

# The CELEBRITY Fix

LIFE TODAY, FOR YOUNG PEOPLE IN PARTICULAR, IS ALL ABOUT INSTAGRAM POSTS, HASHTAGS, BEAUTY BLOGGERS AND THE NEXT BIGGEST TRENDS BUT, FOR THE WORLD OF COSMETIC SURGERY, DOES THE SAME INFLUENCE FOLLOW?

Lead physician and Medical Director at The Aesthetic Skin Clinic [ASC], Dr John Curran, and Hayley Jordan, lead aesthetic nurse, tell Ulster Tatler how getting a 'cosmetic tweak' is becoming mainstream in every day life, and why it is more important than ever to make good cosmetic choices.

With TV dominated by shows following 'real housewives' and social media channeling showbiz and gossip stories 24/7 it's impossible to not be influenced by what's happening around us.

Our lives are flooded with glamorous images and ways of how to recreate the look. As more celebrities are openly and honestly opting for a

cosmetic tweak, it is becoming 'the new norm'.

Not a day goes by without the impossibly tiny waists and the enhanced bottoms of the Kardashians or Blac Chyna appearing on our social media feeds or on showbiz columns. Peer pressure has never been such an issue within the beauty industry.

Many youngsters are turning to cheaper, unreliable treatments in a bid to get the look they are after.

Hayley said it wasn't uncommon for a person looking for a specific cosmetic treatment to bring along a photo of a celebrity, asking the surgeon to replicate the nose, eyes or lips.

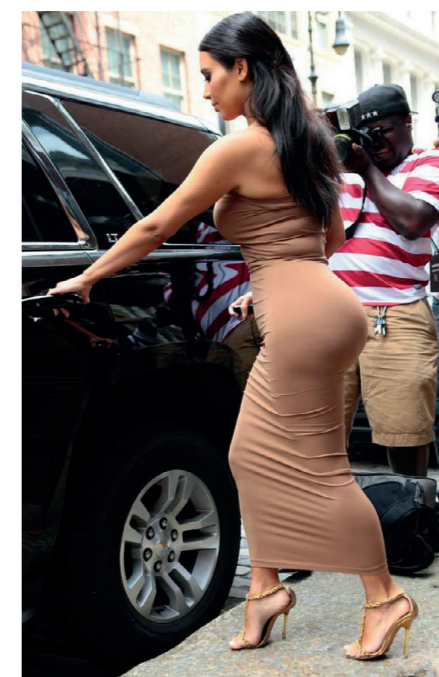
'With these people having a certain power in the public eye, it's hard for us to not take at least some notice. We must take special care to make sure the treatment is suitable for them and that it looks and feels as natural as possible.'

Dr Curran said great cosmetic work could really help people feel better about themselves.

'However, you only have to look at 'Botched Bodies' to understand how bad work can destroy lives. As a medical practice our primary duty of care is to ensure that all treatments are appropriate, safe and effective; and that patients are fully informed before undertaking any procedure and expert support is available for aftercare.

'One of the biggest challenges is managing young people seeking treatment which is often driven by social pressures rather than true need. Counselling, support and saying no is usually the most appropriate management,' he said.

Lip Fillers have become positively mainstream – in and out of the celebrity world. When Kylie Jenner confessed to undergoing a lip filler procedure in 2015, it sparked a



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70% increase in this treatment, which is now becoming one of the most frequently requested cosmetic procedures. As we reach 2018, treatments such as Botox and fillers account for nine out of ten procedures.

'Whether celebrities have had an influence on this or not, it can't be denied that cosmetic procedures, especially non-surgical treatments, have become incredibly popular. We understand that patients are seeking a certain look, therefore we create bespoke treatments for every individual. Communication and counselling is an extremely important part of the consultation process. So, whether you want to look a little more like your favourite celebrity, or just a plumper-lipped version of yourself, we can hopefully create the results that you desire,' said Hayley.

Hayley recently completed her Masters Level 7 prescribing qualification with Southampton University. She has continued to develop her extensive skills, experience, and knowledge in Aesthetics, specialising in advanced medical skincare. She is knowledgeable in medical lasers and skin tightening technologies and has also attended a master class in fillers and Botox.

She is passionate about helping everyone to feel confident and to make cosmetic choices that are suitable and safe.

'I love everything about my job. If I had to pick a couple of points, it would be the ability to help such a diverse range of patients, using the latest leading technologies in an exceptionally professional environment and working with an amazing team,' she said.

## Get Summer Ready!

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**Lips:** Are fast becoming our most sought after procedure. A topical numbing agent is applied to the area and the filler is injected in and around the lips

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