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**INJECTION REJUVENATION AS ONE OF THE
POPULAR TENDENCIES OF AESTHETIC MEDICINE**
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Currently, medicine does not stand at one point, as modern society is developing rapidly, people tend to stay healthy, young and beautiful as long as possible and use various efforts and opportunities for that. In the history of aesthetic medicine, for a long time the only effective method to fight against age-related changes was plastic surgery. The basis for modern plastic surgery was laid in the early 1900s, when surgeons developed more advanced tools and methods for transformation of human appearance, as the emergence and spread of antiseptic agents allowed to transplant skin, cartilage and other tissues.

In recent years, the more rational solution excluding operational intervention has appeared. It is an injection cosmetology that is capable to give an instant effect.

Nowadays there is a clear tendency for less invasive procedures which are quicker and simpler and that do not divert patients from their daily routine and activities for prolonged periods. They can provide effective, safe, relatively long-lasting, and natural results. Injection techniques are used in modern cosmetics to rejuvenate and get rid of cosmetic defects of various etiology, and they are the most effective tool to struggle for prolonged youth and person's appearance improvement. The main injection techniques in cosmetology can be used not only to eliminate various skin defects or reduce the severity of age-related changes, but also to prevent the consequences of negative impact of the environment or internal environment on the skin. The main frequent changes observed among women aged between 30 and 60 years due to the natural and continuing aging process are the appearance of small wrinkles, atrophy of subcutaneous fat, and decrease in collagen and elastin production. There is also an evident decrease in the turnover of skin cells. Gravity and muscular aging are involved in more evident folds, increasing skin flaccidity. Repeated contractions of the mimic muscles might be involved in the process. With the help of injections of beauty, skin acquires lost elasticity and relief, wrinkles are smoothed, lips acquire clear outlines and size, the double chin disappears; all these factors help to achieve a visual rejuvenation effect.

All procedures in which needles (or cannulas) are used for injection of medication can be attributed to methods of injection cosmetology. Basically, the main methods are: mesotherapy, contour plastic, botulinum toxin therapy, plazmolifting, biorevitalization, bioreinforcement and their modifications. One of the most physiological and safest methods in injectional cosmetology is injection of native and partially stabilized hyaluronic acid. Botulinum toxin-A is one of the most commonly used nonsurgical techniques. This neurotoxin in conjunction with fillers has a low risk, efficiently treats skin aging, and also prevents or reduces some aspects and characteristics related to the facial aging process. Botulinum toxin injections are the most popular facial rejuvenation procedure, 100% effective and safe if you keep to the dosage.

Thus, there is no doubt that classic surgical and nonsurgical procedures still represent important techniques in esthetic medicine. It is also obvious that the combination of traditional treatments with other cosmetic procedures that offer improved skin quality and texture, low risk, low morbidity, and quick recovery represent a great achievement of modern science against cosmetic skin defects. Injection rejuvenation is a wonderful invention of scientists, it is able to give youth and beauty in mature age.