



LOOK THE WAY YOU FEEL

# The Endoscopic Brow Lift

According to Dr. Lawrence Cervino, of *Crystal Plastic Surgeons*, an endoscopic brow lift can shave years off your face—permanently. Here's why it might be right for you.

by **MaryS.Malik**  
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**D**o you like what you see when you look in the mirror? Do you look tired, even angry and older than you feel? These are the complaints people have who come to see Dr. Lawrence Cervino at *Crystal Plastic Surgeons*, in Akron.



**Dr. Lawrence Cervino, of Crystal Plastic Surgeons, has introduced the area to the revolutionary endoscopic brow lift. He says it eliminates the need for fillers and Botox.**

"Many patients say they feel too young to look so old," says Dr. Cervino. "They want a more refreshed and youthful look. They don't want to look like they've had plastic surgery; they just want their appearance to match how they feel."

If you look fatigued and long for a more youthful appearance, according to Dr. Cervino there is only one answer.

"There are many plastic surgery procedures for the face that will make you



says Dr. Cervino. "That procedure is the endoscopic brow lift."

The endoscopic brow lift is a procedure that surgically corrects drooping eyebrows and softens forehead lines and creases between the eyes. Dr. Cervino makes five small incisions along the hairline and places a scope through each one to guide him along as he creates a younger, smoother look. He then uses a device that secures the elevated tissue in place and dissolves over time once the new positioning has taken hold.

"The bottom line is that the years come off when the eyes look younger," says Dr. Cervino. "People always come in and think their eyelids are sagging so they need eyelid surgery. That's not always the case. I've seen many patients who have had more than one lid surgery and their eyelids are still sagging. That's because the eyelids are not the problem; it's the forehead. The forehead falls due to gravity. When I lift it up, the eyebrows and eyelids go up, too. You instantly look younger."

Dr. Cervino says that most endoscopic brow lifts take under two hours to perform and most patients are back to all normal

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activity within one week.

"We have had spectacular results with this procedure," says Dr. Cervino. "People can open their eyes now. Women can put makeup on and actually see it on their lashes and eyelids. It has been life-changing for many patients."

**"There are many plastic surgery procedures for the face that will make you look better, but only one will make you look younger."**

The benefits of the endoscopic brow lift over the more traditional open forehead lift are significant. The incisions are smaller and hidden in the hairline, requiring fewer stitches and resulting in virtually no scarring. There is no need to shave any hair before incisions are made, and pain, swelling and bruising are reduced.

"It's a terrific solution to be able to offer to patients who want to regain a more youthful

look, and also those who have a problem with heavy eyelids impeding their vision," explains Dr. Cervino. "Whether it's a cosmetic issue or a functional problem, such as facial paralysis from a laceration, a brow lift can be the answer."

Maybe the best thing about the endoscopic brow lift is that it's a permanent alternative to Botox. Along with the lifting of the forehead, Dr. Cervino also removes that stubborn glabellar muscle between the eyes.

"I take it out," says Dr. Cervino. "No more looking angry and worried, but you can still express yourself. It's the permanent solution to those lines between the eyes."

Do you think this procedure might be for you? If you're not convinced yet, Dr. Cervino has a little test for you to take. Just place your fingertips at the outer edges of your eyebrows and gently raise the skin upwards. Like what you see?

"This gives you an idea of what to expect from a brow lift," says Dr. Cervino. "Gravity gets a hold of everyone. This procedure can slow it down, turn back the clock, and make you look younger."

*Crystal Plastic Surgeons is located at 3925 Embassy Parkway, Suite 300, in Akron. Call Dr. Cervino for a consultation at 330-668-4065.*