

Module 7 – Midface, Cheeks, Brow

Best Practices

- Patients more than likely need midface and cheek volumizing to “lift” their concerns of the lower face like the nasolabial/jugal folds, so don’t miss that evaluation
- Have the patient show you what they want to see with their fingers and then show them what you can and cannot do
- Figure out where the cheek and midface “should be” anatomically and proportionately and then fill in where they are lacking cheek volume (remember Hinderer’s lines and Marquardt Face)
- When lifting on the upper cheek with one or two fingers, see how far down you see lifting, then that is what improvement you can see
- If you lift on the cheek and the jowl moves then proper volumizing/lifting of the cheek will help them with nasolabial/jugal fold area
- If not, then they will need filler and/or other tightening/surgical procedures to lift the lower face
- Don’t forget that a small amount of filler (1/10th cc or less) can give a brow lift
- Use a high Gprime/cohesivity filler like Voluma
- Always prepare patient for need of one more syringe in follow-up
- Be careful around the infraorbital vessels