

Silver Surgery

With the over-50s living life to the full and surfing a wave of property wealth, it may come as little surprise that more are open to the idea of a little cosmetic maintenance.

he Skiers, so-called because they are spending the Kids' Inheritance, have already inspired booms in the retail, travel and online industries and could now be responsible for an upsurge in both surgical and non-surgical cosmetic procedures.

A poll of the growing phenomenon of 'silver surgery' has revealed that a quarter of women over 50 would have plastic surgery in an effort to recapture their youthful glamour. Envious of celebrities who have hung on to their youthful good looks, such as Felicity Kendal, Madonna and Jane Fonda, older women are reportedly turning to surgery to eradicate eye bags and smooth over laughter lines.

According to surgeons, women as old as 82 are opting for a nip and tuck, but the most popular procedures in women over 50 are eye surgery, facelifts and tummy tuck.

Emma Soames, the editor of Saga Magazine, whose social networking website designed for the over-50s was revealed as one of the surprise hits of the internet by the consumer group Which, said cosmetic surgery was one of the most popular topics of discussion on Saga Zone's health pages.

"Cosmetic surgery is not the taboo it might once have been, and for the over 50s, it is certainly an option," she said.

Mr Nick Percival, a consultant plastic surgeon working at the ASC, attributes the shift in attitudes to positive examples of what aesthetic plastic surgery can do.

As well as a rise in surgical procedures, recent figures released by the Harley Street Medical Group show that the number of women opting for non-invasive post-menopause cosmetic treatments is on the rise, soaring by nearly 70 percent in the last year.

A drop in the level of the reproductive hormone oestrogen during the menopause makes it difficult for the skin to retain moisture, resulting in a dry and sagging complexion.

Menopausal women can face a raft of other physical effects including hair thinning, weight gain, bladder weakness and facial hair, which can leave them feeling low and unattractive.

Dr Curran, lead Cosmetic Dermatologist at the ASC says, "Your body changes dramatically when you go through the menopause – you can look and feel quite different to how you did, and this can hugely affect your confidence.



We've noticed a huge rise in these women approaching us for non-surgical treatments. They don't necessarily approach us to look younger – they approach us to ensure they look better, for longer and they know that we have all the current technology, expertise and experience to help them achieve this."

Mr Rajiv Grover, plastic surgeon and president elect of the British Association of Aesthetic Plastic Surgeons (BAAPS), said women in their fifties were more likely to opt for non-surgical treatments because of the combined effects of ageing and the menopause.

"When you go through the menopause, the levels of oestrogen fall and so fine wrinkles appear and the skin becomes loose and saggy. This particularly happens around the forehead where you have active muscles causing frowns. When you are younger, the collagen and elastin mean these lines are not defined."

He added, "it's really a no-brainer that more women over 50 are opting for cosmetic treatments as women over 50 have a greater disposable income that allows them to fund treatment. Also, the signs of ageing only really begin to be noticeable when you reach your fifties."

While the cells in younger women's skin are replenished every 26 to 28 days, post-menopausal women replenish their cells every 50 days, which gives skin a duller, more sallow appearance. The amount of collagen and elastin produced by the skin, which makes skin look plump and fresh, also decreases with age.

Another common symptom of the menopause is uneven skin pigmentation. "This is caused by melanocytes, which are colour producing cells in the skin. With age these become weaker and begin to leak colour, resulting in discolouration and age spots."

Dr Curran says, "Laser treatments such as Fraxel or skin peels in combination with medical grade skincare like Obagi, can be used to treat this. Meanwhile, Botox, which

Envious of celebrities who have hung on to their youthful good looks, such as Felicity Kendal and Jane Fonda, older women are reportedly turning to surgery

paralyses the muscles in the face, and dermal fillers, a kind of soft tissue injected into the skin, can help with unwanted wrinkles and volume loss."

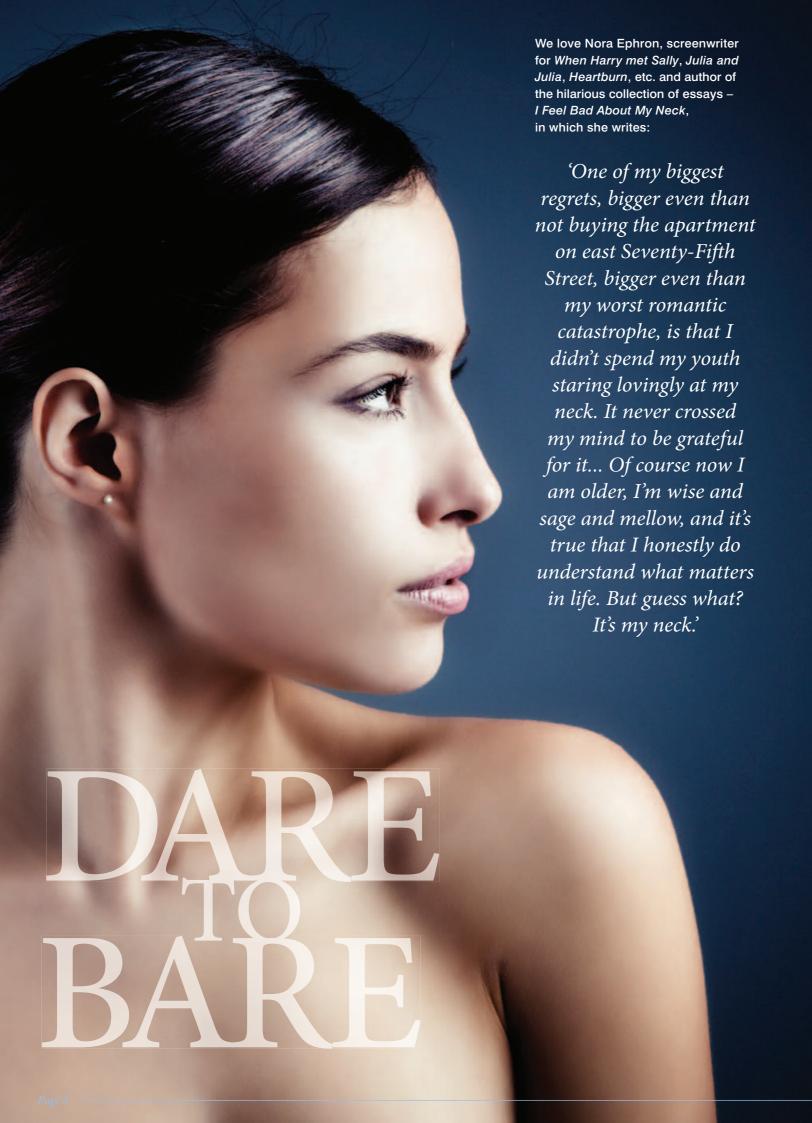
In a revealing interview with the Daily Mail, TV personality Christine Hamilton discussed first hand the toll the menopause had taken on her skin. The wife of former MP Neil Hamilton said she noticed changes to her face 10 years ago, when she began to go through 'the change'. She recalls how her cheeks had begun to sag and her 'laughter lines' became more prominent. Although she did not link it to the menopause at the time, now 60, she believes the two were related.

Mrs Hamilton said she would happily recommend cosmetic treatments for women in need of a pick-me-up during menopause. "It just improves the texture and irons out the wrinkles."

Christine Hamilton said she would happily recommend cosmetic treatments for women in need of a pick-me-up during menopause

She said, "it can be a depressing few months. There are emotional and physical signs and you do start to lose your looks. Cosmetic procedures can make you look better and feel better and that is terribly important. If it cheers you up and makes a difference, then why shouldn't you?"







The décolletage is one of the most exposed areas of the female form, yet it is also one of the most neglected. As our necks start to sag and the texture looks crepey, our hearts begin to sink. One of the wonderful things about the beauty business is that there is almost no problem too niche for the men and women in white coats not to have put their minds and their pipettes to dealing with it.

Dr Philip Levy, a Swiss-Canadian aesthetic dermatologist working in Switzerland, sums up the problem like this: "The chest and neck are the most exposed and least-cared-for areas of the body. Sun damage conspires with the passage of time to thin the skin and create wrinkles, sunspots and crepepaper-like texture. Even side-sleeping, which chronically compresses the skin, contributes to the vertical wrinkling pattern on the chest known colloquially as the 'waterfall' or 'alluvial fan'.

Dermatologists will agree that it is the area most women take the least trouble with, which they come to regret, as they grow older. Dermatologist Dr Nick Lowe, for instance, urges women to wear sun-protection cream whenever they wear anything less than high-necked clothing. But there is hope for damaged skin: therapies are available, and they are improving all the time. Just one note of caution though: have a treatment at least two weeks before a big event, as almost all of them leave the skin looking rather pink and sometimes bruised.

One of the key issues with the neck is crepiness as the skin on the neck has relatively few glands and without moisture and lipids it can start to look papery thin very fast. So extend your facial routine including the application of an SPF, your first defence against ageing, religiously on to the neck and chest as far down as the bra line.

Avoid using perfume in the sun as certain fragrance ingredients, usually citrus

derived, contain psoralens components, which overstimulate the pigment-producing cells. This produces localized brown patches medically called Berloque dermatitis. Try spritzing perfume on your clothes rather than directly on the skin.

Another good tip is to take up yoga. Esteemed dermatologist Dr Katherine Burke observes "If you do yoga, you can postpone facelifts for years. People have those sharp jawlines because they are doing the total stretch." Yoga is fantastic for strengthening the jaw and neck producing sharp jawlines and smooth swan-like necks.

Embrace polo necks, Pashminas, scarfs and pearl chokers, to deflect the eye from your embonpoint, but if you are still feeling like Nora Ephron about your neck and chest, there are some great cosmetic procedures available that will restore your confidence.

One of the simpler treatments available – is Decoll-therapy. Devised by therapist Joanne Evans and Dr Jules Nabet, it has a double-pronged approach. Firstly, IPL photo rejuvenation is used to stimulate the cells that produce collagen, and thus improve the texture of the skin, while also taking care of broken capillaries, freckles and sunspots. Then Botox is used to deal with wrinkles and lines. It takes about 30 minutes and one session is usually enough, but the downside is that it only lasts as long as the Botox (about six to nine months) and brown spots tend to recur, so it needs doing once a year at least.

For décolletés with light to medium surface sun damage, such as a few brown spots and wrinkles, Dr Curran uses the gold standard fractional laser treatment, Fraxel Lite, often in combination with initial IPL treatment. Lighter-duty Fraxel is a non-ablative laser, so your skin's protective barrier remains intact, but this needs two to four

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"Our faces are lies and our necks are the truth. You have to cut open a redwood tree to see how old it is, but you wouldn't if it had a neck"

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Nora Ephron

treatments. Microscopic laser columns penetrate deep into the dermis to create tiny wounds, which trigger your body's natural response system to heal. Fraxel Re:pair treatment uses a carbon dioxide laser to treat more severe sun damage. This can go deeper into the subcutaneous tissue, in a single treatment.

"It is going to stimulate collagen, tighten skin and address sun damage, giving the skin the plump vitality and texture you had in your youth," says Dr Curran "Your skin does the work – after three weeks, two months, four months, it will continue to look better." This is also designed to allow creams and lotions to penetrate the skin more easily. Dr Curran recommends Obagi Elastiderm Décolletage System, which contains a skin lightening cream and also a wrinkle reduction lotion to be used in conjunction with this treatment and as a maintenance regime to obtain maximum benefit, and prolong results.

Newer to the market, Dr Nick Lowe and Dr John Curran have been pioneering Intracel, the new firming micro-needle radio-frequency treatment. The skin is treated with an anaesthetic ointment before micro needles penetrate the surface, using bipolar radio-frequency energy, which is claimed to stimulate collagen regeneration and new elastin, and deals with pigmentation. Dr Lowe recommends four sessions at monthly intervals, and then occasional top-ups, provided a night-time cream is used regularly.

In Switzerland, Dr Levy, a pioneer in treating the décolleté with hyaluronic acid, offers a bespoke therapy that involves superficial dermal micro-injection techniques (Mesotherapy), which deliver an anti-ageing cocktail to both layers of the skin. Apart from hyaluronic acid for plumping, the cocktail can be blended with multivitamins, and he finds it particularly effective in firming a crepey décolleté.

Dr Phillip Levy's stem cell skincare line
– an Intense Stem Cell Booster Cream,
and an Intense Stem Cell Booster
Serum – use ArganCellActiv anti-ageing
and firming agents containing a potent
mix that also includes hyaluronic acid,
tripeptides and vitamins A, C and E.

One thing, however, is certain: those who are after a creamy décolletage are spoiled for choice. But prevention is always better than cure. Dr Curran says: "Sunscreen is vital if you don't want your neck to look older than your face."



Discovering your inner

ipo, lasers, lifts, and injections are just a few of the options available to confront stringy necks, and sagging 'wattles'.

(The term 'wattle' was coined in American drama Ally McBeal, in which eccentric lawyer Richard Fish had a fetish for the fleshy fold of skin hanging from the neck or throat).

When injectables took over the world, having facial wrinkles became more of a choice than inevitability. A few frown lines and a hint of crow's feet can feel quite noble, but there is nothing cool about a 'wattle'. Nearly every woman who has reached her early 40s and has woken up with a falling chin or a wavering jawline agrees. Tick down a list of women generally considered to have aged gracefully: Audrey Hepburn in her UNICEF years, Lauren Hutton, Kristin Scott Thomas, and Helen Mirren, who showed off her unbelievably smooth neck and jaw as she picked up an award for her portrayal of the Queen. What are three things they have in common? A believably lined face, a sharp jawline, and a swanlike neck.

So what are your options?

While Botox and fillers can create a youthful face, a stringy neck will give you away. Up until recently, surgery seemed the best option, but many are reluctant to go under the knife. Enter the Nefertiti Lift – a non-invasive procedure that promises the same

youthful jawline as the Egyptian queen. "The platysma is a thin fan of muscle that spreads from the chest up the neck to the jaw," explains Dr Curran. "As you age, it separates into rope-like bands, creating a turkey neck."

"The muscles of the face each perform a different function – some lift up and some pull down," says Dr Curran. "Over time, the bands of platysma in the lower face can pull skin downwards, which exaggerates the jowls. The Nefertiti Lift works by using Botox to relax some of those bands plus the muscles that pull the corners of the mouth downwards. This means the lifting muscles can perform their job unopposed, which creates a firmer jaw and a much smoother neck."

The treatment involves 20 to 40 tiny Botox injections in your neck and lower jaw, which takes 15 minutes. Results can be seen in seven days and last for four months. Dr Curran stresses that all Botox treatments in the lower face have to be done by a highly trained professional because they involve relaxing the movement in the areas responsible for swallowing and speech.

London-based Dr Jean-Louis Sebagh is a proponent of preventively injecting necks with Botox. "If you start when you're around 30, you'll keep the neck and jowl muscles from sagging at all, and you can put off a facelift until you're 50," he said. "I've done it to myself for

15 years." Botox can also soften the dreaded V-shaped platysma cords, which are, after all, just contracting muscles. But, Sebagh warns, "if you ignore your neck, as so many women do, and then suddenly pay attention when you're 48, Botox is not going to help you."

But what if you're not sagging so much as blowing up?

Double chins, those unwelcome destroyers of female dignity, also come with advancing years as we naturally gain weight, and our looser skin, weaker muscles, and free-falling fat do their thing. If your chin makes you look 'like a giant baby', then help is at hand. Mr Nick Percival is a fan of treating puffy necks and double chins with Vaser, which uses lasers to melt fat and has the welcome side effect of tightening the skin. None other than Susan Sarandon, that paragon of graceful maturity, eschewer of Botox and facelifts, recently admitted to having it done.

For the needle-phobic, Thermage and Intracel can be used to tighten loose or sagging skin around the jawline and neck. They work by heating up the deeper layers of the skin, stimulating collagen and plumping it up – some patients say they see results for up to two years after.

The final option, however, when other less invasive treatments fail to release your inner swan, is the surgical approach. ■

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nce upon a time...

Before repeated viewings of Extreme Makeover and our collective obsession with 'selfies' turned us into amateur ageing detectives, women in their 40s didn't go under the knife to de-sag. Those days are over. Mr Nick Percival sees the neck lift as ideal for women in their early to mid-40s who aren't quite ready to go for a full facelift. "It's a way to slow the clock down for about seven to ten years," he said, describing a procedure that sews together and wraps sagging muscles crosswise to the jaw in order to restore that all-important right angle. Sutures are smaller, there is less pulling, and recovery time is much shorter than with a full facelift.

damage, numbness and blood clots, not to mention the three months needed to recuperate, this is a far more attractive option. "You have minimal incisions, the possibility of infection is low and recovery time in most cases is just a week," he says.

One of the first doctors to offer the procedure in the UK is consultant plastic surgeon Professor James Frame of the Chelmsford Medical Centre. He says: "I've been performing neck lifts for over two decades and this is an ingenious new method. The entire procedure is carried out with a specially developed fibre optic rod and suture, and only takes an hour.

Sharon Osbourne has admitted to having a neck lift and it's rumoured that Lisa Kudrow from Friends has too

An innovative new procedure called the trampoline lift, invented by Beverly Hills-based Dr Gregory Mueller, has now become available in the UK, and experts believe this new procedure could spell the end of the traditional neck lift. The surgery, performed under local anesthesia, raises drooping skin and muscles by tying them up with filaments inserted under the skin.

The trampoline lift is a one-hour procedure, which involves making a series of pinpricks across the jawline. A thin surgical thread (or suture) is woven through these tiny holes, before being tied together like a shoelace tightening up loose skin around the neck and chin. The tautening effect has been likened to the stretching of a trampoline.

"Most patients have the procedure under local anaesthesia," Dr Mueller says, "If you compare it to a full-on neck lift, which is an aggressive surgery with increased risks of nerve However, like all plastic surgery the trampoline lift is not risk-free. "It's ideal for younger patients who have noticed early drooping of the area under the jawline, or those with excess fat who want to avoid a more costly and invasive open neck procedure."

But some experts are less than convinced. "Perhaps this treatment could be useful for patients with good skin tone and slight sagging in the neck, but those with jowling may be better served with a surgical face or neck lift," says Dr Rajiv Grover, a consultant plastic surgeon and President Elect of the British Association of Aesthetic Plastic Surgeons.

"Plus it is not entirely fair to call it risk-free. Any treatment that inserts a permanent material into the body comes with the risk of infection. There is also no indication of how long the results will last." ▶



► Mr Nick Percival FRCS discusses the modern neck lift, which is often performed in tandem with other surgical procedures, the most common being a facelift.

There are changes in the neck at all levels from the skin and underlying fat to the muscle layer below. Age changes in the skin lead to a loss of elasticity causing it to stretch and form loose folds under the chin. Unlike the face itself which usually loses volume with ageing as a result of fat loss, the neck gains fat which is deposited under the chin and also generally causing a loss of definition.

There are several procedures that can be combined to rejuvenate the ageing neck and deciding which one is appropriate depends on what structures have altered with the passage of time in each individual. If there has been fat deposition this may need removal in order to improve definition. There is

Age changes in the skin lead to a loss of elasticity causing it to form loose folds under the chin

always a need for tightening although the method and direction of tightening particularly the muscle will need to be tailored to the individual.

Fat removal from the neck

Effective rejuvenation of the neck requires some method of addressing the fat deposition under the chin and generally in the neck. One method is liposuction, which is usually combined at the time of performing a lower face and neck lift. This involves using a blunt tipped suction cannula to remove fat, which has been disrupted by the mechanical action of cannula itself. Removal of fat from under the chin is valuable in improving the definition of the upper neck and restoring the angle between it and the lower neck – the cervico-mental angle.

Where a large amount of fat has been deposited this can be directly removed at the time of performing a neck lift once the skin has been elevated surgically from the underlying muscle. Removing this directly with surgical scissors allows the fat layer to be sculpted precisely, which can be more accurate than liposuction

Deep Plane (Platysma) Neck Lift

Beneath the skin and fat of the neck lies a deeper layer of muscles called the platysma. Tightening of this muscle is essential to achieving greater definition to the neck – referred to as 'platysmaplasty'. At the time of a neck lift this muscle can be tightened by pulling it to each side restoring its position to that of youth. The outward appearance of this effect is usually enhanced if the overlying fat has been reduced followed by tightening of the skin itself.

Anterior Neck Lift (Anterior Platysmaplasty)

Often the platysma muscle, which has lost its tone, weakens by forming loose folds centrally, which form vertical cords in the neck – platysma bands. As an alternative method of tightening the muscle this can be approached centrally by making a short incision under the chin. This allows access

to the central part of the platysma muscle, which can then be stitched together in the midline. Patients need to be selected carefully for this procedure but individuals with obvious central neck cords or very poor definition of the neck angle are the best candidates. As with all types of neck lift, the final step is tightening of the skin itself.

distance just inside the ear canal so as to be hidden from view in the cheek area. It then turns backwards at the bottom of the ear to lie deep in the groove

As with all types of neck lift, the final step is tightening of the skin itself

Can the scars be hidden?

As a neck lift is usually performed in conjunction with a lower facelift the position of the scars is dictated by the need to provide access to the face and neck in combination.

The scars within the hairline are hidden around the ear. The incision for the face extends down from the scalp to the top of the ear and then travels for a short

between the back of the ear and the side of the head. When it reaches the top of the ear at the back it turns to enter the scalp where it is again hidden. These scars are designed in such a way that one should be able to wear one's hair in any style that you choose once they have matured.

What is the recovery after the operation?

This operation is usually performed with a general anaesthetic and requires about 2-3 hours operating time when combining a neck lift with a lower facelift. An overnight stay in hospital is required as a minimum, after which returning home with good support is essential to allow recuperation.

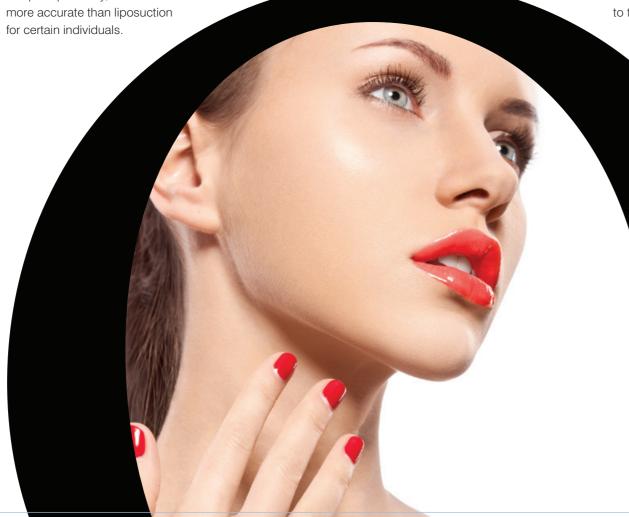
Driving should be avoided for at least 7-10 days after surgery or until such time as neck movements are comfortable. Most patients can return to work after 2 weeks although one may wish to avoid major social events for 4-5 weeks until the fine swelling has settled. Usual sporting activity can be commenced at 3-4 weeks with any exercise best avoided before that period as it can prolong swelling in the face.

What are the risks?

These are fortunately rare and when they do occur usually represent a

temporary inconvenience rather than a permanent problem. The risks include:

- Excessive bruising (haematoma)
 can occur and may, on occasion,
 require surgical treatment. The
 overall incidence is approximately
 2-3% in all face and neck lifting
 procedures. The most common time
 for it to arise is within the first twelve
 hours after surgery. It normally does
 not influence the ultimate outcome
 of the surgery.
- Infection is extremely uncommon in the face, the incidence being approximately 1-2% of patients.
- Some numbness in the area of surgery, particularly in the cheeks and neck is to be expected for about three months. As this recovers the patient may notice some tingling or pins and needles.
- Wound healing in the face and neck is generally very quick and reliable. Occasionally a slow healing wound may be seen. This is usually behind the ear since the skin there is most fragile. Such problems are, fortunately, very uncommon indeed but are known to be more likely in smokers. ■





Keeping Up Appearances









What's hot & cool?

The new Botox – Lovera, affectionately known as Frotox, temporarily freezes the nerves that provide movement to the forehead using focused cryotechnology.

A local anaesthetic is injected into the temples. Next the Lovera, which is a small handheld device called a cryoprobe is run along the skin, channeling liquid nitrogen through a sealed needle to the facial nerves at the temple. The treatment head has tiny hollow probes that are inserted about 6mm under the skin to work their icy magic. Effects last about three months and done properly you can maintain some movement. Unlike Botox, Lovera can be applied to large surface areas only and is used to treat the forehead alone. In America, Lovera is most commonly used for pain management, and has yet to be approved by the FDA for its use as a wrinkle treatment.

However it's use is on the rise in the UK. The appeal is clear: no toxins. Unlike Botox, the effect is instant,

but it isn't without problems. "It only treats the forehead and between the brows right now" the plastic surgery advisor Wendy Lewis cautions, "and it's effects wear off much quicker than Botox." At present it is more painful to inject than Botox and the costs are higher and set to increase as demand soars.

Dr Jean-Louis Sebagh argues against a Frotox future. "It certainly has a place in contemporary age maintenance treatment for patients who are resistant or hypersensitive to Botox, but for the time being it doesn't offer the same degree of finesse."

Truly longer lashes

Many doctors believe that Latisse is going to become a cult treatment.

According to research, eyelashes thin shorten and lighten as we age. For instance lash thickness in women over 60 is half that of women aged under 30. These prescription only drops thicken, lengthen and darken lashes, returning them to their youthful glory.

Latisse is now approved for cosmetic use (marketed by Allergan, the company that owns Botox). Trials have shown a dramatic increase in the length and volume of the eyelashes. The downside: this is a medicine and could cause side effects such as temporary eye irritation.

Too posh to sweat

Miradry has been developed as a treatment for the chronic condition of Hyperhidrosis, which causes sufferers to sweat profusely and constantly. Traditionally the treatment involved heavy duty antiperspirants, surgery to cut nerves supplying the sweat glands and multiple Botox injections. Surgeons say this non-invasive option is not only for those with problems sweating but also for the 'couture crowd' who are concerned that sweat may damage their expensive outfits.

The hand held machine emits microwaves to painlessly heat and seal off the superficial sweat glands. Two treatments, three months apart are needed, and early reports suggest

up to 82% reduction in sweating which lasts up to two years (unfortunately, it is not available in the UK at present). The added benefit for women is that it removes hair from the area at the same time. Now that's a vote winner!

Vanquish the last inch

The Czech-made Vanquish device uses so-called 'focused-field radio frequency' to zap fat without ever touching the patient's body. Only a handful of the devices will initially be available, which means the line for appointments could be longer than a queue for Justin Bieber tickets.

"Oh no, not another fat buster!" you say. In the last 35 years, entrepreneurs have introduced a cavalcade of technologies to reduce fat, each with its own drawbacks. First came liposuction and then there was ultrasound: A technician moves a handpiece over the body to deliver deep-diving sound waves that destroy fat below the surface of the skin. Both of these proceedures however require pain medication.

More recently, we have been offered cryotherapy, which kills fat cells by freezing them. Pretty cool in every sense of the word, but it's slow going: Only one body section can be treated at a time, so to reduce a waistline, you need to treat each love handle, and then the upper abdomen, in back-to-back one-hour sessions. Cryotherapy feels like you're sitting next to a block of ice. And afterwards, it takes an hour to defrost the bulge of flesh that's now as hard as a stick of frozen butter.

Also awaiting FDA approval are various chemical injections that dissolve fat – previously these products had side effects including pain and swelling. However Cosmetic Doctors, this side of the pond, are excited by the development of Aqualyx, a European medical device version with a CE mark. Early results show it to be effective and virtually painless. If it is as good as they say, this is set to become a blockbuster and has just been released into the UK.

And then there is Vanquish, which has just been previewed at the recent American Academy of Dermatology meeting in Miami Beach. It is approved for deep-tissue heating, a known method for targeting fat, and has minimal side effects. During four sessions spaced a week apart, the patient lies underneath an apparatus with adjustable panels that are positioned around the areas of the body to be treated but don't actually touch them. Sensors built into the device 'read' the patient's body fat and customize the amount of energy the machine will deliver during each 30 minute treatment, and because the device kills fat cells themselves, not just the fat within the cells, the results should be long lasting. Some patients have reported a reduction of more than two inches around their waistline after four sessions.

So far, Vanquish is only intended for treatment of the abdomen, love handles, and back fat, at a projected cost of \$2,000 for four treatments. Two grand for a waist that's two inches smaller? A lot of women will think it's worth it. But some may want to wait for more data, so stay tuned.

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he issue of why we have been caught up in a cycle of serial depilation, waxing, shaving, plucking and bleaching has long been a matter of debate, but over

long been a matter of debate, but over the last few years it would seem that many, otherwise sensible, women have taken to eliminating every last vestige of body hair. First we had the 'Brazilian' made famous by Carrie Bradshaw, which has now become the norm in our most intimate grooming, and most recently we have imported the 'Hollywood', a procedure that eliminates every last follicle, front, back and in between.

Dr Susan Barlow, professor of psychology at Pennsylvania's Lafayette College, investigated the body hair issue some years ago and concluded that the 'hairless norm' serves to exaggerate the difference between the sexes in much the same way as mascara, high heels and lipstick generally seem to perform the same function. "The implication is that women's bodies are not attractive when natural and must be modified." So it is no surprise that a recent study has revealed that British women are spending £8000 on unwanted hair removal during their lifetime.

Surprisingly, the younger generation are the least prepared when it comes to hair removal, even though they may be most likely to dare to bare their skin, and interestingly it is the over 55s who plan their regime most meticulously. "Hair removal is seen as a chore but we hear from women all the time that being fuzz free is crucial to their confidence."

So what are the best tools to take the 'ouch' out of hair removal and leave us silky smooth?

Let's face it, to get our bodies to a hair-free heavenly state we have to go through a lot of hair-removal hell: Pulling off that waxing strip from your bikini line, only to find that the wax is now stuck 'down there', instead of your hair and the wax being stuck to the strip? Then, you're left walking like a bow-legged cowboy, trying to avoid your thighs from touching and sticking together, as you search for those wax-removing wipes. Well, there's a fabulous painless hair removal treatment to put a pretty end to waxing woes, and unlike other

lasers, the Soprano laser feels less like torture and more like tempting hot-stone massage.

Instead of using massive amounts of infrared diode laser heat energy to zap the hair follicle, Soprano's IN-MOTION painless technology uses less heat but with faster delivery, while it's DualChill tip cools and soothes the skin. That's what makes this comfortable combo feel more like a hot-stone massage. That's why there's no need for numbing gels. That's why there's no downtime and very minimal side effects. That's why this painless laser hair removal is perfect for all areas and most skin types.

More treatment treats: the IN-MOTION's gentle sweeping stops patchy hair removal and since this painless laser hair removal's delivery is so fast, it takes five to 15 minutes to treat a small area and 20 to 30 minutes for a man's back. Another pretty plus, you can shave before the treatment (it's recommended actually) and 24 hours after the Soprano's painless laser hair removal unless told otherwise. So you don't have to walk around with your whiskers on show.

There's a fabulous painless hair removal treatment to put a pretty end to waxing woes, and unlike other lasers, the Soprano laser feels less like torture and more like tempting hot-stone massage



Jon Taylor builds a profile of a man who has built a team recognised for excellence in all they do – from top to bottom.

The following article has been edited from a feature in Guernsey's The Rock magazine (ed. 9) as it creates a profile of Aesthetic Skin Clinic:

r John Curran is unaware of our first encounter. It took place in the departures lounge at Guernsey airport.

As I wait with my wife for a flight to

Jersey she tugs on my sleeve and whispers, "a weekend in St Helier is lovely darling, but if you really want to thank me for looking after you, our two errant sons and the dog, then spend some money with him," gesturing towards an upstanding gentleman in tailored suit and glowing health.

The gentleman in question is a leading physician and respected senior member of the medical community; he has graced the pages of Tatler, has an undeniable Irish charm, specialises in cosmetic dermatological, medical and surgical procedures. He is known professionally for his role in the education of cosmetic

medical practitioners and is an active council member, chief examiner, the former President for the British College of Aesthetic Medicine and only the third person to be made a Fellow of the Association. He also lectures regularly on aesthetic medicine, is published in leading cosmetic medicine journals and is involved in monitoring and setting industry standards through the committee. His experience of cosmetic procedures span over 15 years and Dr Curran apparently has a special interest in skin ageing, radio frequency, laser treatments and dermatological surgery.

Now that my wife has fully informed me of Dr Curran's credentials I, after several married years of experience, play safe with the line. "But darling you don't need anything done?" This proceeds with a gentle squeeze of my hand in appreciation of my well intentioned gesture, which I then ruin by making

a schoolboy error and push the boundaries of honesty with "No my love, you really are as beautiful as the day we met." Announced with such amateur sincerity, the person sitting next to me feels the full force of the impact of the wife's elbow. I am then presented with a list of lines, defects and embellishments that she believes Dr Curran can resolve without too much trouble at all. She then highlights an even longer list of possible enhancements I could do with myself. From head to toe as it turns out.

Our flight is called and Dr Curran joins the queue to board the short trip. As passengers pass through the gate an attractive and professional woman approaches him and talks openly about her next appointment and how much she is looking forward to seeing the guys at Aesthetic Skin Clinic (ASC) again. She

The modern face of cosmetic surgery is as much about creating confidence as it is about shaping beauty

My perception had wrongly been that cosmetic surgery was about vanity but it's so much more about wellbeing

enquires about the health of Dr Curran's wife and family and asks him to say hello to the nurse who she had met at the clinic. Dr Curran politely engages the woman in conversation and quietly asks to her wellbeing. "All the better thanks to you" she says with a distinctive air of mischief. The sleeve gets another tug and the inevitable "I know her, I wonder what she's had done?" is whispered to me. Assuming it is a question rather than a statement, I respond. "Not much, she looks pretty good to me". Some things are best not said out loud (an 'umm' would have sufficed). The person who had been sitting next to me and is now waiting to board, quickly moves to the back of the queue as another elbow is set in motion.

In my naivety I assumed anyone who has undertaken procedures of this nature would want to keep it relatively quiet, such is my pre-conceived notion that this subject is still one of certain taboo. Therefore, approaching an eminent physician, renowned for cosmetic procedures and publically thanking him for cosmetically enhancing her, came somewhat of a surprise to me. My wife explained during the short flight, that it would give the lady in question so much more confidence, make her feel sexier and above all proud of her body. "You must understand that the benefits are not just aesthetic but psychological," she said.

Perhaps I should be more aware of the benefit of cosmetic treatments? After all, they've been around for some time. It is certainly far removed from the somewhat sensational headlines of tabloid horrors stories and American TV series such as the vain characters in NipTuck. Cosmetic surgery (or aesthetic surgery), defined as surgery undertaken for reasons of appearance, has long had a relationship to the medical profession in general. During the First World War it was

nurtured and legitimised by the necessity for surgeons to reconstruct innumerable faces that were hideously shattered and scarred from bombs, because of the limited protection to soldiers' heads and necks provided by the trenches that were the main line of defence during that war.

Cosmetic treatments have been around for centuries but the legitimacy of the practitioners has been an issue well before the Americans formed an association to regulate procedures in the 1920s. "There are fascinating historical examples of Egyptian surgeons 'having a go' but how can anyone be truly sure, that the doctor or surgeon, in whom you place your trust, has the skill and caring to make your experience just perfect," explained Dr Curran when I caught up with him for this interview. Dr Curran's company, The Aesthetic Skin Clinic, and its Cosmetic Surgery Partners, have been offering cosmetic medical and surgery solutions to patients for over 20 years. Each of the company's medical team is recognised as a leader in their field, by both patients and colleagues according to Dr Curran, through lecturing, academic achievements and by the excellence of their work. "Most of all, we are doctors, who care about our patients, and who place their health and interests as our primary

My perception had wrongly been that cosmetic surgery was about vanity but it's so much more about wellbeing. You can never put a high enough price on happiness but my observation in discussing the industry with Dr Curran is that the modern face of cosmetic surgery is as much about creating confidence as it is about shaping beauty. Innovation also plays a significant part of his success and as so many of his patients would testify; technology is just as relevant as surgical procedure.

His patients are certainly advocates of his work, as my experience at Guernsey airport would suggest, but Dr Curran has also been acknowledged by the prestigious Tatler magazine as one of the top 30 anti-aging experts in the land. This is in recognition of Dr Curran's ability to recognise breakthrough treatments before others. For example, the Obagi skincare and peels range which eradicate dark spots, and Intracel, a Korean import that uses radiofrequency. Just two of the diverse range of non-surgical procedures now available from ASC which has grown to include clinics in Guernsey, Jersey, Belfast and London. Dr Curran talks passionately about his profession and although his international acclaim is

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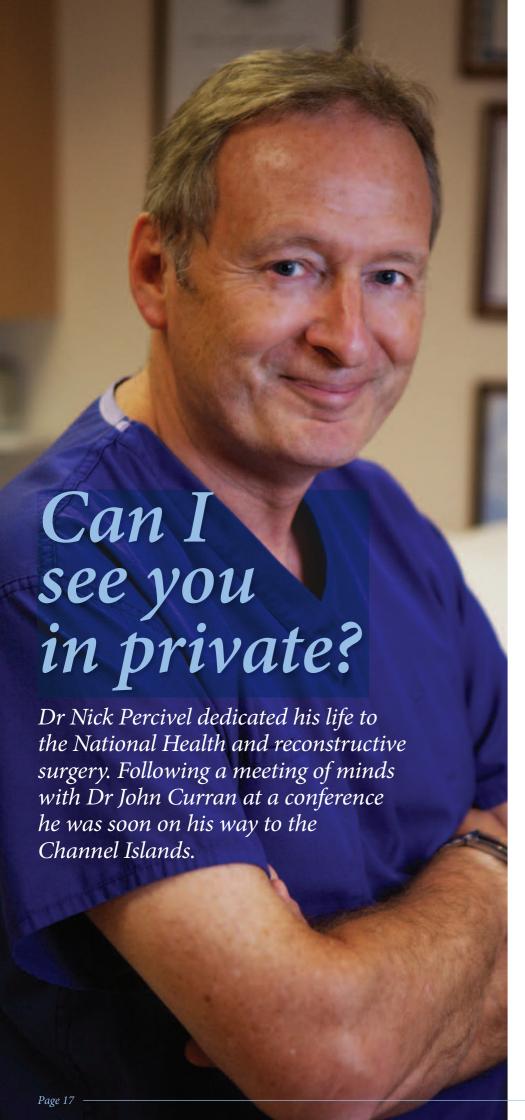
concern. Our promise to patients is excellence in cosmetic dermatology and surgery, delivered by an up to date and skilled medical team, using cutting edge technologies in a safe medical environment," said Dr Curran.

One of Dr Curran's favourite quotes is by the philosopher Franz Kafka, 'anyone who keeps the ability to see beauty never grows old'. He says it sums up the spirit of so many of his patients. "We will never lose sight of the deeply personal nature of what we do for our patients and we truly delight in helping them achieve their goal. Whatever that might be," said Dr Curran.

impressive, perhaps his most admirable attribute is his down to earth approach to people. The good doctor is comfortable in his island home and the relationship he enjoys with his patients is just part of the ongoing popularity of cosmetic procedures in Guernsey. As we've demonstrated in our profile of ASC, the expertise starts from at the front door but the benchmark is set from the founder of this extraordinary Guernsey business.

For my own well-being perhaps next year's anniversary should be spent in the good company of Dr John Curran and his excellent team.

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The following feature is taken from Guernsey's The Rock magazine (ed. 9) as it creates a profile of Aesthetic Skin Clinic:

Nick Percival gave up his national health post at the Charing

Cross Hospital to go full pelt

into private practice. "I decided that after 25 years of reconstructive surgery, I had paid my dues to the National Health Service and it was time to do something different and concentrate on a private practice." He is now a regular visitor to the Channel Islands and works at the Aesthetic Skin Clinics in both Guernsey and Jersey.

"I met Dr John Curran at a conference 10 years ago when we were both investigating chemical peels. He asked me if I would consider coming over to the islands to work with his team at the Jersey clinic, and five years ago I took on the Guernsey side of things too when the consultant plastic surgeon, Dai Davies, retired."

"There are some amazing procedures available but I would say without a doubt that the blepharoplasty (eyelid lift) is by far the best value for money – and one of the most effective. The best thing about this procedure is that after about 10 days you are able to go back to work and people will tell you that you look well, or refreshed, but they can't quite work out why. This is a subtle, safe and straight forward procedure which is always very effective and patients are always very happy with the outcome."

We have built up a good solid reputation at the clinic for the procedures we carry out, and we recognise that the island community works well as word of mouth recommendations are so powerful.

"We have also noticed an increasing number of male patients – that's a trend which has changed over the years. Ten years ago the majority of our patients were females, now men make up around 20 percent of our clients – and again, I would say that eyelid surgery is the most popular among men too."

Targeted liposuction – a state of the art procedure, using the latest in Vaser technology, which breaks down the fat cells before the fat is removed. "This is very effective and less traumatic. Because this treatment causes heat it is also doubly effective as there is shrinkage of the skin. This is an exciting and effective field and we are delighted to be able to offer such a professional service to Channel Islanders.

WHAT'S TRENDING...



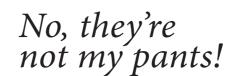
Nipple Tattooing

Liverpool gave us the Scouse Brow; Essex, the vajazzle. Now comes nipple tattooing, the latest beauty craze for women.

It started with brow definition. Coleen Rooney and her troops arched over the masses with their Scouse brows, taking The Duchess of Cambridge along with them for the ride. But now the Liverpudlian glamazons have taken grooming one step further by darkening and defining their nipples

 with tattoos. This new trend of semi-permanent nipple tattooing has swept Liverpool by storm.

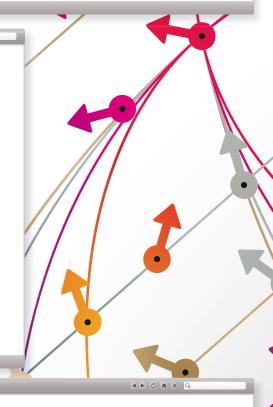
Nipple tattooing, or 'tittooing' as it is nicknamed, is a process, which originated as a medical procedure for breast reconstruction. Now, it serves as a cosmetic procedure for women to darken, enlarge and define their nipples and the surrounding areola. The semi-permanent treatment gives them their 'perfect nipples'.





One of the highlights at the American Society of Aesthetic and Plastic Surgeon's conference in New York recently was at the medical tradeshow – CaddyWraps.

The range was developed by New Yorker John Lucas, who was searching for a way to help a friend to recover more comfortably from a facelift. These natty wraps compress and support and have hidden pockets where hot or cold packs can be inserted. And best of all, they come in a range of colours, from hot pink to a snazzy zebra print! Check out the Face Caddy at caddywraps.co.uk



Toe-besity on the rise



Worried about your 'wattle' or 'muffin-top' then you may want to add 'Chipolata' toes to your list of woes. Cosmetic surgeons in the US have revealed a growing rise in surgery to combat toe-besity, as well-heeled ladies of means are paying to have fat removed from their tootsies to fit into their Jimmy Choos!

News You're Fired!

his year's Apprentice winner has 'totally inadequate medical skills' for her plan to build a 'Botox empire' of cosmetic clinics, experts have warned.

Newly qualified doctor Leah Totton is "putting patients at risk" and "using Lord Sugar as a marketing tool", according to consultant plastic surgeon Nigel Mercer, a former chairman of the British Association of Aesthetic Plastic Surgeons. In a stark warning to the even more fringe providers of cosmetic procedures, he states that as a trainee doctor, she lacks the requisite medical skills to carry out these procedures.

Mr Mercer, who is involved in drafting cosmetic surgery legislation across the

EU, said: "This result flies in the face of all that we have been doing to keep patients safe. There is widespread agreement in the industry that doing a short course does not make you qualified to perform cosmetic procedures." He adds: "At her level of training, she will have a basic knowledge of immunology and some knowledge of anatomy. She may have done a few weeks training in aesthetic medicine, but that is simply not enough. It may not be quite as dangerous as putting a hairdresser in charge of cosmetic surgery, but it is still putting patients at risk."

The main professional bodies for plastic surgery and dermatology have jointly and unequivocally condemned BBC Apprentice winner Dr. Leah Totton's ability to set up and run a chain of outlets offering injectable facial treatments such as Botox and fillers, and a whole host of high-profile clinicians have taken to social media in a Twitter storm denouncing the junior doctor's dangerously inadequate credentials for the project.

Professor Chris Bunker, President of the British Association of Dermatologists states; "We are seeing more and more complications at the hands of inadequately trained practitioners and counterfeit products. These adverse events can be permanent and life ruining, and there are even reports of blindness being caused by inappropriate injection of fillers. Many patients require continued treatment and support on the NHS."

According to Mr Rajiv Grover, consultant plastic surgeon and BAAPS President: "What this debate needs is a strong injection of common sense – if Dr. Leah Totton were training to be a GP she would not be able to work unsupervised for another four years after qualifying. Yet in the private sector she is setting herself up to train others. Having a stab at running a business shouldn't be taken literally. In the environment of the makeover shows and celebrity culture it is important to provide a voice of reason, and to remind patients that these are medical procedures and not beauty treatments."

