

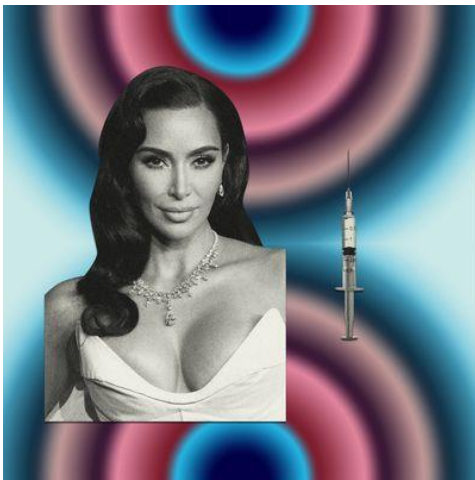
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How Wealthy People Kept Their Faces Looking Tight This Year

By Jennifer G. Sullivan



2024 has been the year of nonsurgical lifting techniques, laser resurfacing, and micro-injections of Botox and Rejuran (a.k.a., the salmon-sperm solution).

New York City's top dermatologists say patients are less focused on plumping or sculpting and more interested in looking *lifted* (in a well-rested way that makes it impossible for anybody to tell what work they've had done). "I think the overall perversion of injections in the med-spa market — the overdoing of these things — has made people a little bit wary, so they're looking for non-injectable alternatives," says dermatologist Paul Jarrod Frank, M.D.

Using people's own blood to fill their face (yikes?)

And, finally, for patients who want subtle skin plumping and don't like the idea of putting foreign substances in their body, Frank recently started offering injections of very small embryonic-like stem cells (VSELs) made from his patients' own blood. He draws the blood, spins it to separate the platelet-rich plasma (PRP), then treats the PRP with a photoacoustic laser to activate its VSEL cells. From there, he can heat and cool the cells to turn them into a new injectable he calls VSEL-Rich Gel (VRG) Filler. "It has the viscosity of something between, like, an old collagen [filler] and a Restylane [filler]," he says. VRG Filler doesn't volumize like some of the thicker injectable fillers now available, but, he says, "I've been using it around the eyes, around the mouth, and it does hold." The plumping is short term, and, more importantly, the VSEL cells have a long-term bio-stimulatory effect that helps to improve wrinkles, crêpey skin, and fine lines over time. Frank says it's "more naturopathic and permanent" than filler. And subtler, too.