



REFINERY29

# This Is The Beauty Secret You Forgot About

## Creams & Serums

“Many women in their twenties and thirties are using expensive face creams and coming in regularly for face-focused tweaks, but very few think to take care of their necks before 40,” says [Paul Jarrod Frank, MD](#), a derm in New York City. Using a cream or serum chock-full of non-irritating peptides will trigger collagen growth and thicken things up. You can find these peptides in [Estée Lauder New Dimension Tighten + Tone Neck/Chest Treatment](#), [111SKIN Y Lift Neck & Décolletage Serum](#), [PCA Skin Perfecting Neck & Décolleté](#), [Olay ProX Hydra Firming Cream](#), and [Liftlab Lift + Perfect Total Rejuvenation](#).

When it comes to neck lines, while our experts agree that a series of microneedling treatments can help improve creases over time — by piercing the skin with tiny needles to spur collagen growth for a smoothing effect — injecting necklace lines with a fine-line filler, like Belotero or Restylane Silk, offers a more immediate boost, “improving them by [over] 80% and lasting a few years,” says Dr. Frank. Prepare to pay between \$750 and \$900.

For women who want an actual neck lift, but don't want surgery, Dr. Frank offers his “cannulift technique”— injecting thick volumizing fillers (like hyaluronic acid-based Voluma or Restylane Lift) along the jaw bone with a blunt cannula to lift and sculpt the area. Since several vials of filler are usually needed, the procedure isn't cheap (\$1,700 to \$2,500), but results can last up to a year.

Micro Botox (\$750) can also “make a significant difference in 40-somethings who want that little bit of lift,” says Dr. Frank. The procedure entails placing very dilute amounts of the neuromodulator right under the skin, all throughout the neck, to relax the platysma muscle enveloping the area, and relieve that downward pull.

New devices, like the Infini, marry radiofrequency and microneedling to deliver heat deep into the skin via needle tips, encouraging new collagen growth and more extreme tightening. “It works well on all skin types, and the skin heals better and faster than it would following aggressive lasers,” says Dr. Frank. (Most have a sunburn-like reaction for about five days, and require two or three sessions as \$1,500 each.)

As another faster-acting alternative to lasers, Dr. Frank developed his UltraTight procedure — a sort of lipo-ultrasound hybrid — to slim and shape the neck and jaw line. The technique, done under local anesthesia, involves inserting an ultrasonic wand under the skin (through one or two tiny holes in the base of the chin) to tighten skin from the within while simultaneously melting fat before it’s sucked out. (It can cost \$3,000-\$5,000 depending on the size of the area being treated.) He compares the 24- to 72-hour recovery period to that of a root canal.