

HOLLYWOOD'S NEW THING: \$199,000 A YEAR FOR "RESTING RICH FACE"

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That flawless, ageless "RRF" look on femmes d'un certain age — and let's not forget men — doesn't come cheap as a forever-young mien (yes, even in repose) takes staggering amounts of money by those who make it.



ILLUSTRATION BY KATIE CAREY

There's no denying age can look very different than it used to. Women years ago just weren't as hot as Jane Fonda at 78, nor felt sexy enough at nearly 60 to pose nude for a magazine as Sharon Stone did in 2015. Chalk it up to healthy California living, but with today's extensive artillery of high-tech anti-aging treatments, credit for Hollywood's ageless faces probably also can go to beauty doctors. But getting the better of time doesn't come cheap. "I would say \$150,000 to \$200,000 in a year for a rich, powerful person in L.A. is not outside the realm of normal," says Beverly Hills plastic surgeon Marc Mani.

"Wealthy, famous people are more visible, and once a mogul, or spouse of a mogul, starts seeing their picture in magazines and on television, they become very conscious of maintaining their looks," he says, adding, "Getting these medical procedures has become as common as dropping into the beauty salon: It's as much a part of the L.A. culture as going to the ballet in New York." Case in point: Kip Morrison, 69, who owns a PR firm in Beverly Hills, says: "I've spent the equivalent of a mortgage maintaining my appearance. If you still want to look this good and natural at my age, it costs a lot of money." THR surveyed top Hollywood and New York plastic surgeons and dermatologists to find out just how much annually.

20-Something Tweaks

- **Prevent frown lines** Many beauty doctors start early with Botox in the forehead. "I had a girl whose mother brought her in at 16 to make sure she never developed her pronounced frown line," says Beverly Hills plastic surgeon Linda Li.
- **Puff up the pout** "Lip filler is something the younger population is into," says L.A. plastic surgeon Marc Mani.
- **Erase under-eye circles** "A lot of girls have dark circles, so I put in a little Belotero," a filler recommended for the under-eye area, says Park Avenue dermatologist Marina Peredo.
- **Deep-clean skin** The classic signature facial from Face Place (an outpost recently opened in New York City) begins with a cleansing and also includes a mask with electrodes to help products penetrate. 8701 Santa Monica Blvd.

Annual Cost of RRF

Botox (twice a year): \$300 to \$1,000 annually
Lip filler (once a year): \$600 to \$1,500
Belotero "under eyes" (once a year): \$600 to \$1,500
Cleansing facials (12 times a year): \$140 a treatment

TOTAL: \$3,180 to \$5,680

Fixes for the 40s

- **Tighten skin** Thermage, Ulthera, Lux IR or the Sublime laser use radio frequency, ultrasound as well as infrared to increase collagen production. Because those treatments stave off the need for plastic surgery, a patient wouldn't deploy these skin tighteners the same year as getting a lift.

ALTERNATE WITH:

- **Brow lift** The forehead begins to descend at this point.
- **Full face-lift** The operation reverses aging by putting deeper tissues back where they used to be. While most L.A. and New York surgeons charge as much as \$30,000, a few Beverly Hills outliers have fees upward of \$100,000. Says Mani, "It's not for everybody; it's kind of like selling a luxury car."
- **Transfer fat to cheeks** Mani prefers fat transference to fillers, which he says can look like "concrete in your cheeks. Fat comes from your own body, so it's more likely to be permanent."
- **Re-face teeth** "In the early 40s, teeth start to be darker because enamel becomes thinner and the dentin underneath shows through," says Manhattan cosmetic dentist Marc Lowenberg, whose patients include Amanda Peet, Julianna Margulies, Kelly Ripa and Chris Rock.

Annual Cost of Hollywood RRF

Thermage, etc. (one to two times a year): \$2,000 to \$4,000 a session

Mini-lift (can last up to 10 years): \$12,000 to \$30,000

OR

Brow lift (can last five to 10 years): \$12,000 to \$20,000

OR

Face-lift (can last up to 10 years): \$12,000 to \$100,000
Juvederm, Voluma, etc. (once a year): \$2,000 to \$4,000

Face-lift (can last up to 10 years): \$12,000 to \$100,000
Juvederm, Voluma, etc. (once a year): \$2,000 to \$4,000

Fat transfer (once a year): \$5,000 to \$20,000
Blepharoplasty (do twice in life): \$5,000 to \$20,000
Porcelain veneers (last up to 20 years): \$50,000 for a full set
Lifting facial (12 times a year): \$750 a treatment

TOTAL: \$68,000 to \$199,000

30s Therapies

- **Eliminate crow's feet** "This is the time to start increasing Botox," says Mani.
- **Fill cheeks** "Cheeks begin to lose volume," says top New York dermatologist David Colbert, who uses Restylane.

OR

- **Transfer fat to cheeks** Beauty consultant and writer Megan O'Brien, 39, had fat transferred from her abs to her cheeks and under-eye area: "It took 10 years off me."
- **Reduce fine lines** A fractional laser diminishes lines and evens out texture.
- **High-tech facials** Nathalie DiNoia with New York City plastic surgeon **Sharon Giese** dermaplanes to exfoliate and microneedles serums into the skin. She can add diluted Radiesse, which, says **Giese**, is "a real skin booster." 114 E. 61st St., New York

Annual Cost of Hollywood RRF

Botox (twice a year): \$600 to \$2,000 annually
Restylane (once or twice a year): \$600 to \$1,500 annually

OR

Fat transfer (once a year): \$5,000 to \$20,000
Fractional laser (three times a year): \$750 a treatment
High-tech facial (12 times a year): \$650 to \$950 a treatment

TOTAL: \$11,250 to \$33,762

OR

- **Mini lift** Li says in L.A., women start thinking about a mini-lift in their 40s. "With HDTV, it is definitely in the playbooks," she says.

OR

- **Fill cheeks** Juvederm, Belotero and longer-lasting Voluma replace diminishing volume in cheeks. Says Beverly Hills cosmetic dermatologist Derek Jones: "Rather than treat lines, we inject into the cheeks, which diminishes wrinkles of the lower face." (For thinning lips, Peredo says there is a new filler, Restylane Silk: "It has smaller molecules so it gives a smoother look to the mouth.")

OR

- **De-wrinkle under the eyes** Blepharoplasty is on the menu in the 40s because skin around the eyes is particularly thin and ages earliest.

- **Lifting facial** Sonya Dakar's Total Lift Treatment uses micro magnetic pulses and radio frequency to tighten skin. 9975 Santa Monica Blvd., Beverly Hills

50s Refinements

- Fill cheeks even more Rebecca Bacon, 57, who lives in L.A. and works in the fashion industry, says she shells out \$800 a month in fillers. "In this city, I find it a small price to pay, especially if you want to stay in the workforce."
- Permanent makeup for the brows As women move into the 50s, their eyebrows thin. "New pigments look more natural," says Dominique Bossavy, who has a studio in Los Angeles. www.dominiquebossavy.com
- Remodeling facial Yasmine Djerradine's "remodeling" facial, which uses electronic current to stimulate muscles, has become a monthly addiction for well-heeled women. Latest add-on: Nannic Pro, which infuses concentrated active ingredients. 30 East 60th St., NYC

Annual Cost of Hollywood RRF

Increased fillers (once to 12 times a year, depends on filler): \$1,200 to \$6,000 annually
Permanent brow makeup (requires annual touch-up): \$1,000 to \$4,500
Remodeling facial (12 times a year): \$250 to \$400

TOTAL: \$5,200 to \$15,300

60-Something Services

- Burn off the top layer For deep wrinkles, Colbert recommends a chemical peel.
- Do a PRP facial Colbert suggests adding a platelet-rich plasma treatment at this stage. "It's a simple process that uses the plasma from your own blood to aid in stimulating collagen," he says.
- Get a second face-lift "If you're a true Angeleno, it's time for your second face-lift," says Mani. But instead of two full lifts, top NYC plastic surgeon Robert Silich advises three mini-lifts in a lifetime.

Annual Cost of Hollywood RRF

Deep chemical peel (once a year): \$1,500
PRP facial (twice a year): \$1,250 to \$1,500 a session
Second face-lift: \$10,000 to \$100,000

TOTAL: \$14,000 to \$104,500

For Men

In their 30s...

- Botox and microneedling "Men can start with Botox now to prevent aging," says Dr. Joubin Gabbay, who also likes microneedling to stimulate collagen.

Botox (three to four times a year): \$300 to \$800 annually

Microneedling (two to three times a year): \$1,200 a treatment

TOTAL: \$2,700 to \$4,400

In their 50s...

- Limited neck-lift Silich recommends this, but if surgery is a no-go, Peredo likes Kybella for under the chin. "It permanently gets rid of fat," she says.
- Everything else Jones says the 50s for men call for fillers, Botox and lasers.

Limited neck-lift: \$7,500 to \$30,000

OR

Kybella (need two to three sessions): \$1,700 a session
Fillers (twice a year): \$2,400 to \$3,000 annually
Botox (once or twice a year): \$1,500 to \$2,000 annually
Lasers (two or three times a year): \$5,000 annually

TOTAL: \$12,300 to \$40,000

In their 40s...

- Neck microsuction Silich says "a strong jawline and neck without sagging gives the appearance of a stronger face."
- Skin tighteners Says Colbert: "Most men complain about their jawlines rather than fine lines or crow's feet. Ulthera's sound waves tighten muscles."
- Porcelain veneers Men grind down the edges of their front teeth, which leaves them looking shorter and jagged. Veneers fix this problem.

Microsuction (do once in life): \$3,000 to \$7,000
Ulthera (once a year): \$5,000 annually
Porcelain veneers: \$50,000 for a full set

TOTAL: \$58,000 to \$62,000

In their 60s...

- Full-on face-lift A formal neck-lift with scars behind the ears is what Silich suggests for the sexagenarian.

Neck-lift: \$12,500 to \$20,000