

Cheek Lift Procedure

with the

ENDOTINE[®]

MIDFACE DEVICES

***A new approach for
a more natural and
youthful appearance***

What is an ENDOTINE Cheek Lift?

The area between your lower eyelids and your mouth is considered the midface. As you age, the effects of gravity, repeated muscle contraction, and lifestyle cause the skin, fat, and muscle in this region to move downwards. When this occurs, the cheeks begin to look saggy or flat, lower eyelids can become puffy or hollow, circles begin to appear under the eyes, and the lines between the nose and the corner of the mouth deepen.



Before

The ENDOTINE cheek lift restores the natural curves and fullness in the cheeks by moving soft tissues back to where they were earlier. This is achieved by elevating the soft midface tissue from the bone, repositioning it upward towards the eyes, and fixating it in place until it re-adheres naturally to the bone. This restores cheek volume and establishes more youthful midface contours. The result will be a natural, revitalized appearance that doesn't appear overdone or "pulled."

When performed skillfully, a cheek lift will deliver a natural but noticeable improvement. It is frequently performed with other surgeries, such as a lower face lift, eyelid surgery, or a brow lift. However, for many younger patients, under 45 years old, midface rejuvenation is often a stand-alone procedure.

How is an ENDOTINE Cheek Lift Performed?

During a midface lift, the surgeon makes small incisions in the area above the ear or the lower eyelid,

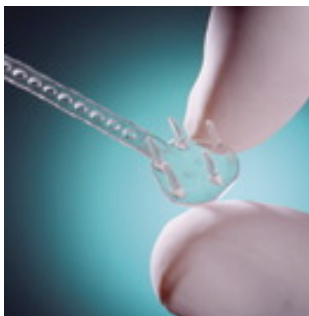


After

repositioned upward (toward the eye) and to the side (toward the ear).

and in some cases, through the underside of the upper lip. A small endoscope and other instruments are introduced through the incisions to lift the delicate midface tissues off the cheekbones. Once lifted, these tissues are

Midface lift surgery is often performed in office-based surgical suites, and can be done with general anesthesia or with local anesthesia and sedation. Patients typically return home on the same day. Surgical dressings, if used, are removed soon after surgery, and any tissue swelling related to the procedure gradually diminishes.



The ENDOTINE Midface™

"I've had other procedures but this was just so easy. I would do it again tomorrow."

Clay, Age 47



Before



After

Am I an ENDOTINE Cheek Lift Candidate?

If your cheeks are sagging or have flattened over the years, if your lower eyelids are puffy with dark circles

or have “hollowed out,” or if your smile lines have deepened, you’re probably a good candidate for a midface suspension. Of course the best way to determine if a midface suspension is right for you is by a thorough consultation with your surgeon.

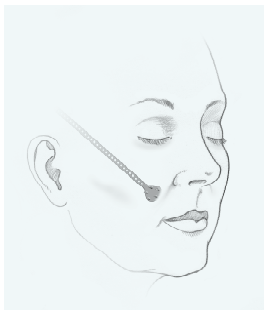


The ENDOTINE Midface offers two new approaches to midface lift surgery allowing your surgeon to quickly reposition and secure tissue for a new, more youthful look. These innovative devices provide your surgeon with a predictable alternative for cheek lift, enabling shortened procedure time and improved aesthetic outcomes.

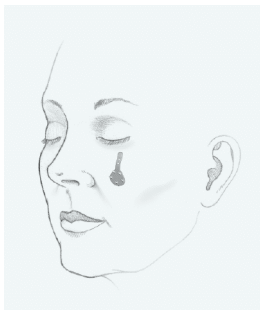
The ENDOTINE Cheek Lift Solution

The ENDOTINE Cheek Lift is a new approach that gives your surgeon the ability to easily restore sagging cheek volume to its natural position.

This new approach features the ENDOTINE Midface device, which has five small tissue holders, or tines, to grasp the cheek tissue gently but securely



The ENDOTINE Midface ST
in the cheek



The ENDOTINE Midface B
in the cheek

and elevate it (and all overlying cheek tissue layers) to a new position. In this way, it can reduce the skin irregularities and dimpling that commonly occur when sutures are used. The tines also distribute the tissue forces evenly, minimizing the chance of surgical failure and possible injury caused by sutures.

*"I'm happy with it...
I definitely look 10 years younger.
When the swelling first started going down,
I saw myself the way I used to see myself...
It was like, 'There you are.'"*

Julia, Age 43

It typically takes 30 to 60 days for the tissue to reattach to the bone. Once implanted, the device gradually absorbs until it is completely gone. This is an improvement over nonabsorbable sutures, which remain permanently implanted long after they are no longer needed for fixation.

An experienced surgeon can place the ENDOTINE Midface device in minutes. This can shorten the length of the procedure considerably and possibly reduce the swelling associated with more prolonged techniques.

The tips of the tines are rounded to create a gentle grasping surface for the cheek tissue and reduce the chance of discomfort. While patients may feel the tines when they push down on the cheek, there is very little tenderness. Perhaps most importantly, patients report a very high level of satisfaction with their results.*

Advantages of an ENDOTINE Cheek Lift

- ✓ Excellent aesthetic control of cheek elevation and projection
- ✓ Gentle, secure tines distribute tension evenly, reducing skin irregularities caused by sutures
- ✓ Rapid deployment reduces the overall procedure time by up to 30 to 40 minutes, which may reduce swelling
- ✓ No need for removal, since the ENDOTINE Midface device absorbs over time

*Data on file.



Before



After

What Can I Expect After Surgery?

Immediately after surgery, you will experience some temporary swelling and bruising in your midface region, which may take several weeks to completely resolve. The first night, it's important to rest with your head elevated to decrease swelling and bruising. You can use a cold compress for comfort and to help control swelling. Additionally, pain medication may be prescribed for post-operative pain.

You can usually take a shower within a few days and most patients are ready to return to work in about two weeks. At this point, you may feel the ENDOTINE Midface device under the cheek, but it is not likely to be visible. It will become less palpable as it begins to absorb in the months following surgery.

**“My hope is that my vitality
on my face will reflect how I feel.
When your cheeks sag, you look tired,
no matter how you feel.”**

Joy, Age 46

Possible Risks Associated with the ENDOTINE Cheek Lift

Although the ENDOTINE Midface devices are designed for cheek lift surgery, it's important to understand that there are potential risks inherent in this (and all) midface suspension procedure(s). For example, you may experience some initial discomfort, regardless of the method used, and you may be able to feel the ENDOTINE Midface device under the cheek skin, which may be sensitive to touch. The ENDOTINE Midface devices are designed to minimize the risk of injury to bodily structures in the surgical area, although they are at risk with any technique. Should problems specifically associated with the ENDOTINE Midface device occur, you and your surgeon may decide to remove it rather than wait for it to dissolve.

Information contained in this brochure is intended to provide you with a better understanding of the midface suspension procedure. This is not intended as a substitute for medical advice. The best way to get complete information and answers to your specific questions is through a personal consultation with your surgeon.

*For more information on the midface
suspension procedure, or the ENDOTINE
Midface devices, please contact:*



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