



PR Newswire

## Dr. James R. Gordon Unveils Drop N' Lift™ — Instant Eye Lift Without Surgery

WESTCHESTER, N.Y., Sept. 22, 2015 /PRNewswire/ — Award-winning oculoplastic surgeon and board-certified ophthalmologist Dr. James R. Gordon has combined his specialized expertise in ophthalmology and cosmetic eyelid surgery to develop Drop N' Lift™ — a method to instantly lift a drooping eyelid with the instillation of an eye drop called Apraclonidine.



### INSTANT EYE LIFT WITHOUT SURGERY

Apraclonidine has been used by ophthalmologists for the treatment of glaucoma and is sometimes used off-label to treat Botox-induced droopy lids. Today, Dr. Gordon adopts Drop N' Lift™ using Apraclonidine as a standard treatment for patients with ptosis who want instant gratification without the pain, downtime and cost of surgery.

Ptosis, also known as eyelid drooping, is a condition where falling of the upper eyelid occurs due to weakness of the eyelid muscle. Many patients typically seek to correct the problem through eyelid surgery to see better and in most cases, to achieve a rejuvenated look.

Now with Drop N' Lift™, patients with over-hanging eyelids can enjoy a quick eyelift for the day without going under the knife. “This is also a great alternative for patients whose condition is not severe enough to require surgical intervention, but would like to experience immediate eyelid correction,” said Dr. Gordon. Drop N' Lift™ can be administered daily to maintain eyelid lift.

For patients who elect eyelid surgery, they can also get a preview of their potential “after” results prior to the procedure. “As many as half of the patient population who undergo ptosis repair develop drooping of the opposite eyelid after surgery. Drop N' Lift™ can help physicians determine which patients will need the operation of the contralateral side after surgery on the first lid,” Dr. Gordon added.

“The responses to Drop N' Lift™ have been overwhelmingly positive and I am privileged to be able to lift not just my patients' eyelids, but also their spirits,” Dr. Gordon has successfully treated hundreds of patients with this non-invasive option. His patients have been amazed and thrilled by their makeover "in the blink of an eye" — literally in just minutes.

### **About Dr. James R. Gordon**

James R. Gordon, M.D. is a board certified ophthalmologist and oculoplastic surgeon with over 15 years of experience. He has performed thousands of procedures from common eyelid enhancements to major reconstructive surgeries. Recognized as one of the best eyelid specialists in New York, Dr. Gordon has earned many prestigious awards and distinctions, including the Most Compassionate Doctor, Patients' Choice Award, Top Beauty Doctor and consistently being named to Castle Connolly Top Doctors, Westchester Magazine's Top Docs, RealSelf Top Doctors and U.S. News & World Report Best Doctors. Dr. Gordon is frequently featured in major media outlets, including CBS, OK! Magazine, NewBeauty, Good Housekeeping, Woman's Day, Redbook and The New York Times.

Dr. Gordon is available for interview upon request.

To view Dr. Gordon's Drop N' Lift™ patient photo gallery, please visit:

<http://www.CosmeticEyelids.com/Drop-N-Lift>