cutting it with a scalpel and then stitching the cut back up.

This procedure is performed by qualified facial plastic surgeons and requires a high degree of skill and knowledge of the eyelid anatomy. Surgery doesn't come cheap, and carries surgical risks. Serious complications include risks of scarring, infection, bleeding and nerve and vessel damage. Other complications include dry eyes, uneven results and brow or eyelid ptosis (drooping). There is also the serious risks associated with general anaesthesia.

The downtime from such a surgery can be considerable. A nice way of summarising is that patients will be "supermarket ready" in a week, "socializing ready" in three weeks, and "photography ready" in three months. Surgical augmentation of the eyelids therefore needs careful consideration. Any prospective patient must also be totally committed to both the procedure and the potential consequences. It can, however, correct severe skin laxity, it is still the gold standard for correcting lax eyelid tissue and results can last more than a decade.

### *Non surgical*

The term non surgical blepharoplasty is somewhat of a misnomer. Blepharoplasty inherently describes a surgical procedure, originating from the words "blepharon" (eyelid) and "plasty" (to form). Nevertheless, a non surgical eyelid lift would appeal to those who shy away from the potential risks of surgical procedures. Also to those concerned about downtime and cost. To date there hasn't been any advances worth mentioning that provide predictable, noticeable results – until Plexr soft surgery came along.

## **What is Plexr Soft Surgery?**

The 'Plexr' in Plexr non surgical eye lift short for plasma exeresis. It is a device which utilises plasma in order to achieve effects on the skin. Plasma might sound a little bit sci-fi, but is a natural phenomenon. Alongside solid, liquid and gas, it is one of the four fundamental states of matter. It's difficult to create plasma, and it has to be generated as a gaseous mixture of highly negatively and positively charged ions. Examples of plasma that you would see in day to day life include bolts of lightning, static sparks and welding lamps. Also let's not forget those plasma globes that were all the rage in student bedrooms in the 90s. Initially called plasma in the 1920s by noble prize-winning chemist [Irving Langmuir](#), the name has stuck ever since.

The Plexr device generates a small arc like a tiny lightning bolt that interacts with the tissue, causing sublimation. This is where solid matter is turned into gas. In short, the surface of the treated tissue is instantly vaporised. Developed in Italy, it was first used on patients for the purposes of eyelid lifting by [Prof Giorgio Fippi](#). He is the President of the Italian society for aesthetic medicine and non-ablative surgery. He first came up with the idea of plasma surgery way back in the seventies.

## How Plexr eyelid surgery works

Unlike conventional surgical intervention, skin is not removed. Also the fat pads around the eyes are not altered in treatment with Plexr. Instead, it achieves its outcome by skin tightening. This means the results are dependent on how much excess skin there is to correct, and skin tightening is the limiting factor in how much of a result can be achieved.

Treatment of the surface of the skin does not result in heat conduction to the dermis, so there's no damage to underlying structures. This makes Plexr safe for use on the eyelid tissue with a significant reduction in risk compared to normal surgical measures. There is also minimal risk of scarring compared with conventional surgical eye lifts, which will always leave a scar, no matter how small and well hidden.

The treatment creates a series of small burn-like marks on the skin surface. This, in turn, creates a wound healing response which results in the formation of new collagen in the dermis, thickening it and giving a rejuvenated appearance. Results are seen immediately after treatment and continue to improve in the first two weeks whilst the skin heals. Thereafter, there is further improvement with gradual regeneration of the skin.

## The plexr eye lift procedure

Patients should expect to be in the practice for around an hour or so. After the consent discussion, local anaesthetic is applied to the skin. This can either be a topical cream or administered via a local block to achieve more profound anaesthesia. The numbness ensures that the procedure is comfortable and the treatment aims can be achieved.

The Plexr device is then used to treat the target areas and eliminate the folds of skin, causing contraction. This usually takes around 20-30 minutes, during which time the patient may feel some heat and discomfort. There will be small brown spots present after treatment, called carbon crusts. Once finished, concealer is applied to the treated area. This isn't just any concealer, but a medical-grade foundation one that helps in the healing of the skin and protect it.

For best results up to three treatments are usually required to achieve near surgery-quality results. The timing of follow up treatments depends on the response of the skin on the eyelids, but this is usually between 6 and 8 weeks.

## Problems Plexr Soft Surgery can correct

Plexr soft surgery is effective at correcting a whole host of age-related changes affecting the appearance of the eye tissues. These include;

- Droopy eyelids and skin folds

- Wrinkles underneath the eyes
- Crows feet
- Aged skin around the eyes
- Xanthelasma (fat deposits under the upper eyelid skin)
- Improvement of results previously obtained by blepharoplasty surgery
- Skin tags, warts and dermal naevi (skin coloured moles) on the upper and lower eyelids
- Certain types of pigmented patches such as seborrheotic keratosis (age spots) and solar lentiges (sun spots) and sun-induced lesions

Key to great results with Plexr non surgical eye lift is realistic expectations. Also it's important we only treat patients who are suitable for the procedure. As a patient it is important to be clear what is to be treated and what the likely outcome is. Likewise for the practitioner, it is important to remind the patient this is a non surgical eyelid lift. As such the results will likely not be as dramatic as a surgical procedure.

## Who's suitable

Patients suitable for a non surgical eyelid lift should have mild to moderate skin laxity. Those with severe laxity and those with laxity that extends to compromise their visual field may be better suited to surgical intervention. Likewise, patients who complain of eye bags caused by the prolapse of fat pads under or above the eyes will see little improvement with Plexr.

Patients who are taking certain types of medication may not be suitable for treatment. You will need to be prepared to take time off work. Also patients who have very hectic social commitments and want to rush treatments may not be suitable.

### How long does it last

I don't like to use the word permanent because a lot of patients may confuse this with "severe" or "dramatic", and may misplace their expectations as a result. However, the changes to the skin that are obtained with Plexr treatment are long-lasting and will last in line with the patient's ageing, which can mean that the result endures for several years.

### Does a non surgical eye lift hurt?

Treatment is carried out using local anaesthetic, which can either be applied in gel form or injected. Injected anaesthesia in the form of nerve blocks gives a more profound numbness, which can make the procedure much more comfortable. It can feel a little hot and painful whilst the procedure is ongoing, which stops when the treatment is over.

After the treatment, the area can feel tight and tender for a few days when the swelling is present and as the tissue is healing. In this time it is advisable to take painkillers and anti-inflammatories if required.

# Risks and Benefits of the Plexr non surgical eye lift procedure

## Benefits

Avoids surgery

Recovery within 1-2 weeks

Results often comparable with surgery

## Risks

Swelling – eyelids and cheeks \*

Crusting on treatment area \*

Skin colour change – can remain pink for around 30 days post treatment \*

Scarring – especially if aftercare not followed

Bruising

Hyper/hypopigmentation

Infections at treatment site

\* this will feature in all cases and resolve within the healing period of around 2 weeks

Compared with surgical intervention, the non surgical eyelid lift significantly fewer risks. Whilst no medical procedure is ever guaranteed or risk free; however judging the results and the risk profile makes [Plexr seem a very effective and viable option to conventional surgery.](#)

## Non surgical eyelift downtime

Simply because it is non surgical does not render it downtime-free. Patients should, however, be back to relative normality after around two weeks.

The treatment itself leaves a series of tiny brown dots on the eyelid, which look a little like a burn. Immediately after the completion, a suitable concealer is applied to the treated area. This ensures that the area is not exposed to UV radiation and allows the tissue to heal and regenerate underneath. At Smileworks, we prefer to use Oxygenetics concealer. This product does a really great job of hiding a multitude of sins. Also patients find it comfortable to wear in the post-operative period. We supply this in the patient's complimentary care pack, too.

For the first 3-5 days following your Plexr non surgical eye lift, swelling will be profuse. The eye is a delicate area and this is to be expected. Some patients develop more swelling than others. In this time it's advisable to take time off work and the eyelids may be tender. In the initial period, keeping the area clean and dry is a must. Some patients find applying cold compresses and taking anti-inflammatories reduces the swelling. Avoiding exercise in this initial time is beneficial. It is not a good idea to decorate the house, clean the oven or go on holiday. It's also not recommended to go on sunbeds or go swimming in the Mersey in this time, either.

Keeping the area clean and protected from sunlight is the most important part of the aftercare. The crusts will shed after approximately 7-14 days, after which time the skin can appear scaly and pink. The redness can take around a month to reduce, but this is dependant on their skin type. It is also dependent on wound healing

response. The skin that results at this time is soft fragile, sometimes called “baby skin”, and will take some time to settle and adapt to the surrounding, untreated skin. The Smileworks team will keep in touch with you following your Plexr non surgical eye lift treatment. This is in order to make sure that the healing is going well and that you are happy and comfortable.

## Plexr Before and after pictures





## Plexr Cost

A brief search of the web gave variations in cost for surgical procedures. For example, in [London's Weymouth Street hospital](#), costs are quoted as starting from £2,900. Realistically, eyelid surgery can cost anywhere from £2,000 to £6,000. The cost will depend on upper or lower surgery, the quality of the hospital, experience of the surgeon and their reputation. Also the complexity of the surgery is a factor that would increase the cost of surgery

In contrast, the Plexr non surgical eye lift costs £1200 at Smileworks. Combining upper and lower eyelids and including the crows feet to rejuvenate the whole eye costs £1,800. This is complete with aftercare and an aftercare kit containing the concealer necessary for post-operative care at home.

## About the author

MJ Rowland-Warmann is founder and lead clinician at Smileworks Liverpool, a private dental and aesthetic practice. Smileworks was founded in 2013 in response to a perceived gap in the market for dental services. We considered there to be a lack of high quality, ethical dental and medical practices in Liverpool. MJ and her business partner Ed Challinor created a practice that focuses on delivering exceptional standards in evidence-based medicine in a patient-focused manner.

MJ is a dentist; her special interests are Orthodontics (braces), Endodontics (root canals) and of course Aesthetic Medicine. In the latter, she was awarded a distinction in her Masters. Her thesis centred around the occurrence and management of vascular complications in dermal filler treatment. Her commitment to her patients is unwavering and her completion of high-level qualifications in order to better serve her patient is testament to this.

Critical of new advances in aesthetic medicine, MJ evaluates new technologies to the fullest before committing them to her practice. This is in order to ensure the new treatment meets her exacting standards for efficacy and safety. The Plexr non surgical eye lift has proven to be an excellent option. Not only for rejuvenation of eyelids, but also for reduction of wrinkles and treatment of acne scars within her patient base.

Her qualifications in short –

**BSc Biomedical Sciences, The University of Manchester, 2004**

**BDS Dentistry, The University of Manchester, 2009**

**Membership of the Joint Dental Faculties (MJDF), Royal College of Surgeons, 2011**

**MSc Aesthetic Medicine, Queen Mary University of London, 2016**

Dr Rowland-Warmann is one of the leading Plexr non surgical eye lift practitioners in the North West of England.