

So, What's Your Problem?

By Dr. William Carter

Working fifteen years in the appearance correction and/or enhancement arena has taught me one universal truth about women. You can't wait to read the next line, can you? Guess what? There is something about each and every woman's own appearance that drives her to the point of complete distraction by fixating on it.

It may be a mole on her right cheek. It may be dark circles underneath her eyes. It may be acne scars, new areas of pigmentation on her skin, wrinkles between the eyebrows, across the forehead, or in the crow's feet area. It could be loss of volume generally, or in specific regions of the face. Over the years there can be age or gravity related skin laxity that could manifest as jowls or sagginess. The truth is that there is absolutely something about every woman's own appearance that will drive her completely crazy!

Interestingly, men are much less affected by such concerns. Go figure. In fact, it doesn't require too much imagination to conjure up the image of a toothless, pot-bellied, hairy nosed man sitting on a front porch with a pack of cigarettes in one hand and a beer in the other. All the while, this guy thinks he is A CATCH! Who would objectively believe there could be that much of an inherent difference between a typical man's and a typical woman's self-esteem regarding their appearance? But it's true: there is.

So, what is a woman to do? Three possible paths present themselves. The first is to do nothing and pretend it isn't there, as if it's not really happening. However, somehow a woman realizes that the compliments come with less frequency than they did years earlier. Let us just pretend it is probably only their imagination playing tricks. So, do nothing and be happy, right?

Option two has some advantages: psychotherapy. Nothing wrong with this, right? After all, my wife is a psychotherapist, or as the kids used to say, "psycho"-therapist. Kids can be so kind, right? Seriously, it is a

wonderful thing to understand oneself and one's relationship better. In fact, I would venture to say, there is little else that can so profoundly help a person's self-esteem and sense of understanding of the world around them than a skillfully conducted series of cognitive behavioral therapy.

Option three is the most fun. Fix the problem! Easy, right? Well, yes. Often it can be a simple thing to correct or augment some facial or bodily feature that needs a little work. Possible ways to address appearance of aesthetic issues range from Botox/Dysport/Xeomin, any one of a number of facial fillers, laser treatments, Ultherapy, miraDry, chemical peels, microdermabrasion, physician-grade skincare products, mineral-based makeup, and so on. These are just examples of the office-based treatments that we can do here at Medical Cosmetics. There are also a variety of surgical options. These include liposuction, rhinoplasty, upper and lower eyelid surgery, face neck or body lifts, breast augmentation/reduction/lifting, etc.

So, given that you may be a woman, and most likely have an appearance concern, which option best fits *you*? The answer will depend upon many factors including personality, cost, downtime, risk, and desired outcome. One thing is for certain, however. You have choices! Hooray! Go out there and live your life boldly in the manner that suits you best... and be happy! 🐶

- W.A. Carter, M.D.



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Since 1999 Dr. Carter has been extensively involved in all office-based things having to do with appearance optimization. He has performed over 35,000 Botox treatments and thousands of laser and filler procedures. He maintains active practices in Lancaster, Dauphin, and York counties.



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