

# Perma Lip

## THE SURGISIL PERMANENT SILICONE-BASED IMPLANT FOR LIP AUGMENTATION

By Matthew R. Schulman, M.D.

Whether your patients like the look of their lips or detest them, inevitably the effects of the sun, stress, and, of course, time can take a toll on their appearance, causing them to sag and lose their natural plumpness. So it is no surprise that today, lip enhancement is one of the most popular plastic surgeries in the United States. However, up until recently the procedures available have not been able to achieve optimal results.

The use of dermal fillers and other means of surgical lip enhancement can be risky; the results

can be unnatural looking, feeling, or worse, detrimental side effects can occur. The advent of SurgiSil™ PermaLip™ (SurgiSil, LLP - Plano, Texas), a revolutionary surgical treatment for permanent lip augmentation, marks a groundbreaking step in aesthetic surgery.

Using a permanent silicone-based lip implant, we can now create fuller lips for our patients, while maintaining the natural contours of the lips and mouth. The PermaLip procedure is a completely safe, fairly quick treatment which can be performed in the physician's office and does not require follow-up surgeries, making it both time and cost effective.

### HISTORY OF LIP AUGMENTATION

Until recently, the norm in lip augmentation has been the use of injectable fillers such as collagen and hyaluronic acid products which provide only

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temporary improvement; and the results are dependent on the skill of the injector.

They also require repeat treatments to maintain the results. More permanent solutions include silicone injections, Alloderm, Gortex, and fat grafting. However, these still have the same unpredictability; and any imperfections can be permanent, sometimes requiring surgeries to correct disfiguring.

Many women who would like more youthful, plump lips are afraid of lip enhancement because of the pain and expense of

and natural movements of the patient's mouth.

Additionally, the non-reactive silicone material and smooth surface make it resistant to tissue ingrowth. Tissue ingrowth and scarring has been a serious problem with other lip implants because it can prevent natural movement and make removal of the implant difficult and sometimes disfiguring. This adds an important safety feature: while permanent, the PermaLip implant can be easily removed, replaced, or adjusted if needed.

PermaLip is on its way to

becoming an immensely popular procedure, as I have already begun to treat patients of all ages and skin types.

## THE PERMALIP PROCEDURE

In preparation for the procedure, patients are asked to stop any aspirin, Motrin, or any other herbal supplements or medicines known to cause bleeding. While I do not mandate that smoking patients be required to stop prior to the procedure, they must be prepared to stop after the procedure so that the implant does not become malpositioned in the early post-operative period.

They are also started on anti-viral medication three days prior in order to reduce the likelihood of a post-traumatic herpetic cold sore. Immediately

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temporary fillers, as well as the fear of permanent disfigurement from more long-lasting alternatives. Photographs of Hollywood Stars with large and unnatural lips only serve to reinforce these fears.

## SILICONE IMPLANTS VS. OTHER MATERIALS

PermaLip has none of the negative effects associated with the other augmentation materials and has elicited an incredibly positive response from my patients. PermaLip is unique because it is a soft, solid silicone implant. This means that while it will not rupture, deflate, or diminish over time, it is flexible and malleable, allowing it to adapt to the shape



prior to the procedure, they are given a dose of oral antibiotic and begin oral steroids to help reduce post-procedural edema.

The procedure itself takes approximately 30 minutes for both upper and lower lips. Local anesthetic is used as a nerve block and in the lip itself. Small incisions are made at the corner of the mouth, hidden within the vermillion. A tunneler is used to create the pocket, and the implant is then inserted into the lip and centered. These implants are available in different lengths and projections, allowing for a customized result.

## POST-SURGERY

After the surgery the patients will apply ice, continue with oral steroids, and take an oral antibiotic. They are given a prescription pain medicine, but the pain is generally minimal; and any discomfort is usually related to edema and bruising.

It is essential that they follow the specific post-treatment guidelines they are provided. Most will experience some lip swelling and soreness that can last up to a few days or a week. Once this diminishes, refreshed, fuller lips will be revealed.


My patients have been extremely happy with the results of their PermaLip implants; they remark that their lips look and feel natural. The results are very smooth and symmetric, without the lumps and bumps that may occur with injectables. PermaLip leaves no visible scarring, only natural-looking, beautiful lips.

It would be extremely rare for a patient to have an allergic

reaction to the PermaLip implant because it is an inert, non-reactive material. The procedure does require local anesthesia so it is important to be aware of potential allergic reaction to common anesthetic agents.

Also rarely bleeding, infection, or implant malposition may occur. These effects may require removal of the implant. Remember, one of the chief benefits of PermaLip enhancement is that in the rare event of a complication, the implants are easily removed within minutes.

## PROCEDURE COST

The cost for an upper or lower lip implant is \$1800, while getting both costs approximately \$3000. This one-time investment is certainly a cost-effective alternative to injectable fillers which carry a price tag of \$800 every four to six months, costing upwards of \$2400 per year and a staggering \$10,000 for a five-year maintenance. 



## About the Author

**Dr. Matthew Schulman** is Board Certified in Plastic Surgery. He received his medical degree from Jefferson Medical College in Philadelphia and completed his General Surgery and Plastic Surgery training at The Mount Sinai School of Medicine in New York. In addition to his busy Manhattan private practice, he maintains the title of Assistant Professor of Plastic Surgery at The Mount Sinai School of Medicine. Dr. Schulman has extensive training in all aspects of plastic, reconstructive, and cosmetic surgery. He is extensively published in peer-reviewed journals and popular magazines, and is a frequent guest lecturer. He has been awarded some of the most prestigious national awards. Visit Dr. Schulman on the worldwide web: [www.drschulmanplasticsurgery.com](http://www.drschulmanplasticsurgery.com).

