

san antonio

## FACIAL TRANSFORMATIONS

# Lift and Tighten With Ease

**A family-run ophthalmic plastic and reconstructive surgery practice in San Antonio offers rejuvenating skin treatments with minimal impact.**

**W**hen it comes to facial transformations, especially around the eyes, Dr. Jordan Hollsten is an expert. A board-certified ophthalmic plastic and reconstructive surgeon, she removes tumors behind eyes, reconstructs periorbital tissue, and rejuvenates sagging faces.

Yet, even experts have mentors; Dr. Jordan Hollsten's is her father and colleague, Dr. Donald Hollsten, a board-certified oculoplastic surgeon. Together they are the backbone of Eye & Facial Plastic Specialists, an ophthalmic plastic and reconstructive surgery practice based in San Antonio. Staffed by Dr. Jordan Hollsten's sister and office manager Brandi Hollsten and her mother and resident artist Lolli Hollsten, the practice has served the South Texas region for nearly 30 years.

Since joining her father's practice, Dr. Jordan Hollsten has met a growing demand for cosmetic treatments by expanding the practice's services. Recently, the practice added FaceTite, AccuTite, and EVOKE—minimally invasive, machine-powered treatments that lift, tighten, and rejuvenate droopy skin and wrinkles. "The results are amazing," Dr. Jordan Hollsten says. "I never thought a nonsurgical procedure could work so well."

## Dramatic Change with Minimal Impact

Though transformational, traditional cosmetic surgery is not without its downsides. These include high costs, a long and sometimes painful recovery, and the



obvious signs of having had "work done," which not everyone wants advertised.

Radiofrequency technology eases those concerns by affecting slow but significant changes with minimal scarring or pain. During AccuTite and FaceTite treatments, microscopic instruments penetrate the skin and break down bonds of collagen and elastin—fibers that support the skin's structure and account for its firmness and tightness. "Once we disrupt those bonds, they go into healing mode," Dr. Jordan Hollsten explains. "Over the course of a few weeks, they heal tighter, rejuvenating the skin and the tissue underneath." By targeting the area around the eyes and removing excess fat through liposuction, these treatments recontour the face. "Patients look refreshed, as if they've had

a face lift, even though the process itself is minimally invasive," she says.

The noninvasive EVOKE treatment focuses on the jawline, jowls, and neck. Using bipolar technology, EVOKE launches radiofrequency energy deep into the skin to remodel layers of tissue. The result is a dramatic contouring and thinning of the face. An added benefit of EVOKE is that it won't cause hypohyperpigmentation, which can occur when incisions are made. Patients receive 30- to 40-minute EVOKE treatment sessions

privately—an ideal safety profile for pandemic-era medical procedures.

For Dr. Jordan Hollsten, these new treatments are a way to share her passion with people interested in cosmetic reconstruction but wary of its costs and recovery process. "I love helping patients identify an approach that best suits their goals, budget, and skin type and color," she says.

She and her family enjoy welcoming new people to the practice. "Our patients are like extended family, and we take time getting to know them," she says. "That includes

understanding their expectations and supporting them emotionally throughout the process. Once they're part of our family, they stay with us."



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