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Families Scheduling Plastic Surgery, PTO in the OR, 3-In-1 Facelifts + More 2021 Cosmetic Trend Predictions



Dr. Amir Karam · 19 hours ago · 5 min read



Dr. Amir Karam performing a facial procedure at his San Diego practice.

For many of us, 2020 has not been kind to our outward appearance or our general confidence. You can credit the avalanche of Zoom calls, mask-induced acne, AKA “maskne,” and the “quarantine 15” for the drastic rise in cosmetic surgeries amidst the pandemic, and there are no signs of slowing down. In fact, the American Society of Plastic Surgeons reports the total number of minimally-invasive cosmetic treatments in the US has increased by 237% since 2000. From an increase in men going under the knife for “Daddy Do-overs”; to people continuing to cash in their PTO and vacation days for cosmetic procedures during the pandemic, as well as the triumphant return of the facelift as a rising trend amongst 30 somethings, we are seeing the future of the cosmetic industry being drastically shaped by how the pandemic directly affected all of our lives in 2020.

As I prepare for another year at my practice in the San Diego area, specializing exclusively in facial aesthetic and reconstructive treatments and procedures, fat transfers, and facelifts, here are just a few trends in the cosmetic industry we’ll be seeing more of in 2021.

THE COMEBACK PROCEDURE, THE FACELIFT: Perhaps the most polarizing facial surgery procedure is coming back in a whole new way — **the tried and true facelift. With criticisms across pop-culture for its obviously unnatural “wind-swept” effect, the facelift has often received a bad reputation. However, the advancements in the facelift have come a long way since its increase in popularity 30 years ago. In fact, the procedure was named one of the top five cosmetic procedures of 2019 according to the ASPS.** Instead of the old-fashioned “pull and tuck” facelift technique of the past, doctors across the industry are updating and innovating to make this signature treatment more effective and personalized than ever before.

Easily one of the greatest passion projects in my career has been combating the negative preconceived notions of the old school facelift. I wanted to come up with a more natural, indistinguishable solution that would give patients the desired effect of appearing younger, without drastically altering the natural features. To achieve this, I developed a new process, called **Vertical Restore**. Rather than pulling the skin back, as a traditional facelift does, Vertical Restore creates a natural lift by employing a **four-in-one procedure** that individually combines procedures targeted at the temples, outer brows, midface, jawline and neck, resulting in a flawless finish.

When it comes to the facelift, we'll also be seeing an increase in younger patients seeking out modified facelifts. In my practice alone, I've seen a surge in facelifts amongst younger demographics, performing up to five to six procedures a week on people in their early to mid-30s. To address these needs, I developed the **Vertical Prevent** procedure, which combats aging without disrupting the natural harmony of facial features in younger candidates. This four-step process reshapes the face to its original youthful look as opposed to a traditional lift, which pulls it sideways and ultimately changes the facial shape. Having performed over 300 procedures just in this past year, with nearly 4,000 procedures throughout my career, this signature **Vertical Restore** is sought out by patients across the globe, and I expect we'll be seeing more people pursuing facelifts throughout 2021.

IT'S ALL IN THE FAMILY: Over the course of my 15-year career as a facial plastic surgeon, I've observed fascinating trends in surgery, with 2020 being no exception. From husband and wife duos to mother and daughter bookings, I've recently seen an uptick in families coming in together for consultations. For a lot of families, having their first procedure is seen as a

right of passage, a major milestone in their lives. I've had multi-generational consultations, where a 20-something accompanies her mother or grandmother for a treatment and ultimately becomes interested in botox. Also, with stricter COVID protocols in place as of the fall, many of my patients have started booking appointments together within their own family group or the COVID pod of people within their immediate household.

PTO IN THE O.R. — COSMETIC SURGERY IS THE NEW VACATION:

With COVID-19 putting a halt on travel plans for the foreseeable future, I've seen a massive influx of patients taking advantage of this rare moment in history where we don't have to show face at work or social engagements. As a cosmetic surgeon, my patients have always relayed that one of the challenges of an elective procedure is finding the proper time to set aside for recovery, which can often be intense and involve more than just a few days off of work. These patients also report an added benefit is being able to recover more discretely — they're not seeing friends, family and co-workers regularly, so they can take time to emerge fresh and confident once they've healed.

THE DADDY DO-OVER: Up until recently, perhaps my most highly requested treatment was the “mommy makeover,” a blanket term used to describe an overall refresh on their new look after having kids. Now we've turned a corner and it's become more common at my practice for dads to book appointments for cosmetic procedures.

I am happy to see men normalizing the idea of taking ownership of how they want to look. A recent study from the American Society of Plastic Surgeons showed that more than 1.3 million cosmetic procedures were performed on men last year, representing a 29 percent increase since 2000.

We've come into an age where men feel comfortable enough to come forward and make changes to boost their confidence. Something to keep in mind for the dad that has everything, it's not uncommon for family members to gift cosmetic procedures for Father's Day.

If this past year has proven anything, it's that people are yearning for a return to normalcy, and I've seen that cosmetic surgery certainly plays a role in helping patients regain their confidence that they had previously lost. As the pandemic persists into 2021, it will continue to be interesting to see how the pandemic affects the cosmetic industry, and what new innovations will be on the rise throughout the year as a direct result.

