

# The Aesthetic Paradigm Shift

How to achieve natural-looking results with minimal pain and downtime for women and men.

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**T**ake five seconds and visualize yourself receiving facial injections. Did thoughts of pain, bruising or looking “fake” come to mind?

Those thoughts will never become a reality when you’re in the hands of an expert injector with advanced training and knowledge of the treatment. My tips below are a game-changer for the aesthetic industry.

## Avoid Looking Fake or Over Done

You’re not alone if you fear aesthetic treatments. Many people believe all aesthetic treatments will make you look unnatural, but that’s not the case.

Choose your injector wisely by first determining if they look natural then ask about their credentials and injection philosophy. You don’t want them to over-inject your lips. Review their before-and-after photos to make sure you’re completely comfortable with their work.

**Maegen Kennedy, M.M.S., PA-C,** is co-founder of Windermere Dental & Medical Spa. She is nationally recognized as an expert injector and master tattoo artist. Her signature techniques and training style placed her at the top 6% as a Galderma GAIN trainer. Through a rigorous process she was hand-selected to be one of only 20 Galderma GENNow faculty trainers in the U.S. and is a faculty member on the advisory board for The American Medical Spa Association.

At the consultation, inspirational photos can be helpful, so bring several options as well as photos of you from five to 10 years ago. Make sure your goals are clearly stated in your consultation and the injector fully understands before moving forward. A good provider-patient relationship is paramount. And, remember, you get what you pay for, so don’t Groupon your face. Start slow and go slow.

## Prevent Pain During Treatment

One big reason men and women don’t return for more injections is the pain they endured during their first visit. There are several things your provider can do to prevent pain.

Pro-Nox™ (medical nitrous oxide) decreases pain and anxiety during treatment. Lidocaine (dental block) works well for lip injections, making this typically painful injection virtually painless. The use of micro-cannulas, or essentially needle-less injections, decreases the sensation of pain as well, but there will be one initial needle poke to introduce the cannula.

Additionally, there are things you can do to prevent pain. Avoid injections around your menstrual cycle. Also, don’t drink caffeine on the morning of an injection, and make sure to eat before your appointment. Choose an injector with a soft touch and speak up if they make you feel rushed.

## No Time for Downtime

We live in a fast-paced environment with little acceptance for facial bruising. Micro-cannulas significantly decrease the chance of bruising, and LED red light post injections work well if a bruise is present or inevitable.

Avoid alcohol the night before your treatment to avoid bruising, and stop taking over-the-counter pills that thin your blood seven days prior to an injection. Make sure to check with your provider before stopping any medications. If a bruise is visible following a treatment, ice it immediately. Arnica pills and gel decrease the duration of a bruise.

### TOP AESTHETIC SERVICES

- Cheek & Lip Pop 🍷
- Dysport/Botox
- Dermal Fillers
- HD Sculpt 🍷 with Sculptra Aesthetics
- Eyebrow Microblading
- TMJ Remedy 🍷
- PRP/PRFM Face & Hair Injections
- Acne & Scar Treatments
- Microneedling
- Hormone Replacement Therapy (coming soon!)

🍷 Signature Techniques

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