

A close-up photograph of two women with long, wavy brown hair, both smiling and looking towards the camera. They are wearing black blouses. The background is a plain, light color.

NU IMAGE

Lips
that
Speak for Themselves.

The New Perma Facial Implant™

Health ♦ Beauty ♦ Lifestyle

Give Your

Lips

a Reason to

Smile!

By Anna Henry



It seems that no matter where you turn today, you see people of all ages and ethnic groups with full, sensuous, luscious-looking lips. It's more than just models and celebrities who have gorgeous lips; it's office colleagues, teachers, busy parents, and salespeople, to name a few. Without a doubt, beautiful, plump lips are everywhere. Those who have them love them. Those who don't have them covet them.

Why are we so infatuated with full lips? What makes them alluring and tantalizing? Full lips are a symbol of sensuality; but equally as important, they are a universal sign of youth and beauty. Consider the full, plump pout of a cover model versus the thinning "razor lips" of an aging adult. When we are young, our lips are plump and inviting. They make the whole face appear fresh, attractive and alive. As we age, our lips naturally tend to shrink, wrinkle and thin. Lip appearance can also be affected by lifestyle choices such as excessive sun exposure and smoking. Thin lips may also be due to genetics. Whatever the underlying cause, thin lips easily look pursed and can give a person an unappealing, stern expression.

As a focal point of the face, it's easy to understand why women and men have sought all types of ways to enhance their lips. From injectable dermal fillers to over-the-counter lip plumping products, manual massage, fat grating, dermal fat transfer and more, we continue to search for a solution that is predictable, safe, natural-looking and long-lasting.

Injectable dermal fillers, especially biocompatible hyaluronic acid-based fillers, have become the common method for lip augmentation. However, these dermal fillers are

**Finally ...
a safe, permanent
solution for lip
enhancement has
arrived.**

only temporary. The results typically last only a few months. To maintain full, plump lips, patients have to undergo repetitive, painful injections every few months. This process is not only inconvenient, but becomes very costly over time. It has been estimated that 80 percent of patients who have fillers for lip enhancement will not continue to have the injections beyond one or two treatments. Imagine having painful injections in your lips, followed by several days of tender, swollen lips, every two to three months! On top of that, the cost for each treatment averages from \$600 to \$1200. Thanks, but no thanks!

There is also the looming concern of getting a "trout pout" if lips are over-filled. We've all seen the unattractive results of overdone lips on actresses, singers and other people in the media. Of further concern is the fact that it takes skill and finesse to fill the lips precisely to minimize lumpiness and asymmetry.

Just when you may be starting to think that a predictable, safe, permanent solution for natural-looking, fuller lips is too much to ask for, a revolutionary new product, Perma Facial Implant™ has recently received FDA clearance. SurgiSil, LLP, manufacturer of Perma Facial Implant, is a Texas-based medical device company that specializes in the design, development and marketing of silicone-based products for plastic and cosmetic surgery.

Made of a soft, flexible, solid silicone elastomer, Perma Facial Implant cannot rupture or leak, and its smooth surface prevents surrounding tissue from attaching to the implant. This process is known as "tissue in-growth." Implants in the past have utilized materials with porous surfaces prone to tissue in-growth, resulting in an increased potential for a "tethered," restricted appearance when a patient smiles. This problem has been minimized due to the surface characteristics and the type of material used to manufacture the Perma Facial Implant. Additionally, the implant is contoured to the shape of the lip, giving a natural appearance to the final result.

Like Mother, Like Daughter



Tracey's Story

Tracey, the wife of a prominent Houston hand surgeon, has been enjoying her Perma Facial Implants for nearly a year.

"I kept noticing people with fuller lips in magazines and the media and thought that they looked amazing. For years I purchased lip glosses that were advertised to have a plumping effect and invested in many products that claimed to plump up the lips.

Nothing worked to my satisfaction."

When asked if she had undergone any type of lip augmentation procedures prior to the implants, Tracey explained, "I didn't consider injectable fillers. I'm not keen on shots in the first place, and I saw what my hair stylist went through with injectables—after one month her lips started to deflate and she had to keep getting more shots. That just wasn't for me."

Tracey wanted lips with a natural fullness that didn't look overdone. When she heard about the new Perma Facial Implant, she was immediately excited by the concept of a permanent, yet reversible, solution to lip enhancement and decided to move forward. She liked that fact that the implants come in different sizes because she wanted to take a conservative approach.

"I had the implants placed on Friday and went out to eat at a restaurant on Sunday. The following weekend I attended a Christmas party and only used clear lip gloss. I looked great!" Tracey said.

Tracey loves her full lips and is happy to report that she doesn't notice her lip implants at all. "They look so natural that when I tell my husband's friends who are doctors what I had done, they can't believe it. My husband doesn't notice them when he kisses me, which I have to admit, was a concern I had before getting the lip implants. If I had to do it all over again, I would!"



Catherine's Story

Tracey's stepdaughter, Catherine, is in her early twenties and a recent graduate of nursing school. She has always been bothered by the appearance of her small upper lip that "disappeared" when she smiled. When she heard that Tracey was going to have the Perma Facial Implants, she anxiously waited to see how Tracey liked them.

"I always wanted to get my lips enhanced, but dermal fillers only produce temporary results. I didn't want to have to go in and get shots all the time and I definitely didn't want constantly changing lips that would be filled up, then deflate, then get filled up again," said Catherine. "After my step-mom had her lips done with implants, I saw her new lips and I was in love with them! I got mine done about a month later."

Catherine adores her new lips and is especially pleased with her facial profile, noting, "They really enhance the whole face and nobody knows they're there. Nobody will look at me and think that I had lip surgery. I think you can tell with dermal fillers—it can look like you've been punched in the lips." Like Tracey, Catherine doesn't notice the implants when she talks or eats, and added, "People I've told about my lip implants are amazed and say they look awesome."

"I had the implants placed on Friday and went out to eat at a restaurant on Sunday. The following weekend I attended a Christmas party and only used clear lip gloss. I looked great!"

—Tracey

A Tale of Two Sisters

Leigh Ann and Allison grew up in a small town in Louisiana. Both sisters became nurses. Allison, the eldest, an ICU nurse in her mid-thirties, married a physician and settled in the town of Monroe, La. Leigh Ann set off for the big city of Dallas to become a plastic surgery nurse.

Leigh Ann's Story

Working in the field of plastic surgery, Leigh Ann has access to the latest advances in the field of plastic surgery. She was one of the very first patients in the country to have the Perma Facial Implant. Prior to the implant, she had tried fat injections to create fuller lips.

"My lips were a nice shape, but I wanted them to be fuller. I was disappointed when the fullness from the fat injections diminished within two to three months because the fat was reabsorbed," Leigh Ann said. "I'm a plastic surgery nurse and work in the business, so I knew the longevity would be there with the implants. I also knew that they would be cost-effective versus what I would spend over the course of time on temporary solutions like dermal fillers."

After her surgery to place the implants, Leigh Ann experienced minimal discomfort and a full recovery in about a week. "The down time was very minimal and the results are fantastic. My lips look so natural and the implants feel like they're a part of me. I honestly don't notice them. They stay in place—they don't shift around or change shape. I receive

compliments quite often from people who tell me how pretty my lips look. They have no idea that I have lip implants. I would do it again and recommend it to others." It didn't take long before her sister Allison took notice of Leigh Ann's new look.

Allison's Story

Allison didn't hesitate very long before scheduling a trip to Dallas after hearing about her sister's new lips. Maybe there was a hint of sibling rivalry, but Allison knew that the new lip procedure was what she had been waiting for.

"I had a very thin lip profile and wanted something to fill it out," Allison explained. "For me, plastic surgery is about maintenance and not an indulgence or vanity."

Today, Allison is as pleased as ever with her lip implants. "I healed very quickly after surgery and I love the results. They look incredibly natural; it's not at all obvious that I had my lips done. I get lots of compliments from people, and my husband says that I'm quite kissable!"

Perma Facial™ Implant FAQs

What material is Perma Facial Implant made of?

The Perma Facial Implant is made from a very soft, yet solid silicone elastomer using an injection-molding process to produce a naturally contoured implant with a smooth, non-porous surface.

Does the implant used for lip augmentation come in different sizes?

Absolutely. There are three different lengths and three diameters for the upper and lower lips.

Is there a risk of the implant rupturing?

No. It's made of solid silicone. There is no liquid component. It cannot rupture or deflate.

Perma Facial Implant is considered a permanent solution for fuller lips. Can the size of the implant be changed once in place, or removed?

Yes to both questions. Removal is easy—it takes about 5-10 minutes. At that time, the implant can be replaced with an implant of a different size, smaller or larger, depending on the patient's

goals and plastic surgeon's recommendations, or removed completely so the lip returns to its original appearance.

Why did SurgiSil develop Perma Facial Implant?

Finding suitable solutions for soft tissue augmentation of the face has been an ongoing challenge for plastic surgeons. The implant was developed five years ago by plastic surgeons in response to the need for a product that is safe, reliable, and permanent.

Has Perma Facial Implant been cleared by the FDA?

Yes! It has received FDA clearance, which allows it to be commercially marketed in the United States for cosmetic augmentation and corrections in the face. Perma Facial Implant has undergone extensive clinical testing to ensure its safety and efficacy.

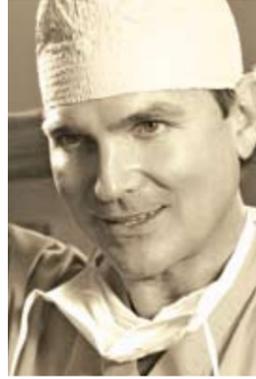
Has Perma Facial Implant been used in Europe, where many innovations are standardized before they become FDA-approved and available in the United States?

Yes, Perma Facial Implant is marketed commercially in Europe as PermaLip™, used for permanent enhancement of the lips.

Let's Hear From The Experts

Reporting on a new, exciting medical breakthrough is always a rewarding process in journalism. It is always fascinating to hear patients relate their personal experiences with new procedures. Equally important, however, is the viewpoint of medical experts, who can share their scientific opinion on the new technology or procedure.

We interviewed four highly respected, board-certified plastic surgeons that have adopted the Perma Facial Implant in their practice to see what they are saying about the new lip enhancement procedure.



W. Grant Stevens, MD

Dr. Grant Stevens is a board-certified plastic surgeon who has been in practice for over 21 years. He is the medical director of Marina Plastic Surgery Associates in Marina del Rey, California, and specializes in cosmetic plastic surgery. He is an internationally renowned expert in the field of plastic surgery.

"In all candor, I am very impressed with Perma Facial Implant so far,"

Dr. Stevens said. "My patients are really happy with the natural-looking results and have referred their friends who want a permanent solution for fuller lips. I believe that many who have been getting dermal filler injections to augment their lips, and who like their appearance with fuller lips, will find Perma Facial Implant an ideal solution. As more people get the implant, then we'll see more first-time lip augmentation patients trying them."

Dr. Stevens went on to say, "Based on my experience with the implant to date and what my patients tell me, it doesn't affect their speech or intimacy with their spouse or significant other. Plus they are very easily removed."

Dr. Stevens noted that, prior to Perma Facial Implant, a lip implant device made from ePTFE showed promise, with good initial results. However, it was susceptible to tissue in-growth, which could create an unnatural, tethered effect. In addition, it usually could not be easily removed due to tissue in-growth. He pointed out that other lip augmentation options like fat injections and products like AlloDerm® don't last.

"The procedure to place Perma Facial Implant is relatively quick and uncomplicated. I perform it under local anesthesia in about 15 minutes. People shouldn't hear the word implant and think of it like a breast implant, for example, that takes more time, requires general anesthesia and has a longer recovery period," Dr. Stevens stated.



William P. Adams, Jr., MD

Dr. Adams is certified by the American Board of Plastic Surgery and has been in practice in Dallas for over 10 years. An internationally renowned plastic surgeon, one of his many areas of interest is lip enhancement.

"The demand for fuller lips has increased steadily over the last five to 10 years. Our definition of beauty has evolved and patients now desire

features like full lips that are deemed attractive," Dr. Adams explained.

Dr. Adams has experience with previous lip implants as well as injectable dermal fillers and other procedures that enhance the lips. "The evolution of lip implants over the last 20 years is actually quite interesting—a lot of progress has been made," Dr. Adams said. "Early implants didn't look and feel natural and the end result was unpredictable. Five to six years ago a new implant made from a Gortex-like material called ePTFE had some very good results from an aesthetic perspective, but the downside was that a significant number of patients had some restriction in their upper lip when smiling. Natural materials like AlloDerm and hyaluronic acid-based dermal fillers can produce good short-term results, but over the long term, they don't last."

Using the solid silicone Perma Facial Implant for lip augmentation, Dr. Adams commented, "My early experience with this implant is favorable, with good demonstrable results including flexibility so the smile is not restricted. The international data I've seen indicates that there are minimal complications. I think they really do a good job with three-dimensional fullness of the lip, something you can't get with injectable fillers. Furthermore, they are easily removed, even years after implantation, and I do not know of any data indicating problems after removal."

Dr. Adams added, "The implants come in different sizes customized to the patient. It's the type of thing where you need to consult with a board-certified plastic surgeon to discuss options and determine if they will meet your needs and fit into your lifestyle."



Christine A. Carman Stiles, MD

Dr. Carman Stiles is a board-certified plastic surgeon who has been in practice for over six years. She has performed over forty lip-augmentation procedures with the Perma Facial Implant to date, and she has been impressed with how happy her patients have been with their results.

"Perma Facial Implant for lip augmentation is a wonderful

option for patients who desire natural-looking fuller lips, with permanent results and minimal down time. Friends and sisters of our patients have seen the results and have come to our office seeking a similar improvement. Permanent lip augmentation is effective for people of all ages, making it a desirable procedure for both mothers and daughters alike."

Dr. Carman Stiles explained that the implant enhances the natural shape of the lip. "Lip implants prior to Perma Facial Implant, in my opinion, haven't worked very well. This new implant is a soft, pliable silicone device that creates fuller and prettier lips, with a natural shape and without distorting the patient's smile. The upper lip takes on a more youthful contour, enhancing the Cupid's bow and reducing the appearance of wrinkles around the mouth. The bottom lip develops an attractive pout."

"Comparing the Perma Facial Implant to dermal fillers for lip augmentation, the advantages are clear," Dr. Carman Stiles continued. "With the silicone lip implant, in a single procedure and with minimal down time, you are able to achieve the desired result. With dermal fillers, repeated injections, approximately every 3-6 months, are needed to maintain the fullness of the lips. The amount of swelling, a few days, is approximately the same for both procedures. However, with dermal fillers, the swelling occurs following each treatment, which may be inconvenient. Over time, dermal fillers will actually be more costly than the Perma Facial Implant."

When asked to compare the implant to other surgical lip augmentation techniques, Dr. Carman Stiles said, "I've used dermal fat grafting, for example, with success, but it's more involved. A strip of skin and fatty tissue is removed, usually from the lower abdomen, and the graft is placed through a tunnel within the pink portion of the lip. This implant is placed on the lingual, or tongue surface of the lip, so that it is unnoticeable from the pink portion of the lip. While the dermal fat graft may become absorbed by the body over time, the Perma facial Implant provides permanent fullness of the lips."



David E. Martin, MD

Dr. Martin has specialized in plastic surgery procedures in the Dallas area for over 20 years. He is certified by the American Board of Plastic Surgery, and has extensive experience in the area of lip enhancement.

"The Perma Facial Implant used for lip enhancement has good merit to it," Dr. Martin stated. "It's a relatively simple, straightforward procedure that can be performed in

less than an hour and that includes everything from preparation and numbing to placing the implants. It's another option to offer to patients that are the right candidates and who want permanent results."

When asked to contrast the Perma Facial Implant to injectable dermal fillers, Dr. Martin said, "The procedure to place the lip implant involves making a small incision in the corner of the mouth and creating a tunnel across the lip into which the implant is gently placed. I use a dental block to numb the lip area so the patients do not experience any pain or discomfort. Placing lip implants is obviously a more invasive procedure than dermal filler injections, but you get permanent results. Dermal fillers are good products and work well, but you have to keep coming back for more treatments to maintain fuller lips."

Dr. Martin added, "Since the implant is solid silicone, there's no tissue in-growth. It can be removed easily if the patient decides to change the size of the implants or wants to remove them altogether. The implant is very flexible and because it's solid, it can't leak or shift to create unwanted asymmetry."

Comparing Perma Facial Implant for lip augmentation to fat injections, Dr. Martin explained, "There's not much of a comparison and in my experience, fat doesn't last in the lips. Plus the fat has to be harvested and spun down before it can be injected, which can make it more costly for a small area like the lips."

Conclusion

Doing the research for this article, and talking to the patients and surgeons, has been an amazing educational journey for me as a writer. We often go through our lives oblivious to basic things, in this case, lips. As I worked through this project, I began to realize the impact that lips really do have on a person's appearance. Now I find myself looking at pictures of celebrities, as well as myself and friends, and studying the effect that the lip's appearance has on a person's overall look.

Who knows... maybe I will talk to my plastic surgeon about my lips someday.