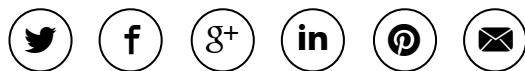


# Attention Millennials! Cosmetic Surgeon Dr. Richard Buckley Helps Define the New Buzzword That Relates to Millennials: “Prejuvenation”

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Surgeons in the U.S. who specialize in cosmetic surgery report in a new survey that there is increasing demand for cosmetic procedures, like Botox and fillers, among 30-and-under patients. Cosmetic surgeon Dr. Richard Buckley talks about the trend and specific procedures that not only address early aging but also prevent signs of aging.

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Untouched selfies reveal what many in the under-30 crowd don't want to see. Lines, wrinkles - even age spots and sagging skin - begin to take hold. And just like they use photo editing options to cover up the imperfections in the pictures, the 30-and-under crowd is turning to cosmetic procedures from Botox to fillers and more to preserve precious youth. The trend is so prominent, it has earned designation as “prejuvenation,” according to American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) [news](#) recently released.

“In an AAFPRS member survey, 64 percent of facial plastic surgeons in the U.S. reported an uptick in cosmetic surgery or injectable treatments in the under-30 crowd,” says Cosmetic Surgeon and MilfordMD Cosmetic Dermatology Surgery & Laser Center Medical Director Dr. Richard Buckley. “We’re finding much the same at our Milford, Penn., cosmetic practice. Millennials are coming in increasingly for neuromodulator treatment, with Botox, Dysport or Xeomin, as well as fillers for lips and cheeks, lasers for lines and skin pigmentation and specialized skin care services. They, like their older counterparts, want to preserve their looks. But for the 30-and-under crowd, it’s more about



Millennials, like their older counterparts, want to preserve their looks. But it’s more about prejuvenation - preventing the things that years down the road will make them look older.

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preventing the things that years down the road will make them look older, like the deep crevices that form between the brows as we age.”

The wave of noninvasive beauty treatments has opened the door to younger generations taking baby steps toward being freer of **wrinkles, laugh and forehead lines, crow’s feet, sun-damaged skin** and more. Celebrities who are open about what they do to help preserve their looks are helping to fuel young people’s desires and the increase in the demand for cosmetic procedures, according to AAFPRS. There is evidence, for example, that injections of neuromodulators, such as Botox, Dysport or Xeomin, can do more than treat existing wrinkles, they can in fact prevent wrinkles and lines that form from years of making expressions. And popular hyaluronic acid fillers, such as Restylane and Juvederm, have been shown to not only volumize areas, such as the lips and cheeks, but also result in an increase in collagen production in the area treated.

“There are exciting new options in the war against aging. One is **ThermiRase**, which is becoming a popular choice among Millennials who would rather not use Botox and other neuromodulators. ThermiRase uses radiofrequency energy to target unwanted muscle activity by ablating the nerves that cause wrinkling. ThermiRase treatment has no downtime and, though more expensive than Botox, results last from one to one and a half years, which is longer than results from neuromodulator injections,” Dr. Buckley says.

Other popular choices among 30-and-under patients include laser treatments to revive skin marred by sun-damage, as well as professional skin care treatments aimed at addressing the specific concerns common among Millennials. “For example, fractionated laser resurfacing with Fraxel re:store takes only about 25 minutes and reduces wrinkles around the eyes, acne scars, sun spots and other pigmentation concerns and more, with only about a day of having to use makeup to hide redness,” Dr. Buckley says. “Millennials and others emerge from Fraxel treatments (usually a series of three to five) with improved tone and texture and smoother skin.”

**MilfordMD’s HydraFacial MD treatment** has been yet another big hit among local Millennials. “It’s a non-invasive and non-laser skin resurfacing and rejuvenation treatment that can be customized to what bothers patients most about their skin,” Dr. Buckley says. “And young people love it because there’s no downtime.”

The key for success is to find cosmetic physicians who are experienced and have a reputation for natural looking results, according to Dr. Buckley. “Just like in the 40-and older crowd, a seemingly simple procedure, such as Botox or fillers, can turn into a nightmare in the wrong hands. Look for a physician’s credentials, experience and reputation in the community,” he 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 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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MilfordMD Cosmetic Dermatology Surgery & Laser Center is located at 303 W. Harford Street, Milford, PA 18337. Tel: (800) 664-1528. For real patient video testimonials, visit our [MilfordMD YouTube channel](#).

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