

# ELLE

DEC/JAN

## ZENDAYA

THE COOLEST  
GIRL IN HOLLYWOOD  
MAKES HISTORY

THE BEST GIFTS  
ACROSS AMERICA



SHOULD YOU TRY  
THE NEW  
ZOOM  
LIFT?



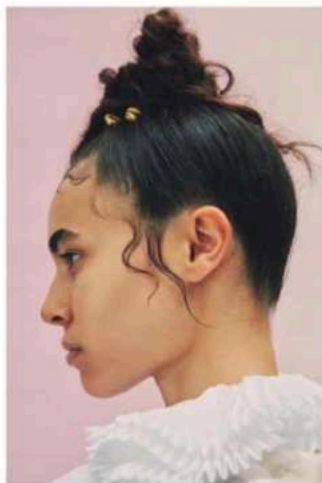
## MEET THE ZOOM LIFT

Millennials are driving a boom in chin, jaw, and neck procedures that optimize their appearance on video calls.

**WHEN LEAH**,\* a 35-year-old nurse in New York, found her days filled with video chats during the pandemic, she became fixated on the soft swell of fat under her chin. "I've had this since I was a teenager, but now I see it all the time," she says. At her tipping point, she found Melissa Dof, MD, a plastic surgeon in Manhattan who, a few weeks later, made two small needle punctures in the crease under Leah's chin and removed excess fat with liposuction. It took about 45 minutes, \$4,000, and one Valium. "It was relatively easy," Leah says. "If I had known, I would have done it sooner."

A friend of mine put her concern less politely: "I fucking hate the way I look on Zoom." Apparently, so do a lot of people. Videoconferencing has led to a surge in procedures to minimize fixations like turkey neck, saggy jowls and skin, big ears, and, especially, double chins. Certainly, many woes are a result of relatively insignificant (and easily corrected) issues like camera angle, lighting, and simply witnessing expressions we normally never see ourselves make. Nevertheless, it has driven some to take medical action. Dof says that before the pandemic, submental liposuction (performed on the jowl, neck, or under the chin) was usually a second-priority add-on to rhinoplasty or a facelift. Now she can get multiple requests a day for the procedure alone. "This is a really different trend," she says.

"The most unflattering angle in the world is the one we're all using on Zoom," says Chaneve Jeanniton, MD, an oculofacial plastic surgeon in Brooklyn who's seen an uptick in complaints about "Zoom face." This year created the perfect conditions for a spike in demand, she says: Not only are noninvasive treatments more effective now, but "we're [also] staring at our screens all day with all this downtime at home, and quite frankly, we just want to feel good." Jeanniton's go-to trick is injecting fillers like Restylane Lyft and Radiesse at the back corners of the jaw and the tip of the chin to elongate the jawline.



Surprisingly, many patients are millennials. "This is more like a proactive optimization to look as good as you can, rather than trying to turn back aging," says Dara Liotta, MD, a Park Avenue plastic surgeon. Liotta uses a combination of techniques, including submental liposuction, fat-dissolving Kybella, chin implants, a new Juvéderm Voluma XC filler (FDA-approved for the chin in June), and Botox in the jaw muscles. This can start at \$3,000 for a single treatment and \$11,500 for multiple procedures.

New York dermatologist Dendy Engelman, MD, often tightens skin on the neck and jawline with energy-based devices that require little or no downtime. The Lutronic Genius, for example, delivers radio frequency to the dermis through 49 microneedles. After numbing, it takes only 15 minutes, at a cost of \$1,500 per treatment (she recommends three sessions, then yearly treatments if needed). Another option is the NuEra Tight by Lumenis, which delivers radio frequency via a flat handpiece. "It feels like a hot stone massage," says Engelman, who charges \$1,000 per treatment (she recommends six altogether).

The buzziest new procedure is MyEllevate, aka a percutaneous suture suspension—meaning surgical sutures are inserted with a lighted needle underneath the skin and across the neck to tighten. The treatment is performed under local anesthesia, and the eight needle-puncture sites—behind the ears and under the jawline—are the only wounds. The cost can range from \$3,500 (in New Jersey) to \$7,000 (in Beverly Hills), with a six- to seven-day recovery.

Of course, one solution to consider before making any permanent decisions: simply adjusting your computer screen. As Engelman puts it, "The right angle and lighting can take off 15 pounds and 10 years." See below for simple ways to treat Zoom face—without going anywhere near a scalpel or syringe.

—MARTHA McCULLY

### READY CAMERA ONE

Quick tricks so you can focus on the conversation, not your face.

**LIGHT.** Ideally, your desk should look out a window so your face gets natural light. If not, small clip-on or suction lights can be affixed to your monitor or circle the camera—most with adjustable brightness (average price: \$10 to \$70).

**LIFT.** Align your camera at eye level by placing a stack of books under your laptop. This angles your chin so your neck doesn't bulge, but isn't craned either. (If needed, a Bluetooth-enabled keyboard and mouse are less than \$100 each.)

**LENGTHEN.** Sit about an arm's length away from your device. Built-in cameras in smartphones and computers have a slight wide-angle-lens effect, so the closer you are, the more distorted your proportions may seem.

**OR OPT OUT.** Some programs allow you to hide your own video, so you're less likely to be distracted. On Zoom, for example, "Hide Self View" is an option under the three-dot icon in the upper right corner of your square.

\*Name has been changed.