

NEW YEAR, NEW FACE

Dr. Gino Vissers' natural-looking plastic surgery has become the modern choice for self-renewal

At the start of a new year, many of us make resolutions to feel more confident, refreshed and in tune with ourselves. Increasingly, those goals extend beyond gym memberships and skincare routines to include subtle, sophisticated plastic surgery by leading specialists. One name that's quickly become popular is Dr Gino Vissers, an award-winning and triple board-certified consultant plastic surgeon, whose refined approach to natural-looking results is earning him a reputation as Harley Street's rising star.

January is traditionally a time for self-reflection, but today's patients are approaching plastic surgery with a distinctly modern mindset. Rather than seeking dramatic change, people are turning to procedures that preserve their features and refresh their appearance. Dr Vissers notes this shift with clarity. "Patients are no longer pursuing a new face for a new year; instead, they want to look like the healthiest, most energised version of themselves," he observes.

Among the most popular procedures at the start of the year are subtle facial surgery procedures. Refined lip lifts, eyelid surgery and modern facelifts remain in high demand, particularly among those looking to restore freshness without altering their natural identity. For those wanting to explore gentle enhancements first, non-surgical treatments such as skin-tightening technologies and bespoke injectable plans provide a measured and reassuring entry point.

A further growing area of interest in 2026 is a preventative approach centered on maintaining youthful features before significant signs of ageing develop. Increasing numbers of patients in their 30s and 40s are seeking interventions such as conservative eyelid rejuvenation, structural fat grafting or targeted collagen-stimulating treatments. According to Dr Vissers, this approach allows for subtle, long-term maintenance, rather than reactive correction. "It's about

pacing the ageing process naturally," he explains, "and ensuring each step feels measured, proportionate and in harmony with the patient's features."

"Men, too, are increasingly choosing surgical and non-surgical treatments, reflecting a broader cultural shift toward confidence in male self-care", Dr Vissers says. In his luxurious but discreet Harley Street practice, the number of men seeking procedures continues to rise at a faster rate than women. Male patients frequently request brow lifts to correct their naturally heavier eyebrows, eyelid surgery for a more alert appearance and body contouring treatments such as liposuction. "The trend," he notes, "marks a welcome modern recognition that aesthetic refinement is not exclusive to women but part of a wider conversation."

One of the most persistent misconceptions about plastic surgery is the fear of an artificial, operated look. Dr Vissers is quick to challenge this idea, emphasising that surgical trends for 2026 prioritise discretion and longevity. His philosophy centres on what he calls "refinement". "Good plastic surgery is invisible. People should notice that you look healthy, confident, perhaps a little more vibrant, but not quite know why," he says. "I spend a lot of time in consultation understanding the patient's goals and helping them make informed, realistic choices."

For anyone considering plastic surgery in 2026, the advice is simple: take the time to research, choose a properly qualified consultant plastic surgeon and ensure the approach feels collaborative and personal. Small but well-considered changes can shape how a person feels every day, making the new year an ideal moment to invest in a refined and elevated version of yourself.

● **Dr Gino Vissers consults at 101 Harley Street, London and is recognised internationally for his commitment to natural aesthetic results. For consultations or further information: T: 020 3750 0422 or visit ginovissers.co.uk**

