



THE LANFRANCHI CENTER

Facial Plastic Surgery & Rejuvenation



For nearly 20 years, Dr. Paul Lanfranchi has firmly established himself as “the gold standard” in surgical facial rejuvenation in Las Vegas. His emphasis on “natural” and subtly translates to results that are unequivocally timeless in any decade and at any age.

Never chasing the hottest trends or fads, Dr. Lanfranchi instead consistently adheres to his mantra of creating youth and rejuvenation by respecting the patient’s anatomy, age, and desires.

This philosophy is what truly sets his practice apart from others, and makes him a true artist.

The field of facial plastic surgery is always evolving, and understanding these shifts allows patients to make informed choices about procedures that align with a natural aesthetic. We asked Dr. Lanfranchi about the latest trends in facial plastic surgery and what we can expect to see in 2025.

What is the current trend in facial plastic surgery in 2025?

Without doubt, “bigger is not necessarily better,” and most will agree is out of vogue. The days of exaggerated lips, overfilled cheeks and near frozen faces are now gone. The “Kardashian look” is a thing of the past, and most women between the ages of 30-70 seek a more natural and subtle rejuvenation result. Tasteful eyelifting and brow-lifting, along with nonaggressive facelifts and necklifts are quickly becoming the norm again after a prolonged period of exaggerated desires largely driven by social media and celebrities.

What types of treatments are currently being sought after by patients?

Both men and women of all ages are trending towards less invasive procedures that produce more natural results with less down time than traditional surgeries. These specifically include eyelifting procedures (also known as blepharoplasty), lower facelifts/jawline lifts

(which corrects jowls and sagging skin of the lower face and neck, when combined with a necklift), and subtle chin augmentation and browlifting.

Depending on the surgeon and their facility, these occasionally can be performed under local anesthesia in a surgeon’s office. This method has the distinct advantage of lower overall risk, faster recovery, and significant cost savings as there is no need to pay for a surgical center nor anesthesiologist’s fees.

What is the current hot topic in facial plastic surgery?

Most certainly, the concept of “Deflation Nation” is currently the most significant topic today. Due to new weight loss drugs, such as Ozempic and Mounjaro, patients are losing significant weight faster than ever before. The repercussions of this weight loss on the face are typically a loose and drooping lower face and neck (presenting as jowls and “turkey/chicken neck”). The only effective and semi-permanent way to treat these issues is to have a well-performed lower facelift and necklift. When appropriate, adding chin augmentation to a lift can yield even more dramatic results. Depending on the patient’s anatomy and skill of the surgeon, this procedure can last as long as 15 years in some cases.



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