

**I**t's easy to forget, in this age of Botox parties and lunchtime Restylane, that injecting one's way to a youthful visage is not exactly a walk in the park. True, a few syringes can iron out forehead creases, fill frown lines and deliver a schoolgirl-plump pout, but servicing a whole face can cost thousands of dollars per visit, is not exactly painless, and often results in the sort of telltale bruising and swelling that makes one want to grab a ski mask. The worst part? Results disappear faster than a bag of M&Ms at a 4 p.m. meeting—or at least it feels that way. Every three to six months, it's time to head back to the doctor for another fix.

Not surprisingly—given the profit potential—the med-tech industry has been working overtime to create a new class of no-operating-room-required procedures that promise more enduring, even permanent, improvements. But while some doctors are excited about these advances, others worry about the downturn in business that might occur if patients are compelled to visit them less frequently. They also caution that longer-lasting results can mean longer-lasting complications.

Still, that hasn't stopped the buzz surrounding ArteFill, the first filler shown to last at least five years. "We've trained 650 physicians since February, when we first began shipping the product to doctors," enthuses Diane Goostree, president

Some doctors are excited about the advances, while others worry about longer-lasting complications.

## Stay a While

The next generation of fountain-of-youth fixes just loves to linger.

Still life by JENS MORTENSEN



FACE: HELEN McARDLE/GETTY IMAGES