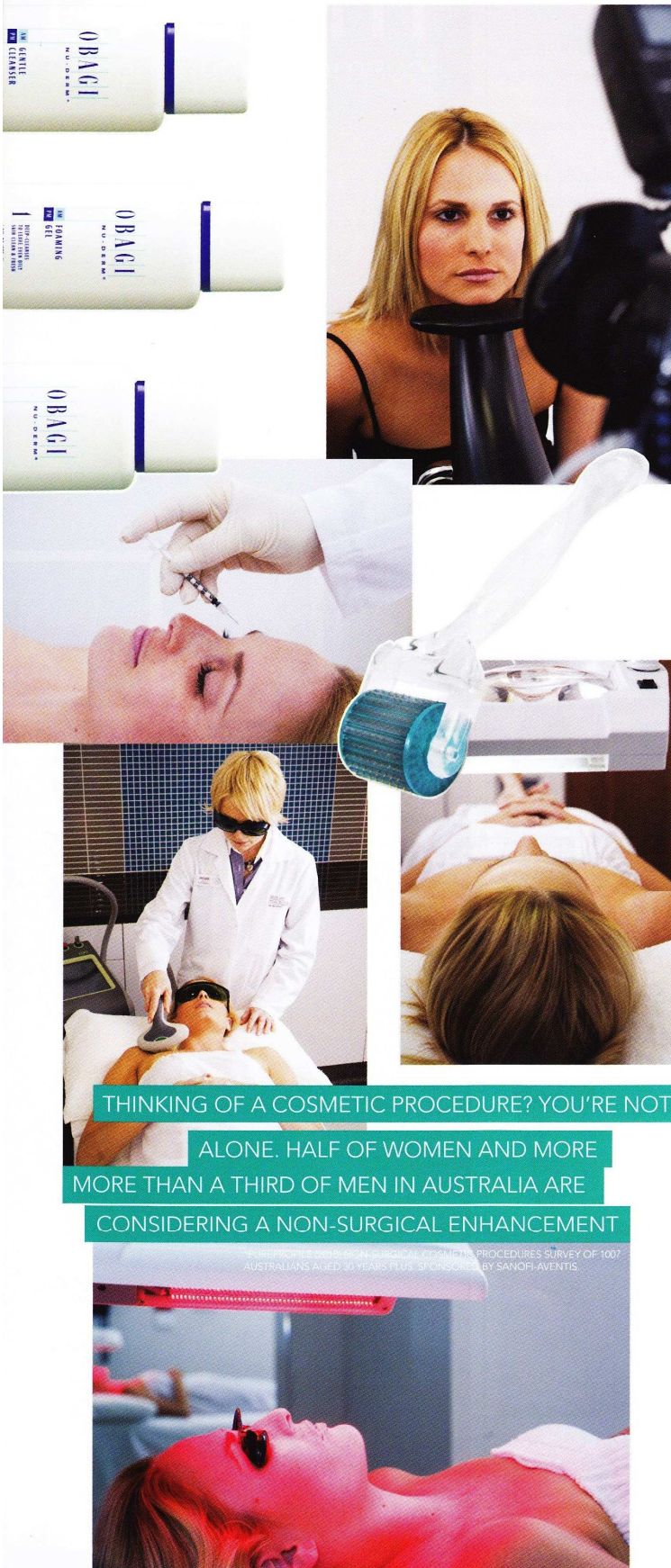


HEALTH + BEAUTY cosmetic procedures



THINKING OF A COSMETIC PROCEDURE? YOU'RE NOT ALONE. HALF OF WOMEN AND MORE THAN A THIRD OF MEN IN AUSTRALIA ARE CONSIDERING A NON-SURGICAL ENHANCEMENT

PARAPROFESIONAL COSMETOLOGICAL PROCEDURES SURVEY OF 1007 AUSTRALIANS AGED 20 YEARS PLUS. SPONSORED BY SANOFI-AVENTIS.

TOP 10 SUMMER TREATMENTS

Look naturally beautiful during the hot months with tweaks that won't give the game away – we take a look at the latest procedures on offer in the chair and under the knife

words Julie Lynch

1 INSTANT 'LIQUID FACELIFT'

The latest procedure to turn back the clock when time is of the essence. Performed in just one hour, the technique is new, the secret ingredient is not. Tried and tested dermal fillers Restylane or Juvéderm, which both use hyaluronic acid, are applied in large quantities, with multiple injections – of up to 10ml – used to remould and resculpt the face. The mid-face area can be reshaped to add volume, with cheeks plumped to create an overall facial lift and firmness. It is performed while you are in the chair and wide awake. Results are instant – it can be done during your lunchbreak – and **results last 12 to 18 months**.

2 FACIAL VOLUMISING

Designed to restore sagging cheeks and revolumise the face, is the new injectable poly-L-lactic acid, called Sculptra Aesthetic. The difference between Sculptra and other cosmetic injectables is that it plumps sunken areas of the face by stimulating your own natural collagen. Results appear gradually from about four weeks post-injection and continue for up to six months, creating a very natural appearance. Between three and **five treatments are usually needed, four to six weeks apart**, with results lasting up to two-and-a-half years. Sculptra Aesthetic may have side-effects, including injection site discomfort, redness, bruising, bleeding, itching and swelling. Go to sculptraaesthetic.com for more information.

3 PERMANENT INJECTABLE FACELIFT

A new surgical facelift technique involves 'autologous fat injections' to reduce the appearance of wrinkles and facial creases. Fat is removed from one part of the body and injected into muscle tissue beneath the furrows and hollows of the face. The procedure takes about an hour and may be performed in combination with a full surgical facelift, tummy tuck or liposuction. Some bruising and discomfort may occur for a short time post-treatment.

4 WRINKLE RELAXANTS

All the rage this summer is the 'chemical brow lift'. This quick-and-easy, low-cost procedure uses a few small injections of Botox to give an instant lift to the brow. Preventative Botox injections is another growing trend, with an ever-increasing number of women in their 20s and early 30s having regular treatments to stop the ageing process. While the facial muscles are relaxed, **premature ageing can be prevented**.

5 SKIN TIGHTENING

The Titan from Cutera is virtually painless, tightening skin without injections and without the downtime, scars or cost of surgery. Targeting sagging skin on the face, jawline, neck, upper arms and abdomen, the Titan uses infrared light deep below the skin's surface to increase production of collagen, resulting in tighter, firmer-looking skin. New

collagen growth and long-term collagen rebuilding then occurs, producing ongoing improvement of loose skin, folds and lines. For some, results are immediate, others see **results in six weeks, and improvements up to six months.**

6 **BREAST PROCEDURES**

The onset of summer bikinis means the desire for perfect cleavage. Breast augmentations, reductions and lifts account for the majority of cosmetic surgery procedures undertaken in Australia. Recent advances in breast reduction and lift techniques have seen many plastic surgeons use a 'short scar' reduction pattern, producing a much shorter vertical scar. The result is a more aesthetically pleasing breast shape that is **maintained over a longer term.**

7 **LIPOSCULPTURE**

Put away the trackies and slip on the shorts! Liposculpture is the technique of body contouring using liposuction. It is designed to remove localised collections of fat on the thighs, buttocks and abdomen, as well as the arms, neck and under the chin. The latest advance is the use of ultrasound-assisted liposuction, which boosts the emulsification of fat cells and increases the **tightening effect on the skin to improve the overall result.**

8 **TITANIUM SKIN NEEDLING**

Medical skin needling restores the healthy appearance of the skin at a fraction of the cost of laser treatments and with minimal or zero downtime. It is a safe and virtually pain-free treatment for wrinkles and lines, scarring, enlarged pores, sun damage and stretch marks. The ultimate skin needling device is a Titanium Dermaroller with gold-plated microneedles. Titanium is recommended over traditional stainless steel rollers, as it gives the needles a finer, more durable edge, resulting in less pain and irritation. Gold-plating of the needles maintains sterility and prevents oxidation and pitting of the surface. **For more on Dermarolling techniques, see p130.**

9 **SKIN REJUVENATION**

Photonlite therapy is an entirely non-invasive, non-laser treatment, that starts working immediately. It has the added benefit of reduced sun sensitivity compared with laser procedures. Using LED (Light Emitting Diode) technology, light is projected into the layers of the skin to produce new collagen – essentially tricking the skin into thinking it's younger. Ideal for **treating acne, lines and wrinkles, sun damage, rosacea and stretch marks.**

10 **PRESCRIPTION-STRENGTH SKINCARE**

Recent advances in skincare technology have seen a surge in the use of medical-strength skincare products to improve skin condition. The latest to hit Perth is Obagi™. Available only through plastic surgeons and medical clinics, Obagi™ transforms skin at a deep cellular level, with visible improvements occurring within four to six weeks. So effective are the results, **most women 'go naked'** after a course of treatment, doing away with regular make-up. A physician-strength system, Obagi™ must be professionally monitored. *Story supplied by Julie Lynch of the Western Australian Plastic Surgery Centre (WAPSC) and Assure Medispa.*