

## Email 2:

Subject: Here's how to fool the aging process (*AND* your friends).

Dear Patient,

We all set our clocks back once a year to 'fall back' an hour when the seasons change.

But what if you could turn back the clock for *your appearance*?

The good news is: **You can**.

Due to the natural aging process, skin begins to lose its elasticity and that once youthful glow you had begins to fade...

Replaced by saggy, tired-looking skin, loose jowls (and neck) along with fine lines and wrinkles.

But it **doesn't mean** you have to avoid mirrors or stop taking selfies with your friends.

*What if you could start receiving compliments like:*

"Did you just get back from vacation or something? You look so rested and your skin looks amazing! What's your secret?!"

In fact, over **90%** of facelift patients receive compliments *just like this* from others about their appearance.

And in truth, people can't even tell you've had a facelift.

Your friends and family will see that you look more radiant, but they're not exactly sure why...

Whether you tell them or not is completely up to you :)

We all know that getting older is considered a badge of honor and nothing to be afraid of.

But when you're aging *faster* than you expect to naturally, it truly affects your confidence and how you present yourself to the world.

Speaking of confidence, check out our patient Tammy's [before and after story!](#)

The hard truth is, the aging process never stops, but the good news is, you **can** fool your friends and *get your bounce back* with a Deep Plane Facelift.

### **Deep Plane Facelifts are unique because:**

- There's typically less scarring
- The results last longer

- Downtime is 2-3 weeks for most people

Tammy's story is **just one** example of how a Deep Plane Facelift can change your whole outlook.

Now, she beams with confidence and even gets mistaken as a sister to her daughters rather than their mother. Talk about a confidence boost!

If you're ready to turn back the clock just like Tammy and unveil a radiant new you, reach out to one of our friendly patient concierges today.

Reply YES to this email or call 518-786-7000.

We can't wait to work with you!

Warmly,

The Williams Center Team