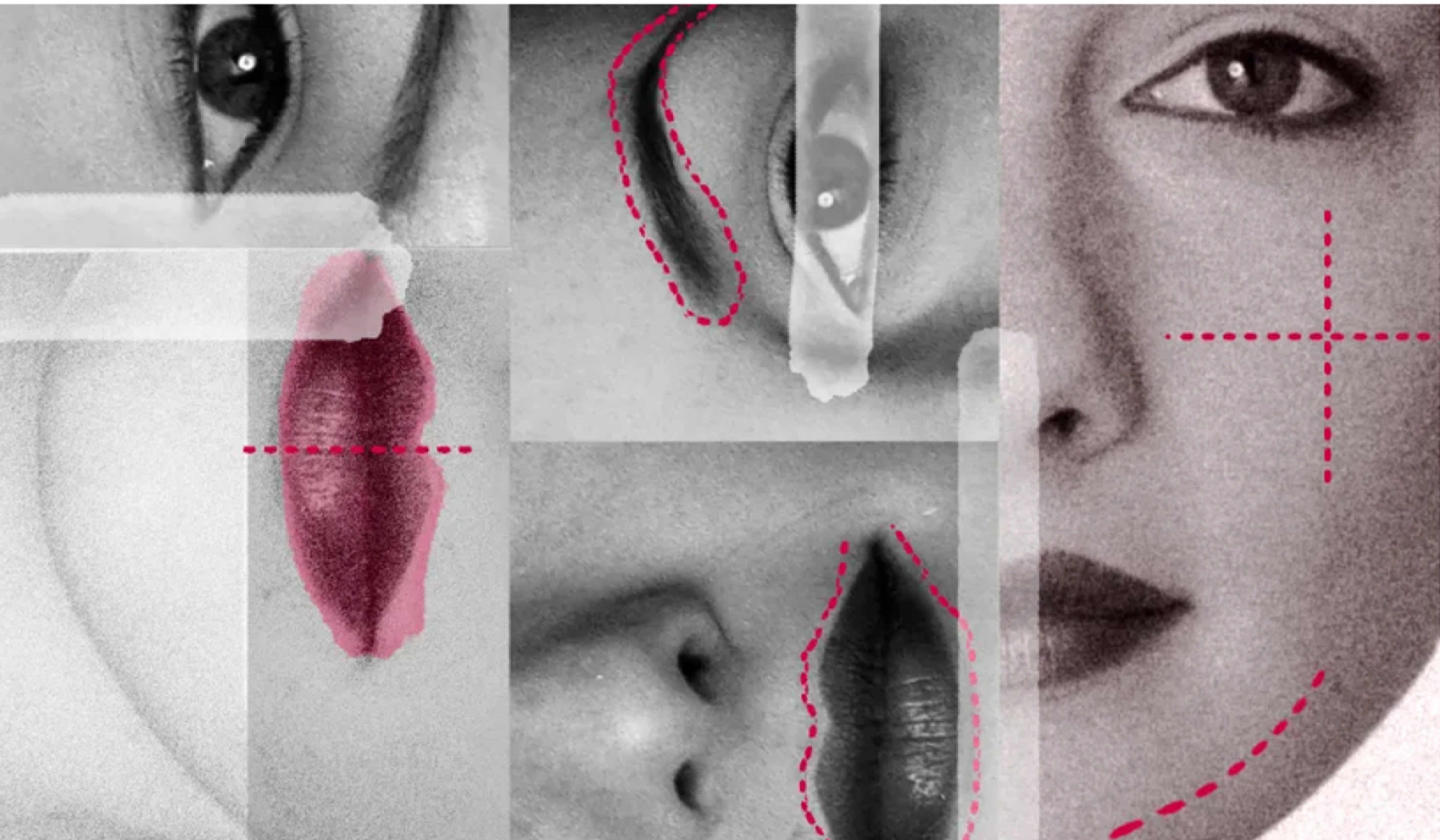


# WWD BEAUTYINC

## The 'Quiet Facelift' Boom: Behind the Rise in the Surgery

Here are some of the factors driving an uptick in the number of people taking the plunge.

By **Kathryn Hopkins**



As for the age range of people seeking a facelift, New York-based plastic surgeon Dr. Adam Kolker is seeing more patients in their early 50s and some begin the conversation in their mid-to-late 40s.

Still, despite speculation on social media that celebrities as young as in their 20s are getting facelifts, he says this is rare.

“You have to be really thoughtful about the benefits and the risks of any procedure, as there is no treatment that is completely risk-free. Even nonsurgical treatments, including injectable fillers, have potential drawbacks, and in certain scenarios surgery may be both more effective and safer,” he says.

“The early signs of facial aging may become manifest in the 30s and 40s, but the collective decision between patient and surgeon to do a facelift is not necessarily related to how severe the problem is, but rather how the individual perceives it.”