



FOR IMMEDIATE RELEASE

Title: Neck Contouring With Kybella is a Hot Trend in Cosmetic Surgery, But Dr. Richard Buckley Warns Consumers to Choose Carefully and Not Get Sucked Into the Hype!

Summary: With the FDA's approval of the first injectable for cosmetic neck contouring, Kybella, consumers are flocking to cosmetic surgeons' offices in hopes of a quick and simple procedure resulting in a more youthful appearance to their necks. Dr. Richard Buckley says that while the hype is around Kybella, it's not the only option for neck contouring. And just because it's "nonsurgical," doesn't mean there aren't side effects.

Quote: "I think Kybella may be good option for some men and women concerned about a mild amount of neck fat without laxity, but it's important to warn consumers that while Kybella is getting all the press because it's new, it's not the only option for neck contouring."

Milford, PA March 30, 2016 - Neck contouring is big news because of two recently approved approaches, Kybella and CoolSculpting's CoolMini. But while the hype is around what's new, what's tried and true, for example liposuction with **SmartLipo**, remains an even better neck contouring option for people bothered by aging or genetically thicker necks, according to Dr. Richard Buckley, medical director at the cosmetic surgery practice MilfordMD, in Milford, Penn.

"I think Kybella and CoolSculpting can be options for some men and women concerned about neck fat without skin laxity, but it's important to warn consumers that while Kybella is getting all the press because it's new, it's not the only option for neck contouring."

The FDA approved Kybella, which is deoxycholic acid, last year for treatment of moderate-to-severe submental, or neck, fat in adults. What makes it different and attractive to many is that it's not your typical surgical device, rather, it's an injectable drug. People who are weary of surgery are considering Kybella because it may permanently and nonsurgically contour the neck. The active drug in Kybella, deoxycholic acid, does this by destroying fat cells.

But there are things that consumers should know, which might not appear in big letters in advertisements for the procedure. The drug, when injected incorrectly, can destroy other types of cells, such as skin cells, according to the FDA's press on the approval. It is worth noting that a non-FDA approved product containing deoxycholic acid plus phosphatidyl choline, **Lipodissolve**, was taken off the market by the FDA due to a plethora of undesirable side effects. Lipodissolve had only a 35% "worth it" rating on realself.com.

And while injections of Kybella are not "surgery," the substance does cause a lot of swelling, bruising, pain, numbness, redness and hard areas where patients have been treated. The very word injectable often is perceived as non-serious or safe. That's not always the case. It's important to go to someone with experience in

the procedure. In rare cases, Kybella can cause serious side effects. One such side effect is nerve injury in the jaw, which can result in trouble swallowing, facial weakness or an uneven smile. Additionally, many treatment sessions are required and it is expensive.

The FDA also expanded clearance for CoolSculpting's CoolMini applicator to treat smaller pockets of fat, including those around the neck area. Also noninvasive, CoolSculpting works via a process called cryolipolysis, which basically is using cold to cause fat cell death (apoptosis). This, too, is not free of the possibility of serious complications, including rare instances of something called paradoxical adipose hyperplasia, which is the accumulation of fat, instead of a reduction, in the treated area.

"The message to consumers is that there are potential complications from even noninvasive or nonsurgical approaches. The safest approach is to go to a physician with a good track record in neck contour procedures," Dr. Buckley says. "That physician shouldn't be pushing a particular option, but rather tell the patient about all the options."

In the case of neck contouring, SmartLipo or **PrecisionTx** laser plus microcannular liposuction with while-awake tumescent anesthesia can remove the fat in the neck in a lunchtime procedure.

"It takes very little time. I can do one in 20 minutes. The neck looks immediately smaller. Whatever fat you sucked out is immediately gone. People get beautiful results. And it's less expensive at our practice than Kybella," Dr. Buckley says. "The problem is it's a tried-and-true approach, without the marketing sizzle of some of the newer options."

One of the neck contouring options at MilfordMD Cosmetic Dermatology Surgery & Laser Center is treatment with PrecisionTx, one of the newest laser technologies that Dr. Buckley offers. The approximately 30 minute, one-time treatment, Dr. Buckley can lift and tighten a patient's neck area. To perform the procedure, Dr. Buckley numbs the area and makes a tiny entry point under the jawline. He then inserts the PrecisionTx laser fiber to deliver laser energy to melt fat and stimulate collagen production in the area. There are no incisions and no sutures.

Another proven option for neck contouring, according to Dr. Buckley, is **Ultherapy**, an FDA-cleared non-invasive therapy that uses highly focused ultrasound technology to lift and tighten the neck and other area skin.

"Ultherapy delivers ultrasonic energy deep into the connective tissue below the skin to enable visualization of the tissues; then delivers a different wave of ultrasonic energy to stimulate collagen deep below the skin's surface," he says. "The result is a more angular, youthful, natural looking neckline."

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 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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