

What's A Current Beauty Trend You'd Never Advise, And What Is Your Recommended Alternative?

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Dr. Sam S. Rizk | Facial Plastic & Reconstructive Surgeon | Upper East Side, NY

One trend I'd never recommend before a facelift is quick-fix tightening procedures – things like Ultherapy, radiofrequency microneedling, or threads. While these treatments can have a place, doing them too close to surgery often creates more problems than benefits. For example, radiofrequency microneedling delivers heat deep into the skin, which may cause fibrosis or scarring that makes surgical lifting harder and slows healing. Threads can tether tissues in unpredictable ways, sometimes even leaving behind material that must be removed during surgery. Even fillers, if placed too close to surgery, can distort facial planes.

The best alternative is patience: give your surgeon the cleanest, healthiest canvas possible. That means avoiding energy devices, threads, and fillers in the year leading up to a facelift. By doing so, you're setting yourself up for a safer procedure, smoother

healing, and – most importantly – the most natural, long-lasting results. In the long run, it's far better than chasing quick fixes.

For more information, visit **Dr. Sam S. Rizk's** [website](#) / [Instagram](#)

Dr. Kiran Gill | Plastic & Reconstructive Surgeon | Naples, FL

One current beauty trend I would never advise is undergoing a Brazilian Butt Lift (BBL) with large-volume fat transfer. While the procedure has gained popularity for its dramatic results, it carries significant risks, including fat embolism, infection, and even death when performed improperly or excessively. The desire for exaggerated curves often leads patients to pursue unsafe volumes that the body cannot safely accommodate.

A safer and more refined alternative is gluteal reshaping using Sculptra or minimal fat grafting. Sculptra, a biostimulatory filler, gradually stimulates collagen production for a natural, subtle lift and volume enhancement. When combined with targeted fat grafting, it allows for precise contouring while reducing the risk of complications. This approach promotes long-term improvement and body harmony, emphasizing balance over extremes.

Dr. Dmitry & Irina Schwarzburg

Dr. Dmitry Schwarzburg: One trend I discourage is using dermal fillers for extreme contouring — overly sharp jawlines, exaggerated cheekbones, or oversized lips. While safe in moderation, *overfilling distorts natural anatomy and creates an artificial look*. Many patients now come in asking to dissolve filler for a more balanced appearance.

A “less is more” approach works best, focusing on harmony over excess. Small, precise enhancements restore youthful volume, smooth wrinkles, and refine proportions without erasing individuality. Often, skin-tightening treatments like Ellacor are a better option than adding more filler.

Irina Schwarzburg: From a business and brand perspective, I also advise against “one-size-fits-all” treatment packages often promoted by influencers or discount-driven medspas. These bundles push unnecessary procedures, leaving patients disappointed when results don't match expectations. Beauty is never a formula — what works for one person may not suit another.

At Skinly Aesthetics, we've seen clients thrive with personalized care. Advanced technologies like Fraxel, Ellacor, or Botox and fillers in natural doses work best when thoughtfully selected. The future of aesthetics lies in credibility, customization, and care — not cookie-cutter solutions.

Eva Israilova | Nurse Practitioner | Brooklyn, NY

In aesthetics, if a deal sounds too good to be true, it usually is. I never advise chasing the cheapest offer or booking without research. Some places cut corners with non-FDA-approved products, which can lead to poor results or serious complications.

Always choose a provider who is qualified, experienced, and transparent about their treatments. Check credentials, reviews, and before-and-after photos. When it comes to your health and appearance, safety and quality should always come first.

Dr. Purvi Parikh | Allergist and Immunologist | New York, NY

I would strongly advise against the use of Visine red-eye drops. These products contain vasoconstrictors that provide only a temporary cosmetic effect, rather than addressing the underlying cause of ocular redness. A more effective approach is consultation with an allergist or ophthalmologist to obtain an accurate diagnosis and targeted treatment, whether the source is allergies, dryness, or infection.

Similarly, I caution against over-the-counter whitening kits, such as strips and gels, which carry risks when misused or overused. Professional whitening administered by a dentist offers a safer, controlled alternative, utilizing appropriate concentrations of whitening agents to protect both teeth and gums.

Dr. Stephen T. Greenberg | Plastic & Reconstructive Surgeon | Long Island, NY

Lately, more people are attempting cosmetic injections at home, misled by online tutorials and unregulated products. The promise of saving money comes with serious risks.

At-home kits are often counterfeit or unsafe, and poor injection techniques can cause severe complications — from infections and scarring to tissue damage or even blindness. Without medical oversight, there's no immediate help if something goes wrong.

In contrast, injectables like Botox and fillers are safe and effective when performed by a board-certified professional with expertise in anatomy and sterile technique. The bottom line: trendy doesn't mean safe — trust an expert with your face and body.

Dr. Anna Chacon | Dermatologist | Miami, FL

One trend I strongly caution against is using high-strength chemical peels at home. Professional-grade acids can cause burns, scarring, and pigmentation issues if not applied under medical supervision.

Another trend gaining traction on social media is skin cycling. While rotating actives like retinoids and exfoliants can be beneficial, blindly following TikTok routines without professional guidance often results in irritation, barrier disruption, and inconsistent results. A dermatologist can personalize a skin cycling approach by balancing actives with hydrating and barrier-repairing products, ensuring long-term skin health without unnecessary setbacks.

Lastly, the rise in use of DIY plasma pens and at-home energy devices is also risky, with high chances of burns and scarring. Safer alternatives include FDA-approved in-office treatments like laser resurfacing or radiofrequency, which are effective and professionally supervised.

Ultimately, while online trends may appear tempting, the safest path is evidence-based care under the guidance of a board-certified dermatologist, ensuring both optimal results and skin safety.

Dr Baruch Jacobs | Miami Beach, FL

One trend I strongly caution against is the excessive use of facial fillers, creating what social media now labels as the “pillow-face look.” While fillers are excellent for restoring lost volume, too much distorts natural proportions, weighs down features, and can even accelerate skin laxity — leaving an artificial, overdone appearance. True beauty is about balance and authenticity — not extremes, and for active Miami Beach lifestyles, where natural radiance is celebrated, the overdone look feels out of place.

My approach favors subtle, strategic rejuvenation. I use smaller, layered doses of filler to gradually refresh contours, paired with collagen-stimulating treatments or energy-based devices that encourage the skin to improve itself naturally. For lasting results, conservative fillers may be combined with skin-quality treatments, neuromodulators, or surgical options like a mini-lift.

Trends fade, but your face is forever. The best investment is a personalized, natural-looking plan that keeps you refreshed — never overdone.

Dr. Husam Almunajed | Cosmetic & Restorative Dentist | New York, NY

Social media has made “prepless” veneers sound like the easiest path to a perfect smile, but the reality is more nuanced. These veneers can work beautifully for patients with naturally small teeth or extra spacing, since the added porcelain enhances fullness and brightness without altering bite comfort. When done right, they deliver a natural, seamless smile that highlights your features rather than the dental work.

However, they’re not ideal for everyone. If teeth are crowded, rotated, or protruding, simply adding porcelain can create a bulky, artificial appearance. Worse, poorly planned veneers may trap bacteria, leading to issues like “veneer breath.”

The real goal of cosmetic dentistry isn’t obvious veneers—it’s a radiant, balanced smile that feels authentic. Whether prepless or traditional, veneers must be customized to your teeth’s proportions, contours, and health. Done correctly, they provide results that are natural, timeless, and truly confidence-boosting.

Dr. Victoria A. Cirillo-Hyland | Dermatologist | Philadelphia, PA

We are seeing an increasing number of patients present with paradoxical increase in hair growth while using “at home” hair removal devices. The energy delivered with these at home devices is often suboptimal and actually stimulates new hair growth. We use low level laser energy to stimulate hair growth in patients with hair loss/ thinning.

It works well. In office hair removal lasers used by appropriately trained medical providers is the standard of care. The appropriate wavelength and amount of energy can be optimally delivered to the hair follicles to destroy them. Hair removal lasers work best for dark hair in skin types I-III. We use Lutronic's Clarity II hair removal laser which provides outstanding clinical results. The best part it is virtually pain free! So Caveat Emptor: be aware of devices being sold online promising to give in office results at home!

Marissa Dalla Rizza | Aesthetician | Miami, FL

At-home pore vacuums may promise instantly clear skin, but they often cause more harm than good. Because these devices rely solely on suction, without providing exfoliation, hydration, or antibacterial benefits, they tug at the skin without addressing the root causes of congestion. Uncontrolled suction can bruise delicate areas, break capillaries, and weaken the skin barrier, potentially leading to redness, sensitivity, and further breakouts over time.

Safer, more effective alternatives are professional treatments. Hydrafacial utilizes patented Vortex-Fusion® technology to combine controlled suction with exfoliation and targeted serum infusion, delivering deep cleansing and hydration in a single step. Another favorite is JetPeel, which relies on pressurized air rather than suction to exfoliate and infuse nutrient-rich serums. This approach also stimulates circulation and supports collagen production, offering a needle-free, zero-downtime treatment.

To maintain results between visits, I recommend a consistent daily routine built around:

- **Alpha hydroxy acids (AHAs):** Gentle exfoliation to prevent buildup
- **Retinoids:** To boost cell turnover and refine skin texture
- **Detox masks:** To absorb excess oil and clarify pores
- **Hydration, antioxidants & SPF:** To protect and strengthen the barrier daily

Clear, healthy skin is the result of expert treatments paired with consistent at-home care — not quick-fix gadgets.