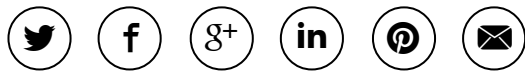


Cosmetic Surgeon Dr. Richard Buckley Comments on RealSelf's Newly Released Top Plastic Surgery Trends: Dermal Fillers and Fat Busting Procedures (Like Kybella)

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MilfordMD Cosmetic Dermatology Surgery & Laser Center's Medical Director Dr. Richard Buckley says he is seeing the same trends in consumer interest for cosmetic surgery at his practice in Milford, Penn., that RealSelf recently reported. According to the world's largest online cosmetic community, nonsurgical fillers and fat-busting techniques, such as Kybella, are topping consumer interest.

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Nonsurgical fillers and fat-busting techniques, such as Kybella, topped cosmetic surgery trends in 2016, according to [news](#) released from RealSelf. The world's largest online cosmetic surgery community, RealSelf has about nine million visitors a month. "RealSelf findings are at the pulse of what's going on in cosmetic surgery. When we saw that fillers and fat-busting options, like Kybella, were top of mind for consumers looking for information about cosmetic surgery, we weren't surprised. These trends for noninvasive options are mimicking what we're seeing in patient demand at our cosmetic surgery practice," says cosmetic surgeon Dr. Richard Buckley, Medical Director of MilfordMD Cosmetic Dermatology Surgery & Laser Center, in Milford, Penn. "What we're seeing is higher demand among consumers for fillers that address specific areas of the face, such as the nasolabial folds or the lips. And, at our practice, [CoolSculpting](#) and Kybella are leading the way for targeted non-invasive fat reduction."

Demand for these and other cosmetic surgery options is being fueled by celebrity endorsements, according to RealSelf, as movie, television



According to RealSelf, the world's largest online cosmetic community, nonsurgical fillers & fat-busting techniques are topping the charts. Dr. Buckley says he's seeing the same trends at his practice.

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and reality TV stars embrace having and talking about cosmetic procedures. Among the famous celebs who have openly talked about their nips and tucks: Iggy Azalea, Ariel Winter and the Kardashians (including the Jenners).

And the high demand for cosmetic procedures isn't centered on where many of the celebrities live, Orange County, Calif." In fact, RealSelf found that Pittsburgh, Penn., is among the top 10 metro areas with the most interest in nonsurgical cosmetic procedures," Dr. Buckley says. "Denver leads in interest in nonsurgical cosmetic procedures."

Among the trend-setting procedures: **Kybella**, a fat melting injection procedure specifically for double chins. In the third quarter 2016, consumer interest in Kybella had jumped 2.7 times what it was in the third quarter of 2015, according to RealSelf. An indication that Kybella will continue on its upward trend in popularity is that it's getting rave reviews on RealSelf, with an 87% Worth It rating.

"Kybella is FDA approved to treat adults with moderate-to-severe fat below the chin, known as submental fat," Dr. Buckley says. "Kybella is injected deoxycholic acid, a natural fat absorber, which is identical to the deoxycholic acid produced by the body. We inject the drug into the double chin; it goes into the tissue and destroys the cell membrane. In time, and with repeated treatments, the chin fat dissolves, revealing a more chiseled, youthful jawline and chin."

But leading the charge in 2016 with overall 20 percent growth and the noninvasive procedure category expected to rule in 2017 is dermal fillers, according to RealSelf. Celebrities, social media, product marketing and new filler FDA approvals with more in the pipeline are keeping high demand afloat.

"The FDA approved Galderma's cosmetic hyaluronic acid fillers **Restylane Refyne** and Restylane Defyne for treatment of laugh lines, or nasolabial folds, only months ago. And we're among the first practices nationally offering the newly approved fillers," Dr. Buckley says. "Consumers are hungry for the latest advances in fillers. In the cases of Refyne and Defyne, these next-generation flexible hyaluronic acid dermal fillers are manufactured to last up to a year."

Another big winner in the filler category is Volbella XC, a member of the Juvéderm family of fillers, which was recently FDA approved to plump the lips. "Volbella XC is used to achieve a subtle lip pout and to smooth the wrinkles around the mouth," Dr. Buckley says.

These are among the targeted noninvasive procedures that are growing in popularity not only at Dr. Buckley's practice in Milford, Penn., but nationwide. "I think one of the factors driving trends in noninvasive options is working adults who simply want to look their best. Today's cosmetic consumer doesn't have to be a wealthy socialite to afford procedures that enhance their looks. The noninvasive options are opening the world of cosmetic options to people in a range of incomes. And because they're not invasive, people generally don't have to take time off from work," Dr. Buckley says.

About [MilfordMD Cosmetic Dermatology Surgery & Laser Center](#):

The MilfordMD Cosmetic Dermatology Surgery & Laser Center offers state-of-the-art highly specialized procedures in laser and cosmetic surgery and aesthetic skin care. In addition to its AAAHC accredited surgical center and extensive laser surgery capabilities, MilfordMD offers physician designed skin care products for home use. Milford Pennsylvania's MilfordMD Cosmetic Dermatology Surgery & Laser Center is sought out by patients from around the world for expertise and innovation in cosmetic treatments performed by Richard E. Buckley, M.D. and Marina Buckley, M.D.

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