

Date: October 31, 2025**Readers:** 602,354**NEWBEAUTY[®]**

Early, Not Rushed: The New Approach to Preventative Procedures

Experts explain why starting early can mean better, longer-lasting results.



There's a quiet shift happening in aesthetics: patients aren't just looking to turn back time—they're trying to stay a step ahead of it. More people are exploring [facelifts](#), brow lifts and [skin-tightening treatments](#) earlier than they might have a decade ago. The goal isn't to stop aging, but to keep results soft and subtle, so no one can quite pinpoint what's changed—only that you look refreshed.

Plastic surgeons say there's value in being proactive, but timing is everything. Supporting collagen early or addressing the first signs of laxity can make a real difference, but the experts agree: anatomy, not age, should lead the way.

Ahead, board-certified plastic surgeons share when a preventative approach makes sense—and why subtle, well-timed care often yields the most natural-looking results.

That philosophy extends to Toronto plastic surgeon Dr. Asif Pirani, who says early, well-timed care helps patients maintain their features instead of overhauling them later. "When facial rejuvenation is done early, the outcome usually looks far more natural because you're preserving what's already there rather than trying to rebuild it later," he explains. "For instance, a subtle [deep-plane](#) or [short-scar facelift](#) in the late 40s or early 50s can lift and re-support tissue before significant laxity develops. The same principle applies to an endoscopic brow lift or a conservative upper eyelid procedure—they can bring back a rested, alert look without changing someone's facial character."

Preservation, not reinvention, is also the focus for Dr. Pirani. “The goal with prevention is to protect what makes you look like you, not to erase it. I tell patients that the focus should always be on preservation, not transformation. Treatments should match what you actually see happening in your face—not what’s trending on social media or what your friends are doing.”

Dr. Pirani’s approach pairs in-office treatments with at-home consistency. “I often start patients on Botox to soften early expression lines before they become etched in, and combine that with fractional laser treatments like CO₂ or Clear + Brilliant laser to boost collagen and refine skin texture,” he says. “Beyond in-office procedures, daily habits make the biggest difference—consistent sunscreen, retinol and a high-quality vitamin C serum are essential for long-term skin health.”