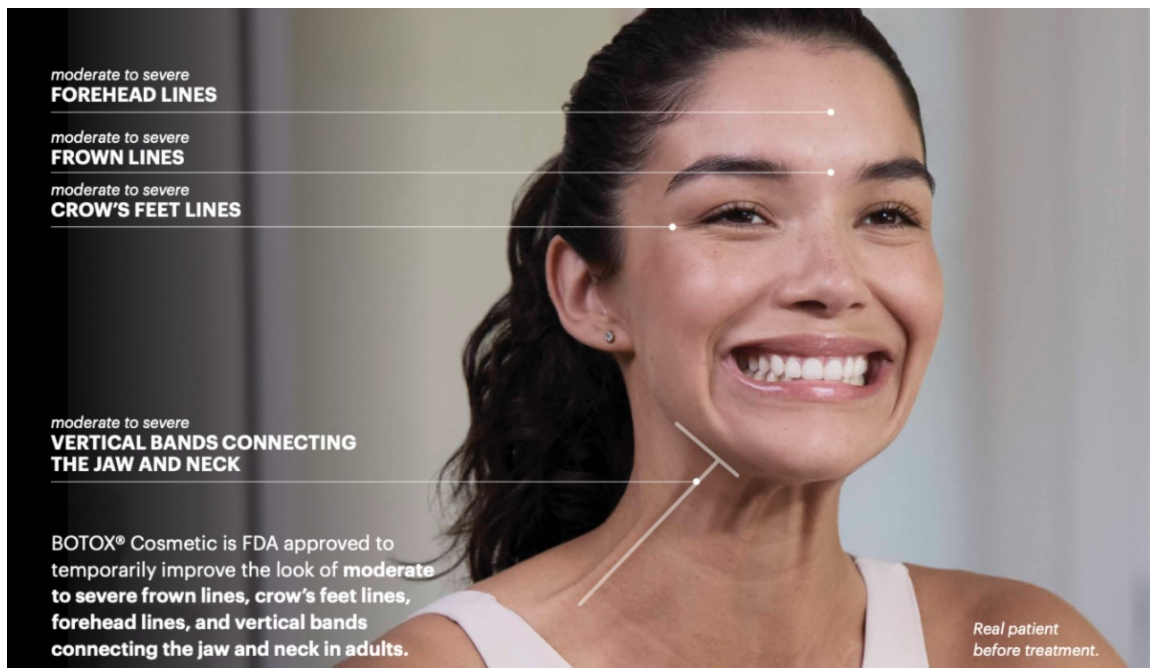




Show Your Neck a Little ♥



Your neck called. It wants BOTOX®.

Like it or not, the neck area shows some of the earliest signs of aging, in particular, the vertical neck bands, known as platysmal bands, become more prominent over time.

The platysma is a thin muscle extending from the jawline down the neck. With age and repetitive movements, this muscle can develop visible vertical bands, resulting in a sagging or aged appearance of the neck. In addition to surgical options, now there's a non-surgical solution for improving the appearance of a lax neckline.

BOTOX®: A Non-Invasive Solution

"Patients often don't realize how much the neck contributes to an aged

appearance,” explains Dr. Lichten. “With the FDA’s approval of BOTOX® Cosmetic last October, we now have a simple and effective way to refresh the neckline without surgery. Plus, it’s the first and only product right now with this specific indication.”

How BOTOX® works on neck bands is simple: It relaxes the platysma muscle, reducing its activity and giving the area a smoother appearance.

What to Expect

- **Procedure Time:** Approximately 15-20 minutes.
- **Discomfort:** Minimal. Most patients describe the feeling at the injection site as a “slight pinch.”
- **Downtime:** None. You can resume normal activities immediately.
- **Results:** Visible within 5-7 days. Optimal results are typically achieved around 14 days.
- **Duration:** Effects usually last 3-4 months.

Is It Right for You?

If you’re noticing vertical bands on your neck or a loss of jawline definition, this might be for you. Dr. Lichten recommends a personalized consultation during which he’ll discuss your concerns, examine the area, and recommend a tailored treatment plan to achieve a natural, rejuvenated appearance.

Note: Individual results may vary, so always consult a qualified healthcare professional, such as a board-certified plastic surgeon, to determine the best treatment approach for your specific needs.

[Ask Dr. Lichten if BOTOX® is right for you >>](#)



3 Quick Summer Skincare Wins for Everyone

Even if you're not hitting the beach this year, your skin still needs protection. Here are Dr. Lichten's favorite go-to tips for getting great summer skin. No fuss. No muss.

1

Apply SPF every morning.

Don't forget your neck and décolletage.

2

Switch to a lighter weight moisturizer.

Humidity is up, so your products can lighten up, too.

3

Treat protected skin.

Ask about combining BOTOX® with [professional skincare products](#) for your best, most carefree summer look.

For your best skin, try our MediSpa >>

Skin Longevity Is the New Glow-Up

Move over, quick fixes. The new beauty standard isn't just about looking good today—it's about helping your skin thrive for years to come.

In 2025, "skin longevity" is the buzzword, reshaping how we age. It's not about chasing youth—it's about supporting your skin so it stays firm, smooth, and luminous over time.



So, what does that mean? More innovative skincare, collagen-preserving treatments, and medical aesthetics that go beyond surface-level work.

We're talking about:

- Giving your skin the cellular boost it needs to stay vibrant.
- Protecting the integrity of your collagen.
- Choosing procedures that are kind to your future self, too.

At Central Ohio Plastic Surgery, Dr. Lichten's approach combines proven aesthetic techniques with the latest longevity science.

Whether it's injectables like [JUVÉDERM VOLUMA™ XC](#) or surgical interventions like [breast augmentation](#), the goal is the same: a natural, lasting radiance that makes you feel like your true self.

Want to see what pro-aging really looks like?

[Let's talk.](#)

See before-and-afters you won't believe >>

GIFT GUIDE:

FOR DADS WHO DESERVE MORE THAN A GRILL SET

This Father's Day, skip the socks. Instead, help him feel refreshed and confident with:

- BOTOX® for crow's feet or forehead lines.
- Non-surgical solutions for tired eyes or sagging skin
- A private consult to talk about what he wants.



We'll help you create a customized experience he'll never expect.

CENTRAL OHIO
PLASTIC SURGERY

[Book His Consultation Now >>](#)

JUNE savings

Brazilian Butt Lift
FREE CONSULT + \$1000 OFF
(on surgeries performed thru 10/31/25)

KYBELLA
20% off all treatments!

ACNE AWARENESS MONTH
Save 25% on all acne care products!

Circadia C2O2 Facial
\$119
(\$56 savings)

Terms & Conditions apply. All services performed at provider's sole discretion. May not be combined with any other discounts or offers, with the exception of Alle rebates & rewards. Complete list of discounted retail products available at the front desk

20 Years ... and Counting

We had so much fun at our 20th Anniversary celebration on May 16, 2025.
Thanks for making that day and every day before and since a memorable one.
Here's to 20 more years! #WeLoveOurPatients
#20YearsofCentralOhioPlasticSurgery

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Central Ohio Plastic Surgery | 2656 N. Columbus St, Suite A | Lancaster, OH 43130 US

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