

Profile



PLASTIC SURGERY UPDATE: *VOLBELLA XC*

WORDS BY STEVEN BLOCH, M.D.

Allergan, a leading pharmaceutical company, announced FDA approval to market Juvederm Volbella XC for use in the lips for augmentation and for correction of perioral rhytids, or perioral lines. In clinical trials, Volbella was found to be effective in the majority of patients for up to one year once full correction was obtained.

This approval brings to market a product unlike anything that is currently available in the United States. Juvederm Volbella is formulated with Vycross technology, which was first introduced with the wildly popular Voluma for cheek augmentation. In my experience, advantages of Vycross technology is less post-treatment swelling and bruising. It allows for a more precise sculpting of the affected area since it does not absorb fluid from the surrounding tissues.

Juvederm Volbella was first approved in Europe in 2011. It is presently distributed in over 70 countries. The product lasts for approximately one year. Like all hyaluronic acids, it is reversible if need be.

I expect that Volbella will become the go-to product to treat lips and fine lines. I expect that most patients will experience less swelling as compared to other products, but like any injection there may be some temporary swelling, bruising, or tenderness.

Initial supplies of this product will be tight so if you are interested, I suggest you add your name to our waiting list.



For additional information, visit bodybybloch.com.

Treatments will be performed at The Met in Sarasota.

Call 847.433.0840 to schedule an appointment.