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# SAGGING JOWLS: WHAT CAN YOU REALLY DO TO LIFT YOUR LOWER FACE?

April 9th 2021 / Melanie Macleod / 0 comment

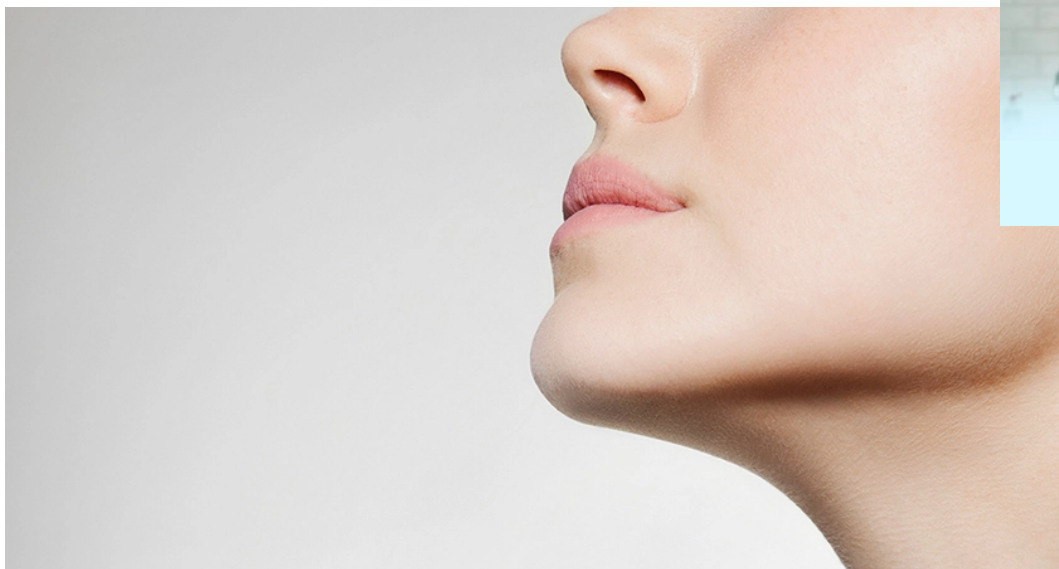


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SCRUTINISING OUR FACES ON ENDLESS VIDEO CALLS HAS CAUSED A SPIKE IN SEARCHES FOR FACIAL EXERCISES FOR JOWLS AS WELL AS JOWL TREATMENTS. HERE'S WHAT THE PROS RECOMMEND

After staring at our own reflections on Zoom for more than a year, it's no surprise that clinics have seen an uptick in interest in treatments from hooded eyes and creased necks and now especially for sagging



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wide-angle lenses on our laptops and smartphones create a

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making the bits of us closer to the screen, such as our jaw, look bigger (our ears, on the other hand, look tiny!).

“Jowl treatment has peaked since the first lockdown,” confirms Dr M Somji, medical director of [Dr MediSpa](#) in Knightsbridge. “Not only are patients looking down during Zoom calls, they’re perhaps also having greater fluctuations in weight due to a change in diet and exercise regimes [which can affect jowls].”

Aesthetic doctor [Dr Tapan Patel](#), of London's Phi Clinic and a regular on Channel 5's *10 Years Younger in 10 Days*, said that 90 per cent of his clients ask for jowl treatments. It's a similar story for Prof Khanna, founder of [Dr BK Clinic](#) in Reading, who reports a more than 100 per cent increase in enquiries for jowl treatments. Our pros explain the options.

## What causes sagging jowls?

Jowls happen as we lose elasticity in the skin with age and the skin below your chin or jawline drops, says Dr Rita Rakus of the [Dr Rakus Clinic](#) in Knightsbridge. “As we age, almost everyone will experience this sagging chin. Sagging jowls occur when your skin becomes thinner and the elasticity of the skin decreases.”

Age-related bone loss also comes into play, as Dr Patel explains. “As we age our bones get smaller; our jaw might start to shrink and the skin that used to be taut across the area begins to sag.”

Jowls start to appear in our forties and fifties, adds Dr Tracy Mountford of [The Cosmetic Skin Clinic in London](#). The extent to which we have them can be genetic, though lifestyle factors such as extreme weight loss, chronic stress, or smoking can speed up the arrival of jowls.



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Facelifts are considered the gold standard for ridding yourself of jowls according to Dr Patel, but there are plenty of non-surgical tweaks too. He recommends three treatments in particular to treat jowls, with varying degrees of results. Hifu (High-Intensity Focused Ultrasound) is a good maintenance to press pause on ageing, radiofrequency microneedling is the middle ground for results over a time to tighten and improve skin texture (Dr Patel uses Secret RF machine) and lastly the Endolift which uses a laser to reduce fat and tighten skin and produces the most dramatic results with a noticeable lift.



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### Endolift. The ‘as seen on TV’ jowl treatment

Endolift involves a laser fibre just bigger than a human hair being inserted under the skin in the area you want to treat to tighten the skin and remove fat too. Dr Patel performed it on *10 Years Younger* earlier this year and there’s been a spike in Google searches of the treatment since the show aired. After a local anaesthetic is applied (the same kind injected at the dentist) an incision is made in the skin with a needle and the fibre is put under the skin and transmits heat energy, which encourages new collagen production.





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The Endolift tightens the skin and removes fat too. It takes an hour to do, and Dr Patel says it's well tolerated by most but will produce swelling for two or three days. Generally, just one session is needed and results last between two and five years.

*The price for Endolift treatments start from £4995 at Dr Tapan's Phi Clinic*

### **Morpheus8: The celebrities favourite jowl treatment:**

Judy Murray's skin transformation made headlines when she announced that she had been treated with Morpheus8 to tighten her 'turkey neck'. Amanda Holden and Kim Kardashian are fans too. Morpheus8 combines radiofrequency with microneedling.

Microneedling creates minuscule injuries to the skin, stimulating a natural healing response of new collagen and elastin fibres which tighten and smooth the skin, explains Dr Somji. "It also delivers fractional

