

HEALTH + BEAUTY cosmetic procedures

THE NEGLECTED NECKLINE

The décolletage is the most neglected part of the body when it comes to anti-ageing skincare. While our face gets plenty of attention, the décolletage is often overlooked, yet it ages more quickly and often gives away our true age.

"For those who apply sunscreen regularly, it is usually just to the face and perhaps the arms and legs when at the beach," says Assure Medispa's senior medical aesthetician Maryann Rowan. "But the décolletage is thinner than skin on the back, arms and legs, and is therefore more susceptible to sun damage. The sun's UV rays easily penetrate deep into the lower layers of the dermis, accelerating the ageing process."

Damage includes pigmentation, brown or red spots and blood vessels, dry and flaky skin, wrinkles and often a 'scrawny' look to the chest and cleavage.

Treatment

A combination approach should be taken to correct the damage, says Maryann Rowan. This involves a course of IPL pulsed light treatment, together with prescription-strength Obagi homecare products.

Daily sun protection for the area is essential to prevent further damage.

Scrawiness, or a loss of the chest's 'plump' look, is caused by depleted collagen and elastin, which is part of the natural ageing process. This is correctable with injections of dermal filler (hyaluronic acid), such as Restylane Vital. "This will plump sunken areas, hiding away protruding rib cage bones, for at least 12 to 18 months," Maryann explains.

Risks

Side-effects of IPL include minor swelling and redness, which usually subside within a few hours. Dermal fillers are safe and effective, Maryanne says, and adverse reactions are rare. Some mild bruising, temporary swelling and redness may occur.

Cost

- Approximate cost for IPL is \$400 per treatment or \$1080 for three treatments
- Obagi ELASTIderm Decolletage System, \$168.90
- Obagi Nu-Derm sunscreen, \$55
- Restylane Vital Dermal Filler, \$300-\$500 per treatment (usually two to three required)

For more information: WA Plastic Surgery Centre (08) 9380 0333, plasticsurgerycentre.com.au or Assure Medispa (08) 9380 0380, assuremedispa.com.au.

