

healthy body healthy mind

Surgeons with an eye for beauty

Botox and laser treatments are the bread and butter of day spas and beauty salons but plastic surgeons are also investing heavily in beauty treatment. Five plastic surgeons

who treated burns victims of the Bali bombings and children born with cleft palates are giving thin lips, hairy bikini lines and freckles their attention at a new million dollar medi-spa at St John of God Hospital (SJOG).

Their new clinic, Assure Medispa, runs alongside the hospital's WA Plastic Surgery Centre.

"Non-surgical cosmetic therapy has become the health industry's fastest growing sector," said Vij Vijayasekaran, one of the doctors behind the centre.

Last year, Australians spent more than \$500 million on treatments like botox, intense pulse light (IPL) and dermal fillers.

The medical industry has pushed for cosmetic therapy to be performed under medical supervision, pointing to stories of horror laser burns and botched botox treatment.

Dr Vijayasekaran said: "The high-grade equipment we operate can only be used within the



■ Medical aesthetician Phoebe O'Kelly and plastic surgeon Vij Vijayasekaran in one of the new treatment rooms at Assure Medispa.

medical profession and is therefore much more likely to deliver results," he said.

"To get results with treatments like micro-

dermabrasion, wrinkle relaxing and lip fillers you need medical-grade high-calibre skill and experience."

He said plastic surgeons had a very specialised understanding of skin care

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and skin health and should be setting the standard of care.

"It surprised us that we were the only team of plastic surgeons in Perth who had thought about offering these non-invasive and minimally-invasive treatments in a medi-spa setting," he said.

Assure Medispa has opened its doors next to the doctors' private plastic surgery centre at SJOG.

Dr Vijayasekaran said the medi-spa complemented the established clinic.

"These relatively minor facial procedures enhance face-lifts and rhinoplasty and boost the feel-good effects of confidence-boosting surgery like breast augmentation," he said.

Burn patients and skin



■ Botox treatment being performed at the new Subiaco medi-spa.

cancer sufferers were also benefiting from healthier, smoother skin.

Anti-ageing non-surgical cosmetic surgery is now more popular in Australia than America, probably because of the effects of

Australia's harsh climate.

And even men are trying to beat the effect of the sun on their skin and turning to laser, light treatments and chemical peels to eliminate wrinkles, dryness, acne, rosacea,

open pores and excessive hair.

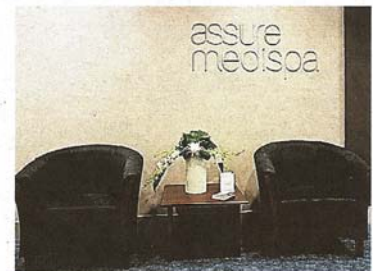
Dr Vijayasekaran said the clinic performed tested, proven treatments only and would not be offering massages or relaxing body wraps that were available in day spas and beauty clinics.

Unlike salons, the medi-spa would guarantee results for hair removal and similar treatments.

Treatments at the hospital medi-spa generally cost less too, Dr Vijayasekaran said.

Laser and Intense Pulse Light hair removal cost from \$110, chemical peels from \$100, lip plumping from \$650 and botox injections for frown lines from \$400, he said.

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■ Assure Medispa is a first for WA private hospitals.