

## The Innovations Lift

The Innovations Lift was designed with today's busy individual in mind. It is an office based facial rejuvenation surgical procedure designed to take off years in a matter of minutes. The procedure is performed in the office using local anesthesia, similar to the medications used by dentists. Because the procedure is less invasive than classic facelift techniques, downtime is minimized and patients return to their daily activities quickly.

The Innovations Lift is designed to turn back the clock. As we age, facial tissues lose support and elasticity, jowls begin to form, folds around the mouth deepen and the neck loses its contour. Although genetics play an important role on how quickly these changes take place, we all are affected by them to varying degrees. The Innovations Lift is designed to reverse the effects of aging by "repositioning" your facial structures to where they were when you were younger, giving you back your natural, more youthful facial contours. It does not produce the much dreaded pulled or stretched look. Patients often comment that friends say they look well rested after the procedure, not that they had facial surgery.

The advantage to the Innovations Lift is that it can be combined with other facial rejuvenation procedures to produce a more complete facial makeover. Many other procedures can also be done under local anesthesia including eyelid surgery, facial resurfacing, and even brow lifting in appropriate patients.

While there are risks to every procedure, the Innovations Lift minimizes those risks by avoiding general anesthesia and extensive dissections seen with classic facelift techniques.

The Innovations Lift is not right for everyone. To learn if you can benefit from the Innovations Lift, call Dr. Verret today at 972.608.0100 for a free consultation. He will sit down with you, determine what your goals are for the procedure, and talk with you about all the risks and benefits of the procedure.

## Why choose Dr. Verret?

Dr. Verret specializes in rejuvenation of the face. Training for a facial plastic surgeon differs from a plastic surgeon in that facial plastic surgeons spend the majority of their training operating only on the face. Dr. Verret completed one year of general surgery and then, unlike a plastic surgeon, completed a four year residency in otolaryngology and head and neck surgery. Most plastic surgery residents will complete a 3-5 year general surgery residency and then complete a 2 year plastic surgery residency in which they concentrate on all parts of the body, not just the face.

Dr. Verret went on to refine his skills in cosmetic facial surgery in a one year fellowship under the tutelage of Dr. Keith LaFerriere. During that year, he was involved with over 400 cosmetic facial plastic surgery procedures. He welcomes the opportunity to help you explore possibilities for your own facial rejuvenation.



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Want to turn back the clock?

No time for a long recovery?

Don't want general anesthesia?



Take off years in just  
minutes with the  
Innovations Lift

## Is the Innovations Lift surgery?

Yes. The Innovations Lift is surgery. Unlike traditional facelift techniques, the Innovations Lift uses only local anesthesia. With light sedation at the beginning, most patients sleep through the procedure. Because there is less dissection of the neck and its structures, the Innovations Lift also results in decreased bruising and swelling over a traditional facelift and has much less risk.

## Is the Innovations Lift safe?

Yes. The Innovations lift decreases patient risk by minimizing the amount of dissection of deep structures in the face. Having experience with several hundred office based procedures, Dr. Verret does not hesitate to offer the Innovations Lift as a safe alternative to traditional facelifts.

## Will I have a pulled or stretched look?

No. By limiting the amount of skin that is undermined and pulling up the deeper tissues, the much dreaded pulled or stretched windblown look is avoided.

## Will I bruise?

Yes. All facial rejuvenation procedures produce some amount of bruising and swelling. The amount is variable between patients. Some patients leave the procedure and you can not tell that they had anything done. Some patients leave with more bruising and swelling. Generally within 1-2 weeks, if bruising persists, it can be covered with makeup.

## When can I resume normal activities?

That is up to you. We ask that you do not perform any strenuous activity for two weeks. Some patients return to work in 2-3 days while others take 1-2 weeks off for recovery.

## What are the risks of the procedure?

While every procedure has risks, the Innovations Lift seeks to minimize those risks. A full consultation with Dr. Verret is needed to explain all of the risks and any risks which may be particular to your health.

## When will I come back to the office?

All patients are seen the day after surgery to remove the dressings placed after surgery. If everything looks good, patients return one week after surgery for suture removal. After this, if everything is healing normally, patients are asked to return in one month.

## Will my incisions be noticeable?

While the incisions are healing, they can have some redness. This is generally covered with either hair or makeup in about a week. The redness may persist for a month or two though some patients have almost no redness at the end of the first week. Once the incisions heal, it is difficult to find them unless you know what you are looking for.

## How long does the procedure take?

The procedure takes between an hour to an hour and a half. If additional procedures are performed at the same time, additional time will be necessary.

## How long will it last?

The longevity of the procedure, as with any type of facelift, is patient dependent. Skin elasticity, age, stress, smoking, and sun exposure among other things contribute to aging. While the Innovations Lift can turn back the clock, the clock is still ticking. The one thing that is assured is that you will always look more youthful after the procedure than you would have if you have not had it.

## Am I a candidate?

Maybe. To find out if you are a candidate, call today, 972.608.0100 or toll free 866.972.FACE, for your complimentary consultation with Dr. Verret.

## Who is Dr. D.J.?

Dr. Daniel Joseph "D.J." Verret was born and raised in the heart of Cajun country, Lafayette, LA. He attended Tulane University where he earned a degree in biomedical engineering with honors. He went on to attend the University of Texas Southwestern Medical School at Dallas for both his medical degree and residency training. For further refinement of his skills, he applied for and was awarded one of only 38 nationwide one year fellowships through the American Academy of Facial Plastic and Reconstructive Surgery. After living in the Dallas Metroplex for nine years, Dr. Verret became enamored with the area and moved back to Plano to open his practice.



Dr. Verret continues to stay abreast of the latest innovations in facial plastic surgery through attendance at various local, national, and international facial plastic surgery meetings. He regularly teaches at the University of Texas Southwestern Medical School and volunteers at various local civic organizations. He has been invited to speak at national and international facial plastic surgery meetings and he has been rewarded with numerous peer reviewed articles and book chapters. Dr. Verret is board certified in Otolaryngology head and neck surgery and fellowship trained in facial plastic surgery.

While not working, Dr. Verret enjoys bike riding, cooking, and photography. Because he is from South Louisiana, Dr. Verret enjoys Cajun cuisine but is insistent that nothing is quite like cooking at home.