

# Injectable wisdom

*Technique, not necessarily product variety, key to outcome success*

**In the growing realm of injectable fillers and neurotoxins, what's more important in your practice — variety (the injectables themselves) or technique (how you use them)? Please explain.**



Dr. Woodward

**Julie Woodward, M.D.**

Duke University, Durham, N.C.

“For the physician to grow a cosmetic injectable practice, both a variety of products as well as a mastery of technique are key ingredients in the recipe for success. If one had

to choose between variety and technique, I believe that it is the technique that will ultimately provide desired results and thus create many happy return visits from patients. Repeat business is the goal.

“Some injectors feel that they can attract more patients by offering a cornucopia of different products on their advertisements. This can create an illusion of competence by offering experience with many products. I do use all available products myself. This may help get patients in the door, but it is pleasing results that will encourage the patient to return.

“I have been on the faculty at Duke now for 11 years and have many patients that I have injected over the duration of those years. They are loyal to me because I have provided consistently good results. Occasionally, a patient may try injections with another practice, either to shop for a discount or out of urgency because my wait time is too long, but their dissatisfaction with other results and their good results at Duke is what made them want to return to me.

“The creation of good technique requires experience from performing various types of injections, in addition to developing an



artistic eye. For example, when injecting perioral rhytids, only experience from many injections helps the injector feel the difference in pressure needed to inject a needle (and ensure that it) is properly placed in the dermis, as opposed to one that is just 1 mm too deep into the subcutaneous space, where product can flow too easily.

“Although many factors contribute to a successful injectable practice, good techniques will help your practice flourish!”

Julie Woodward, M.D.  
Durham, N.C.

“Courses are available that can help injectors understand facial aging and thus develop a three-dimensional artistic vision for the patient. An artistic eye for a youthful face is imperative. Big lips and weighted-down nasolabial folds are fast and easy to accomplish, but they may not make patients really look younger or better.

“Another aspect of technique is that this process is not just about the injections themselves, but also about the technique of handling complications. First, risks and benefits should be mentioned ahead of time to help the patients make informed decisions prior to injections. Also, they will not be caught off-guard if minor complications occur. Confidence in handling such complications can help reduce patient stress and create a very loyal return patient. I have had several patients that have come to me for treatment of complications from infraorbital rim injections. Expert handling of such situations will create that ultimately happy and loyal patient.

“Technique is also creating a positive office experience, in addition to just good hand-eye coordination. Training the staff to keep patients occupied and happy while waiting also encourages patients to want to return.

“Although many factors contribute to a successful injectable practice, good techniques will help your practice flourish!”



Dr. Seiler

Warren B. Seiler III, M.D.  
Homewood, Ala.

“In my cosmetic practice, technique is more important than variety for both fillers

and neurotoxins. My overarching philosophy is that one does not want to be a so-called ‘jack of all trades, master of none.’ Great results can be achieved by studying the product, refining the technique and dosage, along with consistent practice using the same product — mine happens to be Botox (onabotulinumtoxinA, Allergan) in the neurotoxin realm.

“From my perspective, there are no specific advantages from using the other neurotoxins. I am extremely comfortable using Botox in both the common treatment areas (forehead, glabella, crow’s feet) and the ‘advanced’ areas (upper lip, mentalis, neck), and as a result, my patients get great results.

“I advise other surgeons to choose one neurotoxin and thoroughly educate themselves in all aspects of its capabilities. Unfortunately, it is not likely that the occasional injector will be able to provide excellent results — especially in the advanced areas, but also in the more commonly treated areas as well. Poor results are usually due to a lack of knowledge in the anatomy area, improper dosing and not understanding the Phi proportions of the face.

“An injector must be able to assess the amount of muscle bulk present in each muscle unit and also know how the resultant muscle relaxation may affect an adjacent area. This will consistently provide great results.

“Regarding fillers, each is different, and as such, each may be applicable for different uses in a practice that focuses on advanced filler procedures. However, after using several different fillers in the past, Juvéderm Ultra Plus (cross-linked hyaluronic acid, Allergan) plus or minus lidocaine

has become my go-to filler. In my hands, it has the best combination of longevity, malleability and forgiveness, as well as a natural look and feel.

“Although I know the literature states that some of the ‘longer-lasting’ and ‘better-volumizing’ fillers would potentially give more fill in what is called the



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## Exchange *continued*

'liquid facelift,' I have never found myself (or my patients) wanting more from my Juvéderm. I can recreate the triangle of youth and restore the Phi proportions to

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the face by revolumizing the brow, temple, lateral cheek and zygomatic area; tear trough, nose and radix; nasolabial and melolabial/marionette folds; upper and lower lip; philtrum and cupid's bow; mental area and jawline and cheeks. Technique and product combined, I have simply not found that I need another filler to accomplish facial revolumizing.

“Both Botox and Juvéderm are a significant part of my practice, and I thoroughly enjoy providing them for my patients. At the end of the day, my best advice is to become really comfortable with all aspects of your products of choice and master them. Your patients will appreciate it!”

**Faisal A. Quereshey, M.D., D.D.S., F.A.C.S.**  
Medina, Ohio



**Dr. Quereshey**

“Due to increasing use of nonsurgical cosmetic procedures in surgical and nonsurgical practice settings, there has become an enormous interest in industry to produce various filler and neurotoxin ‘competitors.’

“The various fillers all claim variable rates of longevity, minimal pain on injection/administration and higher ‘success.’ But at the end of the day, it’s technique that’s most important — it doesn’t matter how great the products are that you use if you can’t use them well.

“In our cosmetic surgery practice, we employ the use of fillers and neurotoxins that will produce the highest patient

satisfaction. These factors include the final postsurgical injection result and longevity of the desired outcome. Therefore, we typically will use hyaluronic acid fillers in fine lines in the periorbital regions, tear trough areas and mild nasolabial folds. In areas of deeper-recessed and loss-of-tissue volume, we will use a ‘larger’ particulate filler to restore the facial volume to a more youthful appearance, such as hydroxylapatite fillers.

“The topical application of local anesthetic as well as use of local regional nerve blocks allows our patients to better tolerate nonsurgical cosmetic-enhancement procedures. We have many patients return to us for this excellent ‘painless’ experience time and time again.”

**Faisal A. Quereshey, M.D., D.D.S., F.A.C.S.**  
Medina, Ohio

“To help control dynamic rhytids from becoming static, the use of neurotoxins has been FDA (Food and Drug Administration) approved and advocated for cosmetic use, especially in the periorbital (crow’s feet) and glabellar and upper-forehead regions. Botulinum toxin A has been used for more than 12 to 15 years with excellent long-term success with minimal complication rates, and because of its history in the marketplace, it is what I choose to use in my practice. The repeated injections into facial muscles, over long-term, benefit patients by causing disuse atrophy of the treated muscle, consequently resulting in fewer wrinkles being produced with active facial movements.

“Our patients, like most, also prefer a painless experience. The topical application of local anesthetic as well as

use of local regional nerve blocks allows our patients to better tolerate nonsurgical cosmetic-enhancement procedures. We have many patients return to us for this excellent ‘painless’ experience time and time again.”

## Doctors’ Bios:

**Julie Woodward, M.D.**, is an assistant professor in the department of ophthalmology, Duke University Eye Center, Durham, N.C. She is fellowship trained as an oculofacial plastic and reconstructive surgeon, and she is an invited speaker for national and international conferences regarding uses of Botox, Dysport, fillers and cosmetic lasers. Dr. Woodward reports relevant interests in Medicis, SkinCeuticals and Lutronic.

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