

Reno Plastic Surgeon Sees Rise in Patients Requesting JUVÉDERM VOLUMA™ XC

RENO, NV, USA, January 19, 2014 /EINPresswire.com/ -- Following the FDA approval of [JUVÉDERM VOLUMA XC](#), more Reno, Tahoe, and Truckee patients who want to add volume to their cheeks have been requesting the treatment by name, says board-certified plastic surgeon Charles P. Virden.

According to Dr. Charles P. Virden, demand is increasing for the latest cosmetic injectable approved by the FDA. The board-certified plastic surgeon says he's seen a growing number of requests in recent weeks for JUVÉDERM VOLUMA XC from his Reno, Tahoe, and Truckee patients interested in adding volume to their cheeks.

"Word has spread quickly about how effective VOLUMA XC is," Dr. Virden says. The dermal filler was approved by the FDA in late October 2013 and became widely available to plastic surgeons and dermatologists around the U.S. in December. Dr. Virden, who was one of the first physicians in the nation to gain access to the product, says it's been impressive how fast the news has spread.

"To see this kind of demand rise so quickly, in just a couple of months, is a testament to how good the product is," he says.

JUVÉDERM VOLUMA XC, which received broad media coverage at the time of its approval, is an injectable gel made of a naturally occurring substance called hyaluronic acid, which keeps skin firm and hydrated. It's the first injectable product approved to plump up the cheeks, and features a new cross-linking technology. Results from a single 30-minute treatment can last as long as 2 years.

"It's a great new tool to add to my range of treatments," says Dr. Virden, who offers an array of [skin care treatments](#) for patients from Reno, Tahoe, and Truckee at his medical spas. "We previously had injectable options to treat other areas of the face, but we didn't have an option specifically approved for use in the cheeks."

Losing volume in the cheek area is a common sign of age, resulting in cheeks that look flat or sunken. In recent years, aesthetic professionals have worked to develop ways to restore the volume, and JUVÉDERM VOLUMA XC is a result of that research. The product is made by Allergan, also the maker of JUVÉDERM Injectable Gel and BOTOX® Cosmetic.

"I wouldn't be surprised to see VOLUMA XC on the same level as BOTOX in the future, as far as demand goes," Dr. Virden says. "BOTOX has the market cornered because it's so effective for wrinkles around the eyes. VOLUMA XC could be that product for the cheeks." More products featuring VOLUMA's new cross-linking technology are predicted to hit the market in the next few years.

Dr. Virden says the cheek filler can be used for people of a wide range of ages and skin types and that he sometimes uses it in conjunction with [plastic surgery](#). At his practice in Reno, NV, volume replacement is typically a component of facelift procedures.

"Facelift patients, in particular, often turn to injectables and other non-surgical treatments to enhance and extend their results," he says. "VOLUMA XC will work well for these patients and for anyone who wants to make their cheeks look more youthful through a really quick, convenient treatment."

Dr. Charles P. Virden (www.virdenmd.com) is a board-certified plastic surgeon serving Reno, Tahoe, and Truckee patients at his private practice, which also includes medical spas in Reno and Truckee. After getting his medical degree from the University of Southern California, Dr. Virden completed a general surgery internship and residency at the University of California, San Diego, as well as a residency and research fellowship in plastic surgery. Certified by The American Board of Plastic Surgery, he opened his private practice in Reno in 1995, where he offers a variety of popular plastic surgery procedures for the face, breasts, and body. His Renovation and Bella Lago medical spas also offer an array of non-surgical skincare treatments such as laser and injectable services.

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