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Facial aesthetics is not just about looks. Aesthetic treatments have been shown to also improve our self-confidence and self-esteem.¹ And contrary to what some may think, facial aesthetics can provide very natural-looking results.² For those of us who are concerned about signs of aging, there are many different aesthetic treatments that can help correct for age-related changes.

The psychological impact of aging and the desire for facial aesthetics

There's no escaping the fact that many people are concerned about signs of aging. We would like to think that aging is a natural part of life that we should all accept, that signs of aging are in fact beautiful and something that communicates character and experience. But it's not always so easy to appreciate those signs when you see a face in the mirror that does not correspond to how you feel inside.

Studies have shown that skin problems can have a major psychological impact. They affect our self-esteem and our self-confidence.³ Many women over 50 are dissatisfied over physical changes such as sagging skin and feel trapped in an older body.⁴

With this in mind, we can easily see that the desire for facial aesthetics is more than just a desire to look good.

Aesthetic treatments to look naturally refreshed

Another problem with aging is that our face might not communicate how we feel or how we are as people. Wrinkles and lines can cause us to look angry, tired or sad, even though we are perfectly happy and fully rested. This disconnect between what our faces express and how we feel inside can affect our quality of life.^{5,6}

It's not surprising therefore that many people turn to facial aesthetics, not to look remarkably younger or to completely change their faces, but to make small adjustments to get a better match between personality and expression. Patients who seek aesthetic treatments desire a natural-looking refreshed appearance and to look as young as they feel.⁷

Why signs of aging occur and how to treat them

So, what happens inside the skin as we age? How can we best treat the signs that we're not comfortable with? Below is a review of common skin concerns related to aging and why signs of aging occur. For each sign there are also suggestions of facial aesthetic procedures that can help reverse the changes and possibly make us feel better about ourselves.

Since many different changes occur with age, different aesthetic treatments might be needed, depending on the individual and what results we want to achieve.

Concern: dry and dull skin and how to treat it

A common concern as we age, which is also a concern for younger people, is dry and dull skin. A major reason why the skin gets dry and dull is because of the gradual loss of hyaluronic acid. Hyaluronic acid is a water-binding substance that is key to skin moisture. Not only aging, but also sun damage can cause a loss of hyaluronic acid in the skin.⁸

Loss of hyaluronic acid, as well as other changes in the skin, contribute to a deterioration of the skin structure, loss of elasticity and the appearance of fine lines and wrinkles.^{9,10}

Skincare products can temporarily help by moisturizing the skin, primarily the skin surface, as well as prevent water loss from the skin.

For those of us who desire more long-term solutions, there are facial aesthetics procedures that can provide a significant improvement to dry and dull skin. Skinbooster treatments (such as Restylane® SKINBOOSTERS™) are aesthetic treatments where stabilized hyaluronic acid is injected into the skin over a larger area. The treatment boosts skin hydration and elasticity and makes the skin smoother and more radiant looking, with results that can last several months.¹¹⁻¹⁴

Concern: sagging and wrinkled skin and how to treat it

Another concern that comes with age is sagging skin. An important reason why the skin starts to sag, with the appearance of deep wrinkles and folds, is the loss of collagen. Collagen is a structural protein that gives the skin its shape and firmness. As the skin ages, the loss of collagen leads to thinner and structurally weakened skin.^{15,16}

It can be difficult to achieve substantial changes in skin collagen with skincare products and food supplements. Facial aesthetics presents several options and one worth mentioning is Sculptra®. Sculptra is an injectable treatment that stimulates the skin's own collagen production. It has been shown to increase skin collagen by as much as 66.5% in three months.¹⁷ Aesthetic treatments with Sculptra® have a long-lasting effect, with patients showing improvements 25 months after their last treatment session.¹⁸

Concern: loss of facial definition and how to treat it

With age, there's often a loss of definition of facial features. Collagen loss is one reason, as it contributes to sagging skin as has been explained above. Other causes are loss of facial fat bone resorption.¹⁹

Facial aesthetic procedures with fillers are a minimally invasive way of compensating for these changes. Fillers are a very versatile form of facial aesthetics that, in the hands of a skilled healthcare practitioner, can help give us the result we desire.

Facial aesthetics - consumer service or medical treatment?

Facial aesthetics fall somewhere in between a consumer service and a medical treatment. Treatments should only be performed by qualified healthcare practitioners. They will understand the anatomical changes that come with age and how to treat them.

Before having an aesthetic treatment there are many things we should know concerning our rights as consumers as well as how to find a qualified practitioner. Find more information in this article about [what you should know before your first appointment](#).

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