Mr Litwin is a Consultant Ophthalmologist and Oculoplastic Surgeon he has recently moved to the area from London and joined Nuffield Health, Brighton Hospital.

He talks about the latest techniques in dealing with facial ageing from his forthcoming book chapters in Expert Techniques in Ophthalmic Surgery (JP Brothers, 2015).

He will be the first person in the Brighton area to offer this procedure. For appointments please contact 01273 627008. Further details are available at www.andreilitwin.co.uk

As we age, everyone’s face loses some of its youthful plumpness. This is especially true around the eyes, with the eyelid skin becoming saggy and the surrounding bones becoming more visible. This can lead to a hollow, gaunt appearance.

Traditional approaches to treating this have meant many people think they would require a surgical face-lift to improve their appearance, but cutting or tightening in this area can often result in the opposite of a more youthful appearance.

Simply replacing the lost fat can take years off a person’s perceived age. Artificial fillers have been used for many years to achieve this, but these are thicker and less fluid than natural fat.

This leads to a bulky face, which slowly deflates over 6-12 months. This may look convincing at rest, but less natural when you talk or laugh. Increasingly, patients looking for something safe, but more permanent have discovered the organic face lift, a natural fat grafting technique.

This has spread from only Hollywood celebrities to select centres here in the UK.

Mr Litwin learned to perform Coleman fat transfer (moving some of your own fat from your thighs or stomach to around your eyes) to treat hollowing which was causing eye problems in his NHS practice at Queen Victoria Hospital, East Grinstead. Patients would be seen after trauma, facial palsy or with Parry-Romberg syndrome whose eye health would benefit.

All surgery is performed in the operating room under general anaesthetic, with patients able to return home the same day.

The patient’s own fat is injected under the skin around the eyelids and face, typically through two tiny incisions on each side of the face.

Such small cuts do not require any stitches. When the same technique is used cosmetically, Mr Litwin does not recommend overfilling, as this can lead to the face losing its natural shape and contours.

Instead, through careful fat processing only a quarter of fat is reabsorbed over three years, meaning a single procedure in most people will result in a long-term solution. After the treatment, most people are back at work a week later, with swelling taking a few weeks to settle.

All surgery carries a risk of complications, such as infection but problems with this technique are rare.

Small lumps of transferred fat can occasionally be visible, but these will usually improve with simple massage. Mr Litwin says: 'When performed by an experienced surgeon, this is usually a straightforward cosmetic treatment with very low risk.

Most patients tell me their friends and family tell them they are looking well and their skin is glowing, but can't really pinpoint what (if anything) has been done, as they have achieved a nice natural result.'