

## Joint Position Statement on Plasma Technology for Blepharoplasty and the Role of Social Media in Cosmetic Procedures

*The Canadian Ophthalmological Society (COS) and the Canadian Society of Oculoplastic Surgery (CSOPS) are dedicated to ensuring the highest standards of patient care and professional practice within the fields of ophthalmology and oculoplastic surgery. The growing use of plasma technology in blepharoplasty and its promotion through various media, including social media influencers, calls for clear guidance and information for both our members and the public.*

### **About Blepharoplasty and Plasma Technology**

Blepharoplasty, also known as eyelid surgery, always involves surgical techniques, regardless of the terms used to describe it, including and not limited to 'eyelid lift,' 'eye lift,' and 'non-surgical blepharoplasty.' The procedure corrects problems with the eyelids to improve how they look and function. Plasma technology, which uses a device to turn the top layer of skin directly into gas—bypassing the liquid phase—is often described as 'non-surgical.' However, this method still changes and causes loss of skin tissue in a manner like traditional surgery.

### **Potential Risks Associated with Non-Qualified Practitioners**

Using plasma technology for eyelid surgery (blepharoplasty) by those individuals who are not surgeons poses significant risks. This is because eyelid surgery requires detailed knowledge of eye anatomy and precise surgical skills, especially given the sensitivity of the eye area. Surgeons trained in eyelid surgery include ophthalmologists, plastic surgeons, and some head and neck surgeons. Those without this specialized training may lack the necessary expertise to manage the complexities of the procedure properly, increasing the likelihood of poor outcomes. Risks include:

- *Scarring and Infection:* Using plasma devices incorrectly can cause burns, lasting scars, and infections if sterile methods are not used.
- *Unsatisfactory Aesthetic Results:* Lack of proper knowledge and skills can result in uneven or poor corrections that may later require more surgical procedures.
- *Damage to Ocular Structures:* The treatment area is close to the eyes, which is risky. Incorrect use of the plasma device could harm the eyes, possibly causing vision loss or other serious complications including permanent vision loss.

- *Legal and Ethical Concerns:* Performing these procedures without the right qualifications raises serious legal and ethical questions, putting patient safety at risk and undermining professional standards of care.
- *Inadequate Management of Complications:* Non-qualified practitioners lack the necessary training to handle problems or complications effectively, which could increase risks to patient safety.

### **Influence of Social Media**

The promotion of cosmetic procedures such as plasma technology for blepharoplasty by social media influencers further complicates the issue. Influencers often share their personal stories and results, which may not be typical or reveal all the risks. This type of promotion can:

- *Spread Misinformation:* Influencers without medical expertise might unknowingly share incorrect or incomplete information about the procedure's safety and effectiveness.
- *Set Unrealistic Expectations:* Idealized and edited portrayals on social media can create expectations that don't match the actual results, leading to client (patient) dissatisfaction.
- *Undermine Professional Advice:* Endorsements by influencers might persuade people to follow trends instead of seeking advice from medical professionals, which can result in unsafe and uninformed choices.

### **Our Position**

The COS emphasizes that only qualified surgeons should perform plasma technology procedures on the eyelid given the intricacies and potential risks involved. These professionals have the necessary knowledge and skills to perform these surgeries safely and effectively, ensuring the highest standards of patient care.

### **COS Recommendations for Patients and Practitioners**

- *Patients:* Always seek treatment from certified medical professionals who specialize in ophthalmology or oculoplastic surgery. Be cautious of advice or endorsements from non-medical sources, especially social media.
- *Practitioners:* Maintain the highest standards of practice and continually update training on new technologies. Educate patients about the realistic outcomes and potential risks associated with plasma blepharoplasty.

### **Conclusion**

The Canadian Ophthalmological Society emphasizes that patient safety, providing accurate information, and using proven methods are critical for any eye-related procedure, including eyelid



surgeries. While new technologies can offer innovative solutions, procedures like plasma blepharoplasty should only be performed by qualified professionals like ophthalmologists or oculoplastic surgeons, who are extensively trained in eyelid anatomy and surgical principles.

We urge patients to consult with certified medical professionals and to be cautious of relying on social media promotions or unverified practitioners for cosmetic procedures. By maintaining strict standards and promoting responsible decision-making, we aim to safeguard the health and well-being of patients and uphold the integrity of the ophthalmology profession in Canada.

Sincerely,  
Canadian Ophthalmological Society (COS)  
Canadian Society of Oculoplastic Surgery (CSOPS)