



Central Ohio
Plastic Surgery

Where Art and Surgery Come Together

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[Find out how to get a more youthful appearance.](#)

The truth about browlifts

Raise an eyebrow ... yours!

Get rid of sagging eyebrows, forehead creases and frown lines

Eyes are one of the first things people notice. (Honestly, that's why some of us participate in a never-ending search for the ultimate eye-popping mascara and love [LATISSE® for longer, fuller, darker lashes.](#))

Are your eyes still bright and beautiful? When you look in the mirror do you see a youthful eyebrow arch? What about the area above and around your eye? Are you seeing more sagging and creasing than you're comfortable with?

If so, you may want to consider a [browlift](#). A brow lift is a surgical procedure to rejuvenate the forehead and brows. Here we share the truth about what a browlift can do to enhance or reclaim your natural beauty.

TRUTH #1

A browlift can elevate low or sagging brows, smooth out forehead creases and frown lines, and bring the hairline down, if desired.

TRUTH #2

More than 25,000 browlifts are performed each year on men and women who are looking for a more youthful, rejuvenated appearance.

TRUTH #3

Some studies show that a browlift can reduce or eliminate migraines.

TRUTH #4

Browlift is among the most common cosmetic procedures, ranking 12th among all procedures.

Dr. Lichten says ...

- *I offer my patients both traditional and minimally invasive surgical options.*
- *With a traditional surgical approach, I make discreet incisions along the hairline and scalp.*
- *With minimally invasive or endoscopic surgery, I make even fewer incisions, using a fiber-optic video camera to see the surgical areas.*
- *Most patients can return to work within 10 days after surgery.*
- *Patients often consider a browlift during other surgical procedures such as [facelift](#) or [eyelid surgery](#) (blepharoplasty).*

BRO-TOX: More men getting BOTOX®

Study says more men getting BOTOX injections

[BOTOX® Cosmetic](#) isn't just for women. Men, too, want to look and feel their best---and that means reducing the appearance of fine lines and wrinkles.

The medical journal *Cosmetic Dermatology* reports a 258 percent increase in BOTOX® use among men over a recent 10-year period.

Dubbed BRO-TOX, BOTOX® works the same in men as in women, although injection dosage requirements may be slightly higher.

"My male patients say BOTOX® is an easy, effective and affordable way to give them a competitive edge in the workplace," says Dr. Lichten. "Looking more youthful is often equated to competence and productivity, and may help job seekers land their next job more quickly."



[Book an Appointment](#)



BRA Day USA - Oct. 1-15

Help us collect new bras for women

Because Dr. Lichten is a women's health advocate, every year [Central Ohio Plastic Surgery participates in BRA Day](#) or National Breast Reconstruction Awareness Day.

BRA Day is an opportunity to help women facing, fighting and surviving breast cancer understand their breast reconstruction options.

"In the US, seven out of 10 mastectomy patients are unaware they have reconstruction choices, and even more are unaware that reconstruction is usually covered by insurance" says Dr. Lichten. "The decision is extremely personal and we believe every woman should be able to make an educated choice about reconstruction. Of course, we're here for any woman if and when she's ready to [take that step](#)."

HOW YOU CAN HELP

- In honor of BRA Day, we're collecting new bras that will be donated to a local domestic violence shelter in Lancaster.
- **Just drop off a new bra to our offices anytime between now and Oct. 15, and get a punch on your new 2015 VIP card for every bra you donate.**

Runners' Corner: Join the 5K to Cure Psoriasis

Do something good for your body (being fit helps you heal faster post-surgery) and support a great cause.

Four years ago, Dr. Lichten and Rachel started this 5K to raise money and awareness of Psoriasis, an autoimmune disease that appears on the skin, causing it to crack, itch and bleed.

The Lichtens are particularly passionate about curing psoriasis, because their 13 year-old son, Sam, has severe psoriasis.

What: 5K Run and 1K & 5K Walks & Free Halloween Fun Fest

When: Sunday, October 26, 2014 @ 9:30 a.m.

Where: Bexley High School, 326 S. Cassingham Rd.

[Learn more](#)

[Register now](#)

[Donate to the cause](#)

The quick-and-easy brow boost

We've all seen over-plucked and under-plucked eyebrows. (They're kind of memorable, aren't they?)

But the right brow shape and thickness for your face can really open up your eyes and complement your look.

Here, our licensed aesthetician Natalie share her best brow shaping tips:

1. **Align brows** with the bridge of your nose.
2. **End brows** at the outer edge of your eye.
3. **Before tweezing** or shaping at home, fill in brows with powder or pencil so you can see exactly which stray hairs to remove.
4. **Maintain an arch** over the outer part of the iris of the eye.
5. **Brush brows up** and trim (just a little!) any noticeably longer brow hairs.

Need help?

Natalie can shape your brows, wax away excess hair, and tint light or gray brows to better frame your face.

[Schedule a brow waxing or brow tinting with Natalie.](#)

Mazel tov to Sam and the Lichtens!

On September 6, Dr. Lichten's older son, Sam, became a Bar Mitzvah. Becoming a Bar Mitzvah is an important rite of passage and marks the time when a Jewish child becomes a full adult member of the Jewish Community.

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