

BEAUTY

EDITOR: SARAH BROWN

JAWLINE

BY MARINA RUST

Most things don't bother me. (Yet.) Sagging knees, I'd choose a longer skirt. Elbows, a three-quarter-length sleeve. Most bodily betrayals can be covered or camouflaged. But the jaw? It's out there.

"We associate a sharp jawline with youth and with health," explains aesthetician Mary Schook, gliding a metal wand from my chin to my ear, nano-currents lifting and sculpting my skin.

AFTER THE FALL

EYELIDS, JAWLINE,
EARLOBES? THREE WOMEN
ON THE FEATURES THEY
TOOK FOR GRANTED—
UNTIL THEY DROPPED.

SHE'S GOT PULL
MODEL JAC JAGACIAK IN AN ENDER LEGARD CORSET.
HAIR, SAM MCKNIGHT FOR PREMIER LONDON.
MAKEUP, VAL GARLAND AT STREETERS. DETAILS, SEE
IN THIS ISSUE. PHOTOGRAPHED BY NICK KNIGHT.
SITTINGS EDITOR, PHYLLIS POSNICK.

I began seeing Schook four years ago after noticing a gully where my cheek had been, said gully heading rapidly southward. With regular visits, the situation is much improved.

This is Schook's "Platinum Lift," which incorporates electrical and manual massage of the jawline, moving and draining the toxins, water, and general sludge that accumulate in the area. I can literally feel the weeks of sloth and indolence slide down the back of my throat.

To me, a jowl is a judgment. "Alcohol can be a culprit," says Schook.

"With excessive alcohol," explains Manhattan plastic surgeon David Rosenberg, M.D., "there's no question your face becomes puffy. It enlarges the parotid glands." Cardio helps flush the lymphatics; proper nutrition doesn't hurt. I avoid alcohol and now drink at least one freshly squeezed organic vegetable juice each day. It makes a huge difference.

It takes vigilance. Twice a month I see Tom Woodhouse at Face Place New York for a galvanic facial. "Physical therapy for your face," Woodhouse says of the galvanic current, which stimulates and tones the underlying muscle via electrodes attached to a leather mask. "You have two facialists?" exclaimed a friend, thinking herself too busy for one. I send her the link to the five-minute do-it-yourself-drainage tutorial ("Non Surgical Face Lift") Schook has uploaded to YouTube. My friend calls that evening, impressed. "I did the jaw massage in the shower. It works, but how long will it last?" (Did I mention vigilance?)

Dermatologists are offering longer-lasting non-surgical procedures that target the jaw. Recently, the FDA has approved Ulthera, the highly touted ultrasound device. It employs focused thermal energy (about 60° Celsius) to heat the skin's underlying connective tissue, causing it to contract, tighten, and ultimately lift.

Manhattan plastic surgeon **Sharon Giese, M.D.**, has a technique she calls the "Natural Lift," a 45-minute jowl-centric procedure during which she uses an internal ultrasound probe to tighten the skin and melt excess fat, which she then removes via liposuction. "As you age, your face gets square; the face shape becomes more masculine," says Giese, explaining how, by removing fat along the jawline, she restores an oval shape. I study the dramatic before-and-after photos sent from her office, wondering whether lymphatic drainage would have helped. My husband walks by my desk and glances down, barking, "Don't change your fact" A sweet thought, but it's changing anyway.

Wary as I am of surgery, down the road I'm not ruling out Dr. Rosenberg, known for his light touch and natural aesthetic. He thinks my current program of lymphatic-drainage massage along the jawline is fine—"It removes water from that area"—but adds that as we age, "the platysma muscle over the lower cheek along the jawbone loses definition and sags." His targeted jaw-rejuvenation surgery (which leaves incisions inside and behind each ear) lifts and redrapes the muscle.

"So it's a facelift?"

"It's a jawlift. It will tighten the jawline for a decade." He suggests I read Nancy Etcoff's book, *Survival of the Prettiest*. Etcoff, a psychologist and professor at Harvard Medical School, finds that the perception of beauty is not societal but biological. "Reactions of children from different lands and cultures were studied," paraphrases Rosenberg, "and humans, as a species, find a defined jawline, contoured neck, and robust cheek very attractive."

Gravity we can fight. Biology we can't.