



NEXT-GEN AESTHETICS IS HERE

Turns out, “aging gracefully” got a modern makeover.



How Gen Z and Millennials are rewriting the rules of beauty.

Prevention Over Perfection: What’s Shaping the Next Generation of Aesthetics

A recent [Forbes article](#) spotlights how Gen Z and Millennials are rewriting the rules of beauty – and honestly, we’re here for it.

Whether you’re already a fan of aesthetic injectables or just starting to explore treatment options, this generation is changing how everyone thinks about beauty.

“The focus is on prevention, balance, and authenticity,” says Dr. Lichten. “Of course, that’s been a core philosophy of our practice for the past 20 years and [what makes our approach different](#). It’s not about freezing time – it’s about helping you look like yourself, just a

little more rested and refreshed.”

Here's a quick recap of the *Forbes* findings:

▫ **Gen Z:** They're all about prevention over perfection. Botox isn't a fix; it's a flex. Think of it as skincare's smarter big sister.

▫ **Millennials:** They're over the filters. They want real, natural, still-me results from providers who listen — not lecture.

♥ **Everyone:** Wants to look refreshed, not re-done or overdone. They want to trust the hands (and heart) behind every injection.

At COPS, we want you to know that every treatment starts with a real conversation about your goals, your lifestyle, and how we can help you feel your best, inside and out.

Curious Where to Start?



Freeze. Snap. Win.

*Join the COPS Ice Pack Challenge and celebrate your glow-up.
No filters. Just fun.*

Because we're all about prevention, balance, and feeling our best, let's add a little fun into the mix. Introducing the COPS Ice Pack Challenge, a cool new way to show off your post-treatment glow and win big.

Here's how to play (Nov. 15 - Dec. 5, 2025):

- ▫ Post a selfie with your COPS ice pack and tag us [@centralohioplasticsurgery](#) on Insta

Story = 1 entry Feed post = 2 entries

- ▫ Tag your friends to earn 1 extra entry each
- ▫ Add extra ice packs and get 1 more entry per pack
- ▫ [Leave a new Google review](#) mentioning [BOTOX®](#) or [Juvéderm](#) and get 1 additional entry

Two winners will be chosen:

- Most Ice Packs in One Photo (remember, creativity counts!)
- Winner announced live on Dec. 5 (Dr. Lichten's birthday ▫) via random drawing.

No AI. No filters.

Just real patients, real results, and a really cool prize:

50 units of BOTOX® Cosmetic!

Join the Ice Pack Challenge



Turkey Neck

...is for the birds!

Say "goodbye gobbler!" and **save 20%** on the following neck-snatching treatments and skincare!



Botox
Chemical Peels
Tripollar
Microneedling
Kybella
Coolsculpting
Erbium



Interfuse Face & Neck

Techno

Neck Perfecting Cream

AlphaRet Body

AlphaRet Peel Pads

Savings valid ONLY on neck and décolleté treatments of the aforementioned services. Not to be combined with any other discounts or offers, including COPS VIP. May be used in conjunction with Alle rebates and rewards where applicable. Offers expire 11-30-2025.

Cold Weather, Warm
Glow



When the temps drop, your skin's moisture levels usually do, too. That post-facial radiance you love can fade faster if your routine isn't winter-ready.

Our quick tip: switch to a gentler cleanser, skip alcohol-based toners, and layer in a rich moisturizer or serum with hyaluronic acid or ceramides to lock in hydration.

It's a simple way to keep your glow going long after your appointment.

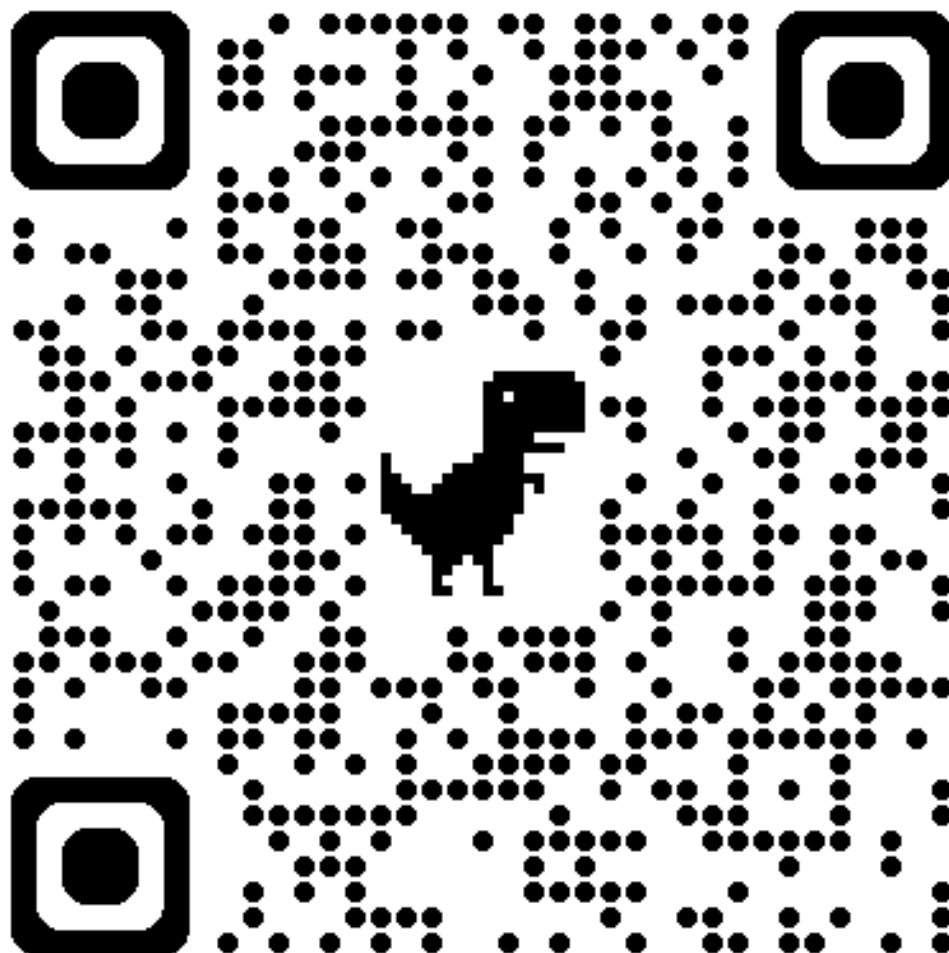
[Shop Medical-Grade Skin Care →](#)

Mark Your Calendar

one day only exclusive offers and perks

Nov. 19, 2025

[scan for details]



Get a Sneek Peek
→



As we head into Thanksgiving, Dr. Lichten and all of us at Central Ohio Plastic Surgery want to say a heartfelt "thank you" for being part of our community.

Whether you've visited us once or since we opened 20 years ago, your trust means everything to us. We're truly grateful for the opportunity to care for you.

From all of us at Central Ohio Plastic Surgery —
Wishing you a warm, joyful, and beautifully balanced holiday season.



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