

SPRING ISN'T
ABOUT
BECOMING
SOMEONE NEW



It's about feeling like
yourself again.
Refreshed. Renewed.

Ready for the season.



Longer days. Brighter light.
And suddenly, the mirror feels a little
more honest.

Winter lingers — in dryness, in
dullness, in the way makeup doesn't
sit quite the same.

You swap out sweaters, open the
windows, and reset the house.

What about your skin?

"I look tired."

"My skin looks dull."

"Something feels off."

You don't need something dramatic;
just thoughtful.

Whether that's:

- A [cosmetic injectable](#)
appointment
- A [skincare regimen](#)
- Or simply a plan for [plastic](#)
[surgery](#).

**Because what you do now shows
up beautifully later.**

POV: When even your favorite skin care is getting a facelift!

As we prepare to introduce the new look of Circadia, please join us in the celebration by taking advantage of the following March savings!

Mandeliclear w/ Vit. A Accelerator
Chemical Peel

\$149

(reg. \$225)

30% OFF

ALL in-stock Circadia retail
(Old packaging only, while supplies last.)

Save up to \$1000

Add FRAXEL to ANY surgery and save \$500 on surgery

PLUS

Receive a custom Skinbetter or Circadia homecare regimen
worth up to \$500

Terms & Conditions apply. May not be combined with any other offer. Fraxel offer valid on surgeries scheduled by 3/31/26 to be performed by 12/31/26.

🗨 Quick Q&A with Dr. Lichten: Spring Reset Edition

As the season shifts, so do our patients' questions. Here's what they want to know right now.

Q: What's the best time of year for a procedure?

Dr. Lichten: There's no "best" time that works for everyone. It is, however, usually earlier than people think. If you want to look refreshed for late spring or summer events, March is ideal. That gives us enough time to plan and enough time for you to heal before the next season.

Q: I look tired, but I'm not sure what, if anything, would fix it. Where should I start?

Dr. Lichten: First, you're not alone. I hear this from a lot of my patients. What most people don't realize is that it's not just one thing that contributes to their concern. It's usually a combination of small things: a tiny bit of volume loss, subtle changes in skin texture, a little hollowness here and there. That's why during our 1:1 consultation, we spend a lot of time talking about your concerns and your options before customizing a treatment program to help you meet your goals.

Q: I want to look refreshed, not overdone. Can you help?

Dr. Lichten: My approach to aesthetic medicine is simple: use restraint. As a board-certified plastic surgeon, my goal is to restore symmetry to your face, giving you a more balanced, natural looking appearance. If you want to look like yourself only better, then, yes, I can help.

Q: I've tried a lot of products. Why isn't my skin changing?

Dr. Lichten: Products help, but they can only do so much. Sometimes what's needed is a little professional support and medical-grade skin care to get more visible results.

Q: What if I start something and can't keep it up?

Dr. Lichten: No problem. We plan around your comfort level and your schedule. Some patients come in regularly, others check in just once or twice a year. We can always start conservatively and see how you feel. You're in control of the pace. And if, at any time, you decide to stop, you simple return to your natural state.

[Still have questions? Let's talk.](#)

View Before & After Photos



SPRING CALENDARS FILL UP FAST

BOOK NOW

Especially in the weeks leading up to:

Weddings
Vacations
Graduations
Mother's Day

If it's on your calendar, it should be on ours, too.



Tummy Tuck

before and after of Dr. Lichten's actual patient



"Life changing. Would do it again. 100%!"

The New Rules of Aesthetic Aging

Aesthetic aging hasn't changed overnight — but the way we approach it has. The old model focused on correcting individual features as they shifted. The new model is more thoughtful. It's about balance, timing, and long-term planning.

Patients are asking different questions now. They're less interested in quick fixes and more interested in how everything works together, now and years from now.

Here are five rules shaping [how aesthetic care is evolving](#).

1.We're Treating Faces, Not Features

Aging doesn't happen in one place, so treating it that way rarely solves the concern. We're seeing more patients are open to stepping back and looking at the whole picture (structure, balance, and proportion) rather than focusing on a single area.

2.Smart Timing Beats More Maintenance

Sometimes a well-timed, well-planned [surgical intervention](#) creates a more natural result than years of small, repeated non-surgical adjustments. That's why we tailor treatment plans to each patient, based on long-term goals rather than short-term fixes.



3.It's Not Surgical vs. Non-Surgical

The best results usually don't come from choosing just one path.

When surgical and non-surgical treatments are thoughtfully combined and sequenced, the outcome feels more seamless and complete.

4.Healing Is Part of the Plan

Recovery isn't an afterthought. Patients want to know how to support healing, reduce inflammation, and protect their results. Planning for recovery is part of planning for success.



5.Less Drama, Better Outcomes

There's more [awareness around risk and overcorrection](#). The best results aren't the most aggressive

ones. They're the ones that hold up
over time and let you look like you.

**Book a
Consultation**

Questions? Concerns? Appointment?
Call Central Ohio Plastic Surgery at 740-653-5064



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