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Two Specialized Treatments for the Neck

These specialized treatments provide medical spa-goers with more options when it comes to redefining the neck.

The Boomer Lift: Kirk Brandow, M.D., plastic surgeon and director of The Brandow Clinic (multiple locations), developed this lift specifically for the Baby Boomer generation. It's an alternative to a traditional neck lift and tightens the jowls, neck, and jawline. This procedure takes two to three hours and includes liposuction to the neck and tightening of the neckbands under the jaw line. The skin is tightened behind the ear after an incision is made at the bottom of the ear into the hairline. Clients can return to work in about seven days, but full healing takes four to six weeks. The Boomer Lift costs about $10,000.

Venus Viva: According to Ross A. Clevens, M.D., board-certified facial plastic and reconstructive surgeon and director of Clevens Face and Body Specialists (multiple locations), this treatment uses radiofrequency energy to naturally stimulate the skin, which in turn creates more collagen. This procedure treats wrinkles, lines, scarring, and stretch marks. Venus Viva also tightens the skin and lifts the neck, jaw, and jowls. Clients with signs of aging and mild to moderate sun damage to the skin are the ideal candidates for this procedure. No downtime or anesthesia is needed. •