



Washington, D.C.'s Ruff Plastic Surgery Highlights Injectable Innovations

In recent months, the plastic surgeons in the Washington, D.C. practice have hosted BOTOX® and filler events and begun using a new fat-reducing injectable.

WASHINGTON, DC, USA, September 6, 2015 /EINPresswire.com/ -- Ruff Plastic Surgery (www.ruffplasticsurgery.com) is in the midst of a series of events highlighting innovative injectable treatments, which are part of an ongoing trend in the popularity of non-surgical services, according to the plastic surgeons in the Washington, D.C. practice.

They recently introduced KYBELLA™, an injectable fat reduction treatment for reducing a double chin, and they have an injectable fundraiser coming up in October called Wrinkle Erase for the Cause.

"KYBELLA is our latest innovation, but it's just one of many super effective non-surgical products that are changing the face of cosmetic enhancement these days," says Dr. Michael Somenek, a facial plastic surgeon specializing in both surgical and non-surgical procedures at the Washington, D.C. practice.

The cosmetic surgeon says patients considering aesthetic improvements without surgery have a range of options. The number of dermal fillers, for example, continues to expand, Dr. Somenek says.

"BOTOX has been popular for wrinkles for a long time, but the versatility of injectables is really expanding in the filler market," he says. "For instance, JUVÉDERM VOLUMA® XC actually gives the cheeks a 'lifted' appearance that can last 2 years. We've been offering that product for about a year, and it's really taken off. It's very popular at our practice and our filler events."

According to 2014 statistics compiled by the American Society of Plastic Surgeons®, minimally invasive facial rejuvenation procedures — primarily injectables — saw the most growth among all cosmetic treatments. The increase is expected to continue with the introduction of new products such as KYBELLA.

The Washington, D.C. practice often holds events at Bella Bethesda Salon featuring specials on BOTOX and filler injections. The surgeons say they also aim to educate patients about injectable treatments at these events and elsewhere.

"I recently wrote a blog post summarizing many of the myths surrounding injectable treatments, because I want to set the record straight about how safe and effective they are," Dr. Somenek says. "Because many of these treatments are so new, people seem to have a lot of questions and misconceptions. The truth is they are a great, convenient option if you choose a good practitioner."

Ruff Plastic Surgery also showcases anti-aging injectable treatments at its annual Wrinkle Erase for the Cause event, which raises money to support breast cancer research. Dr. Paul G. Ruff IV founded the event because of the practice's commitment to breast reconstruction patients and a personal connection — his mother, sister, and mother-in-law are all breast cancer survivors.

Proceeds from all injectable treatments performed at the Washington, D.C. practice on Oct. 1 are donated to [Living in Pink](#), a volunteer organization that raises money for local research and awareness programs.

"This is a way for us to give back to the community and support a cause that touches so many of our patients, either directly or indirectly," Dr. Ruff says. "Breast reconstruction remains an important part of our practice, and we form personal bonds with these courageous women. We're glad to let our injectable patients share in the love, too, as we support the women of our community."

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Washington, D.C.'s Ruff Plastic Surgery (www.ruffplasticsurgery.com) is the private practice of board-certified plastic surgeon Dr. Paul G. Ruff IV. Dr. Ruff received his undergraduate degree at Georgetown University and medical degree at Eastern Virginia Medical school. He then pursued postgraduate training in general surgery and critical care at Washington Hospital Center and plastic surgery at the University of California, San Diego. In 2001, Dr. Ruff started his private practice, where he offers a wide range of cosmetic procedures for the face, breasts, and body. Ruff Plastic Surgery also offers numerous non-surgical treatments including BOTOX® Cosmetic and filler injections, laser and energy treatments, and skincare services. In 2014, Dr. Ruff was joined in practice by facial plastic surgeon Dr. Michael Somenek, who performs specialized reconstructive and cosmetic procedures of the face.

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