

## **Concept™ Facelift**

***A revolutionary facelift for a fresh, natural, youthful look and a rapid recovery***

### **What is the Concept™ Facelift?**

The Concept™ Facelift is a revolutionary technique to lift and tighten the skin and muscles of the face and neck. It removes wrinkles, jowls, and sagging skin and creates a more fresh and youthful appearance.

The Concept™ Facelift is an innovative new technique developed exclusively by Bella Vou. It rejuvenates the face in a way that looks natural and refreshed rather than tight and mask-like. The procedure is less invasive than traditional facelifts. It is performed under local anaesthetic, offering a quicker recovery, reduced bruising, and less downtime, so that you can get on with your life.

### **Why have the Concept™ Facelift?**

The Concept™ Facelift at Bella Vou treats loose, sagging, and wrinkled skin and gives you a natural, fresh, and youthful appearance that lasts for years.

Time, sun damage, and lifestyle can affect the delicate skin on the face and neck. As we age, the skin can develop fine lines, wrinkles, jowls, and a loss of definition to the jawline. The eyes and the corners of the mouth can droop, and deep lines and creases can form, making you look cross or tired, no matter how happy and rested you feel. If you are unhappy with the impact ageing has had on your face, Bella Vou's expert cosmetic surgeons can precisely lift, tighten and smooth the skin and muscles on your neck and face to rejuvenate your appearance.

The extensive bruising, pain, and lengthy recovery time of traditional facelifts has made them decline in popularity over recent years. The revolutionary Concept™ Facelift fits in with modern lives. There are no bandages, staples, drains, or drips, and with reduced swelling, scarring, and bruising after the procedure, most people can return to their routine within a matter of days.

### **What happens in a Concept™ Facelift?**

The Concept™ Facelift is a cutting-edge procedure that lifts the face and neck and reduces the appearance of ageing.

The Concept™ Facelift is usually performed under local anaesthetic, although sedation and general anaesthesia are also available. It is a day case procedure, so there is no need to stay in the clinic overnight. The face is carefully numbed so that the procedure is pain-free, and Bella Vou's expert staff will provide support, guidance, and music to keep you calm, comfortable, and relaxed throughout the procedure.

The incision for the Concept™ Facelift is short, running from the front of the ear to behind the ear, resulting in a smaller scar and no hair loss compared to traditional techniques. The skin is lifted together with a muscle tightening SMAS lift, to provide natural-looking, long-lasting results. The Concept™ Facelift smooths the skin of the cheeks, lifts them to their original position, and removes jowls, restoring definition to the jawline.

The skin is stitched with absorbable sutures, leaving a fine line scar that will fade until it is hardly noticeable. The procedure lasts about two hours, and you'll be able to go home the same day with no drains, drips or bandages

### **How long is the recovery time for a Concept™ Facelift?**

Busy modern lifestyles leave little time for slow, painful and lengthy recoveries. The Concept™ Facelift is much less invasive than traditional facelift surgery, which causes significant facial trauma, making it difficult to work and socialise for up to eight weeks.

You will have little bruising, swelling, or scarring following the Concept™ Facelift. Most people can return to their normal routine within a matter of days. However, it's important to remember that although your outward appearance will look healthy and healed, inside your body will still take six to eight weeks to recover fully.

### **Quick glance guide to the Concept™ Facelift**

Procedure Time: 2-3 hours

Recovery: 1 week

Anaesthetic: Local anaesthetic. Sedation and general anaesthetic also available

Hospital stay: No

Treats: Loose skin, deep lines, sagging jowls and jawline

### **Why choose Bella Vou for your Concept™ Facelift**

The revolutionary Concept™ Facelift is exclusively available at Bella Vou. The innovative, trademarked technique was developed by the clinic's renowned cosmetic surgeons as a less invasive alternative to traditional facelift surgery and attracts clients from across the globe.

Bella Vou offers clients a uniquely individual approach to cosmetic surgery. The state-of-the-art clinic provides the very latest surgical, cosmetic, and aesthetic treatments in a chic, comfortable, and welcoming environment in the heart of the beautiful historic town of Royal Tunbridge Wells.

Bella Vou is dedicated to providing satisfaction, the highest standards of care, and a very personal touch throughout the client journey. The highly-skilled, professional staff are passionate about helping people achieve the results they want, but also making their experience enjoyable, stress, and hassle-free.

Bella Vou's leading cosmetic surgeons are recognised by the most highly-regarded aesthetics and cosmetic surgery associations, including the UK Association of Aesthetic Plastic Surgeons (UKAAPS) and named among the world's top influencers in cosmetic medicine in the prestigious RealSelf 100 awards. The clinic and leading-edge operating suite are approved and inspected to ensure the highest standards of patient care and assured with exacting standards on cleanliness and infection control safeguards.

Bella Vou offers competitively priced packages of care, with no hidden extras. The clinic is confident in the skills and professionalism of the staff and provides a benefit warranty to provide patients with peace of mind. If there is a problem or complication, the client will be looked after throughout, without any extra bills or charges.

***Bella Vou combines cutting-edge treatment and clinical excellence with the luxury, comfort, and discretion of a spa and the hospitality of a five-star hotel.***

## **Your Concept™ Facelift journey at Bella Vou**

### **Free, no-obligation consultation**

Bella Vou offers every client a free consultation with an expert, accredited cosmetic surgeon with no obligation to proceed to treatment. The consultation is an opportunity to discuss any concerns you have with your skin and your appearance, the results you want to achieve, and whether the Concept™ Facelift can help you reach those goals.

Bella Vou will always give you an honest and impartial professional opinion. Mr Amir Nakhdjevani says:

*'We make sure that we advise people correctly about whether surgery is right for them. We treat everyone as if they were our family. We might turn people away, suggest alternative treatments, or we may suggest that they go to a different specialist at another establishment. If someone is uncertain about an operation, we're happy to see them several times, without a consultation charge. At Bella Vou, we never pressurise people or try to sell procedures. It's always about giving an honest opinion and honest advice.'*

### **Meet your surgeon**

You will have an appointment to meet Mr Amir Nakhdjevani again before proceeding to surgery. This will give you a chance to find out more about the procedure, your recovery, and to ask any questions you may have. Your surgeon will talk you through the operation and take time to address all your concerns.

### **Preparation for Concept™ Facelift**

Preparation for your procedure can help reduce the risk of infection and improve recovery. Shower and wash hair daily and stop smoking cigarettes and e-cigarettes to reduce the risk of healing complications.

On the day of your Concept™ Facelift, you'll be personally welcomed to Bella Vou, given a gown to wear and escorted to the state-of-the-art operating theatre. As you will be awake throughout the surgery, you will be greeted by your surgeon, and you can even choose the music you would like to hear during your operation.

### **What happens during Concept™ Facelift**

In the Bella Vou theatre, your surgeon will chat with you throughout the procedure. It makes the experience relaxed, stress-free, and helps develop a close bond between you and your consultant. Your face will be cleaned, and local anaesthetic injected to prevent any pain or discomfort.

A short incision will be made from the front of the ear to behind the ear, resulting in a smaller scar and less hair loss than traditional techniques. The surgeon will carefully tighten the skin, remove any excess, and perform a muscle tightening SMAS lift. The procedure will smooth the skin of the cheeks, lift them to their original position and remove jowls to restore definition to the jawline.

Your surgeon will stitch the skin closed with fine, absorbable sutures that do not need to be removed. The procedure lasts about two hours.

### **Recovery from Concept™ Facelift**

After the operation, you can relax in the comfort of Bella Vou's recovery suites. The supportive staff will offer you a drink and biscuits after surgery and explain your aftercare and what to expect as you recover.

You'll be able to go home the same day with no drains, drips, or bandages. However, you may choose to wear a scarf for discretion. It's essential to arrange a friend or family member to pick you up and escort you home.

One of the Bella Vou team will give you a call the day after surgery to make sure you're well, have had a good night, and to answer any questions.

After one week, you should have follow-up with our nurse and wound care specialist. At around six weeks, your surgeon will check your progress, and at six months, the nurse and wound care specialist will see you again to ensure that you remain healthy, well, and happy with your results. However, if you're worried, the staff are always on hand to answer questions on the phone or in person.

### **FAQs**

**Isn't it frightening having a facelift while you're awake?**

Most of Bella Vou's patients find the experience relaxing and stress-free. We are cautious about making sure the area is completely numb, and we chat throughout the procedure so that each individual is confident that they are in safe hands.

As a surgeon, it helps me get to know my patients even better and builds a bond with them, which isn't possible with a general anaesthetic. But don't just take my word for it, look at videos of real patient experiences on the website, our patients really are Bella Vou's best adverts.

### **Is there an optimum age for the Concept™ Facelift?**

The Concept™ Facelift is not limited by age; however, people in their twenties are unlikely to have the loose skin and age-related changes that can benefit from a facelift. A typical age where people present tends to be around 50, especially for women. That's because the hormonal changes of the menopause can affect the appearance. The majority of Bella Vou's patients age from late 40s to 55 and say that they feel they look tired and want a more refreshed look.

Sometimes people present earlier, in their early forties and the procedure can be successful in the seventies, eighties or even nineties. The advantage of the Concept™ Facelift is that it is under local, not a general anaesthetic, making it safer for people with existing medical problems.

### **I've seen celebrity facelifts that look really artificial, like being in a wind tunnel. Could that happen to me?**

The Concept™ Facelift has been developed to give a fresh and natural look. This type of facelift surgery does not result in the very tight, mask-like appearance that some traditional facelifts can create. It is also not intended to make people look 20 years old again, but rather to address the signs of aging that have made you look tired or older than your years.

Following surgery, your friends and family should notice that you look well and fresh, but it should not be immediately apparent that you have had an operation.

### **Before and after pics**

### **Testimonials**

### **Pricing**