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Injectable Trends Are Surprisingly Different, Depending Which Coast You're On

What separates New York from Los Angeles? About 3,000 miles and a half syringe of Juvéderm, it seems.

By Jessica L. Yarbrough



Allergan, the maker of Juvéderm and Botox Cosmetic, recently released its 360° Aesthetics Report — a survey of 14,500 "aesthetically conscious consumers" and medical providers worldwide — and the findings are honestly fascinating. Take, for instance, these tidbits: A mind-blowing 73% of consumers plan on getting a "physician-administered aesthetic treatment," like injectables, within the next year. Thirty-four percent of US respondents said they don't post pictures to Instagram without fine-tuning their faces first. And a full 63% of women and men worldwide believe how they look affects how successful they'll be.

Women on the West Coast look to celebrities and influencers for inspiration, while women on the East Coast look to friends and family.

"Many patients do hear about procedures from an influencer," **Dr. Anna Guanche**, a board certified dermatologist and celebrity beauty expert based in Calabasas, California, tells Fashionista. The most-cited sources of inspiration? Kim Kardashian, Kylie Jenner and Olivia Culpo — which explains the amount of interchangeably-beautiful influencers sporting an "Instagram Face" in LA.

Both West Coast and East Coast women are into lip fillers. In LA, bigger is better; in New York, subtlety is the name of the game.



Dr. Guanche describes her Calabasas clients' ideal lips as "sexy and sultry," while Dr. Doft's patients prefer "subtle." Perhaps the best illustration of cross-country lip filler trends comes care of the treatment menu at NYC's Plump. The aesthetic center offers two distinct options: West Coast Lips, "a voluminous and noticeable plump using Juvéderm Ultra Plus XC using our lift and fill technique," and East Coast Lips, "a natural-looking plump with subtle results using Juvéderm Ultra XC and our soft touch technique."

Angelenos, on the other hand, often opt for a full dose of Botox or Juvéderm at each appointment, which Dr. Guanche recommends having renewed every three to six months (depending on the exact treatment).

Generally, West Coasters are more likely to go for fillers and East Coasters prefer to freeze fine lines.

"Facial lines and wrinkles around the eyes are most concerning for aesthetic conscious consumers in the northeast region," Allergan says, "while women in the west are more concerned about adding volume to cheekbones."

"I spend a lot of time trying to make my patients look more rested using Botox to brighten their eyes," Dr. Doft confirms. On the other coast, Dr. Guanche says fillers are becoming increasingly popular to plump everything from nasolabial folds (the lines from the nose to the corners of the lips) to laugh lines around the eyes, but especially cheeks. "Juvéderm Volume is what we use to enhance the cheekbones," she says. "I call it going from beautiful to bombshell."

Los Angeles women will livestream their injections. New Yorkers won't tell a soul about them.

"Aesthetic treatments are much more socially acceptable than they were just five years ago," Dr. Arthur Swift, a plastic surgeon, told Allergan. The numbers — and the Instagrams — back it up: 82% of survey respondents think injectable treatments are no longer taboo... and nearly 900,000 Instagram photos tagged #lipfillers prove it. Not convinced yet? Just click over to Dr. Guanche's Insta, where she streams patient appointments (with permission) via Stories all day, every day. Most West Coast clients are happy to oblige, she says, and some even *ask* to be featured.

<https://fashionista.com/2019/08/east-coast-west-coast-injectables-fillers-trends>