

Beauty | Skincare

The Faces Everyone Is Talking About This Year Look Rested. A Swiss Surgeon Explains What Is Actually Going On.

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Image Credit: Dr. Rosalia Luketina

You have seen the threads. Every premiere, every awards show, someone shows up looking suspiciously well-rested, and the comment section gets to work. Good luck figuring out who did what, though. The work everyone is talking about this year is the work nobody can actually spot.

The aesthetics industry has a name for this. *NewBeauty* calls it *the undetectable era* and has named it the biggest aesthetic trend of 2026. Procedures have become so refined that even the internet's best facial detectives are struggling.

Dr. Rosalia Luketina has watched the shift happen from the treatment room. The plastic and aesthetic surgeon completed her specialty training at Heidelberg and Hannover, and finished fellowships in Pittsburgh and Los Angeles before opening her Zurich practice, which appeared in *USA Today's* roundup of European aesthetic clinics worth traveling for. She says her patient conversations have changed completely in three years.

"Patients used to arrive asking for a correction," Dr. Luketina says. "Now they arrive asking how to keep their skin looking younger for longer. The face they want is their own, rested."

Everyone is talking about it now

Part of what makes this moment different is honesty. One of the most discussed facelift confirmations in recent memory came straight from the source, in a magazine cover interview, with the surgeon's name attached. The reveal moved cosmetic surgery into open conversation. *The Hollywood Reporter* has covered how it helped normalize public chatter about work across the industry.

Dr. Luketina welcomes it. "When the conversation is open, patients ask better questions. They research techniques and training, and they understand that the surgeon matters more than the procedure."

Yes, the salmon thing is real



Courtesy of Dr. Rosalia Luketina

Then there is the treatment with the name you cannot forget. Polynucleotide treatments use purified DNA fragments derived from salmon, and after a few extremely famous fans discussed them on reality television and in interviews, the nickname, *salmon sperm facial*, did the rest.

Science is what keeps the interest alive. Polynucleotides stimulate collagen production and cellular repair, which is why the results read as natural. In the United States, where injectable polynucleotides remain unapproved by the FDA, the treatment is generally applied topically after microneedling or laser sessions.

Dr. Luketina works with regenerative treatments daily and is precise about where the evidence stands for each. "These treatments represent a massive leap forward because they actually regenerate tissue rather than just adding artificial volume."

The shift is larger than it might appear on the surface. In her experience, the treatments arriving in the practice belong to a larger change in what the field does. "Modern aesthetic medicine is preventative medicine for the skin," she says. "The treatments that matter today trigger cellular repair. We work with the biology of the skin, we restore tissue health, and we plan for decades. A patient who starts caring for skin quality at thirty-five has a very different face at sixty."

Your wrinkles are fine. Check your pigment.

Ask Dr. Luketina what patients want most in 2026, and her answer skips past wrinkles entirely. "Pigment is the new wrinkle," she says. "Patients look at their skin in daylight and on camera, and what bothers them is tone and sun damage. Even, luminous skin reads as young. That is the current standard."

The approach taking over her calendar is a multi-targeted one one- energy-based treatments that combine multiple procedures in a single session, pairing BBL HEROic for the skin's surface with Morpheus8 radiofrequency microneedling for the deeper layers. Several layers of skin get treated in one appointment with one recovery period, which is the appeal for patients with full calendars. The parameters have to be customized precisely, and experience decides the outcome.

The youngest patients are skipping the damage entirely

The newest wave in Dr. Luketina's waiting room arrives before lines appear. Micro dosing of neuromodulators, small precise amounts placed to soften movement while preserving full expression, has become standard among patients in their late twenties and thirties who want to prevent the wrinkle entirely.

She supports the logic and screens carefully. "Small doses at the right time can keep dynamic lines from settling into the skin. The right time is individual. A face with no visible dynamic lines has no reason to be treated, and a responsible practitioner says so."



That judgment is the product of thirteen years in medicine and a surgical education spanning three countries. Dr. Luketina performs blepharoplasty and aesthetic surgery alongside the regenerative treatments, and she credits the surgical training for the restraint her patients come for. An anatomist decides differently with a syringe.

"Every face I treat gets a plan built for that face," she says. "The technology matters, the products matter, and the decisions matter most. Good work is invisible because someone trained for years to know exactly how much is enough."

The undetectable era has its answer. The guessing games will continue in the comment sections. The skill of deciding what those faces look like sits in treatment rooms like hers.



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