# - RACONTEUR -

# **COSMETIC PROCEDURES**

# <u>O3</u> Cosmetic procedures are the new make-up

The era of startling face lifts is long gone as women - and men - increasingly

seek subtle cosmetic enhancements often through less invasive procedures



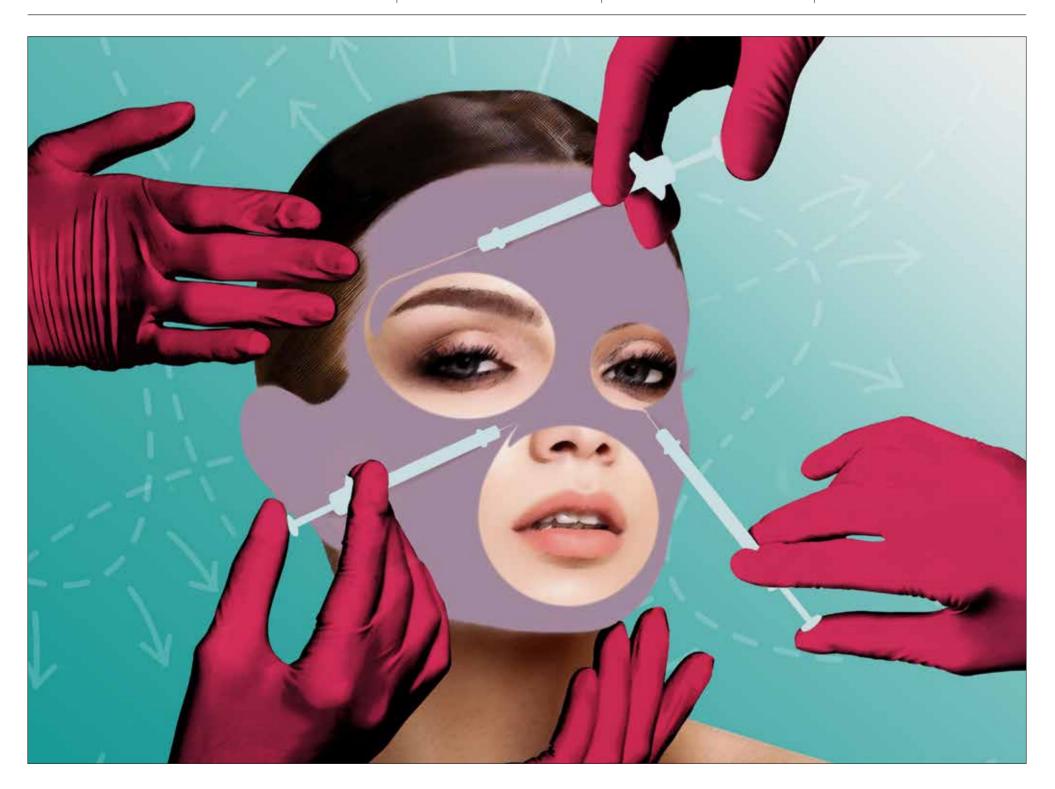
Selfies posted on social media are prompting interest in cosmetic procedures

#### 7 Safeguarding against rogue practitioners

The General Medical Council is drawing up guidelines aimed at protecting consumers



Patients of aesthetic medicine are demanding better efficacy, shorter down time and less pain





, LOVE MY WKINKLE WELL, HALF OF THEM) CAROL 50



EVERY LINE TELLS A SIORY I'VE ONLY KEPT THE BEST ONES CAROLE ANNE, 69 Millions of women use facial fillers to ease away fine lines and wrinkles and restore fullness for natural-looking results. To find out if facial fillers are right for you, book yourself in for a chat or read real women's stories: **this-is-me.com** 

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# Cosmetic procedures are the new make-up

Demand for non-surgical cosmetic procedures is on the increase, but protection against rogue practitioners and regulation of the sector are slow in coming

### OVERVIEW BEATRICE AIDIN

osmetic interventions are big business in the UK, worth an estimated £3.6 billion, up from £2.3 billion in 2010.

But among all the procedures on offer, one thing is missing – the government scarcely has any provision to police non-surgical cosmetic practice.

Following the PIP (Poly Implant Prothèse) silicone breast implant scandal, NHS medical director Professor Sir Bruce Keogh carried out the 2013 Review of the Regulation of Cosmetic Interventions.

"Non-surgical interventions that can have major and irreversible adverse impacts on health and wellbeing are almost entirely unregulated," he reported. "In fact, a person having a non-surgical cosmetic intervention has no more protection and redress than someone buying a ballpoint pen or a toothbrush."

Just to be clear, cosmetic surgery is regulated by the British Association of Aesthetic Plastic Surgeons (BAAPS) with the Keogh Review using the umbrella definition of cosmetic interventions as those that "can either be surgical – such as face lifts, tummy tucks and breast implants – or non-surgical – typically dermal fillers, Botox, or the use of laser or intense pulsed light (IPL)".

But there are areas where caution is vital. "In the case of dermal fillers, the treatments are almost entirely unregulated," Sir Bruce warned. Although safe in welltrained hands, in the hands of an unskilled practitioner fillers are "a crisis waiting to happen", he said.

"The market is still somewhat unregulated and this has passed into the consumer's consciousness leading to a certain level of mistrust in the industry's safety," says Jack Duckett, consumer lifestyle analyst at research agency Mintel.

So why isn't legislation happening when 73 per cent of adults surveyed agreed that it was important to have a qualified practitioner to carry out non-surgical procedures? But even this is a murky area as, according to the Keogh Review, anyone can set up a training course purporting to offer a qualification in non-surgical cosmetic procedures.

When it comes to surgery, cosmetic operations are taking a hit. BAAPS reported a 17 per cent rise in cosmetic procedures in 2013 compared with the previous year. However in

2014, the number dropped by 9 per cent to a total of 45,506 surgeries. But don't shed a tear yet for cosmetic surgeons as the UK's obesity crisis may buck this trend. "The government and health organisations continue to apply pressure on people who are obese to lose weight and this is likely to be a growth area for cosmetic surgery providers," Mintel's Mr Duckett points out.

> Why isn't legislation happening when 73 per cent of adults surveyed agreed that it was important to have a qualified practitioner to carry out non-surgical procedures?

Indeed, BAAPS reported that despite the overall fall in aesthetic operations,

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liposuction procedures have risen by 10 per cent in women and 7 per cent in men. In addition, according to the Harley Medical Group, weight gain was the number-one worry for 54 per cent of the 4,000 men and women it surveyed. "Surgical liposuction continued to rise which is unsurprising when so many non-surgical alternatives for fat removal seem ineffective," says Michael Cadier, consultant plastic surgeon and BAAPS president.

However, alternatives to liposuction are still being sought with Allergan having paid an estimated \$2.1 billion in June for Kybella, the first drug to win US regulatory approval for the treatment of double chins using a fat-melting injection – and who knows which body parts this drug will be approved for in the future.

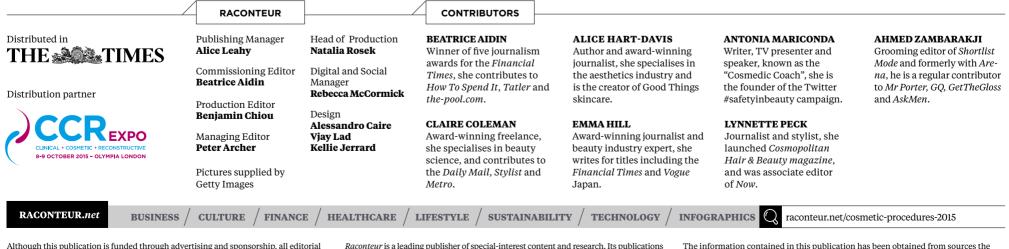
But what happened to the idea of self-acceptance? Are cosmetic procedures liberating for women, given they make up the majority of clients, or subjecting them to sexist scrutiny? "We could see it that way," says Susie Orbach, psychotherapist and author of the groundbreaking 1978 book *Fat is a Feminist Issue.* "[These procedures] are

being normalised with women in Brazil having tummy tucks along with a caesarean [indicating] the body is for display not

for living from." As for ageing: "We need to reimagine ageing and move away from the viciousness of it being somehow a failure and a disgrace," she says. Cases in point include the "has she or hasn't she?" circus around Renee Zellweger's "new face" about which the Oscar-winning actress kept a dignified silence, and conjecture about whether reality star Kylie Jenner's lips had been cosmetically enhanced. When Hollywood star Uma Thurman appeared at a movie premiere to have had "work" done, she felt compelled to appear looking "herself" on US TV with the quip, "I guess they didn't like my make-up."

Sharon Stone, however, has taken a bold stance becoming the face of Restylane fillers. "In 2001, after I had my stroke, I used Restylane fillers to help rebuild the damage done in my face," she says. "It helped me heal physically, but also psychologically as it felt like I looked myself again, and I really support the concept of encouraging greater openness and awareness of aesthetic treatments." With 20 million treatments of Restylane used around the world in almost two decades, Ms Stone is far from alone.

American TV personality Tyra Banks once said: "I hate it when models say 'Oh, plastic surgery is wrong.' You won the genetic lottery and you're going to ridicule someone for getting plastic surgery?" Who would have thought a former super-model would be the one to stand up for the rest of us, you may ask?



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# Selfie generation look to improve their image

The growing influence of selfies posted on social media is fuelling interest in cosmetic procedures as people seek to improve their close-up image

### NEW BEAUTIFUL CLAIRE COLEMAN

erceptions of beauty vary from culture to culture. In Japan, for example, small breasts are most attractive, while in Venezuela, where the desired aesthetic is to be more buxom, a woman with "A" cups would be hot-footing it to the nearest breast augmentation surgeon.

And our views change from generation to generation. These days, Rubens' *Venus at a Mirror* would undoubtedly be considered unattractively overweight, whereas the 17th-century take on today's androgynous, waif-like models would have been unfavourable.

Many factors fashion these perceptions, but in 2015 there can be no doubting the impact that social media and celebrity culture have when forming our ideals of what is beautiful. This, in turn, influences trends in cosmetic procedures.

"With social networks, such as Instagram and Facebook, and advances in smartphone technology, people are taking more and more pictures of themselves than ever

before," says London-based cosmetic surgeon Julian De Silva. "These images are then shared on social media and commented upon, so it's not surprising they should become drivers for surgery." But it's not just the

sheer number of pic-

tures that are being taken that cause people to notice more and more details of their face, it's also that technology is quite literally changing the way we see ourselves.

"The angles at which images are taken and the high-definition nature of the cameras being used can magnify any imperfections – the nose and the jawline become particularly apparent in selfies," says Dr De Silva. "I probably have at least one patient every couple of weeks coming to me because a selfie hasn't shown them in a flattering light."

This increased focus on the jawline in particular is something that Sarah Tonks, who specialises in non-surgical aesthetic treatments at her Knightsbridge clinic, has also seen.

"In the aesthetic industry, we've known for some time that it's sagging, especially along the jawline, that makes people look older, not lines and wrinkles, and it seems consumers are now starting to realise that," says Dr Tonks.

That's partly because the sort of images we see when taking selfies,

ing down, are in stark contrast to the straight-on image we normally see in the mirror. Looking up tightens the jawline, while looking down makes it appear slacker.

where we look up, or when on Skype

or FaceTime, when we are often look-

As a result Dr De Silva and Dr Tonks have both seen an upsurge in demand for procedures that address the jaw and the chin.

"Chin implants have definitely increased in popularity. I probably do one or two a week," says Dr De Silva. "Three years ago, the American Society of Plastic Surgeons reported they were the fastest growing type of cosmetic procedure in the US and, as their trends tend to filter over here, it's not surprising we're seeing a similar pattern.

"They're a very good way of creating harmony in the face as, if you have a small chin, it can make a large nose look larger. A chin implant can make the nose look smaller without rhinoplasty because it just makes the face look more balanced."

Meanwhile, Dr Tonks uses filler at the back of the jaw and in the chin to help pull up sagging skin

around the jawline,

and often uses fill-

ers in conjunction

with a thread lift, a

procedure in which

I probably have at least one patient every couple of weeks coming to me because a selfie hasn't shown them in a flattering light

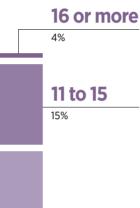
ng a thread made from polylactic acid that dissolves after 18 months is passed into the skin to help lift it. "Even though the

combination of a thread lift and fillers won't do what a facelift will, you can still get about 1cm-worth of elevation which, when you're frequently talking just millimetres with volume replacement, is quite significant," she says. Increasingly, some surgeons are capi-

Increasingly, some surgeons are capitalising on new technology to improve their understanding of their patient's needs and expectations.

The Riverbanks Clinic in Harpenden, Hertfordshire, asked 1,000 women aged 18 to 35 about their attitudes to cosmetic surgery and the average number of selfies they took before feeling happy to share the images with others or post them on social media. The more pictures they took, the more likely they were to be considering surgery. The clinic's medical director Ravi Jain has used this research to inform his consultation process.

"This test helps us further understand the needs of our patients," says Dr Jain. "Knowing what your patient wants to change, is unhappy about and what their expectations are is incredibly 1,000 WOMEN AGED 18 TO 35 WERE ASKED HOW MANY SELFIES THEY TAKE BEFORE BEING HAPPY WITH ONE



**6 to 10** 

**5 or less** 

t Source: Riverbanks Clinic



TV and social media personality Kim Kardashian takes a selfie

important, so the 'selfie test' is an invaluable tool in a 21st-century consultation." As Department of Health data shows, social media has familiarised an entire generation with the concept of cosmetic surgery and that's something of which Dr De Silva has first-hand experience.

"One of my patients was telling me she had been posting selfies on Instagram a week after rhinoplasty, and that there were three or four women around the world who had undergone the procedure at the same time and were comparing their progress post-surgery," he says.

And, of course, while consumers very publicly documenting all stages of their cosmetic interventions works to normalise the issue, when celebrities who have admitted undergoing certain procedures are pictured, this can only fuel interest further.

Surgeons agree that while women are unlikely to ask for Victoria Beckham's breasts or Kylie Minogue's bottom, non-surgical procedures, which require less financial and emotional investment, with less down-time, can be driven by high-profile women, whether they're appearing on social networks or in more traditional forms of media.

"Kylie Jenner's pictures on Instagram and her subsequent admission that she'd had her lips enhanced certainly led to an uptick in interest in volume in the lips,' says Dr Tonks. "And when Gillian Taylforth was interviewed about her thread lift, patients coming in would mention her."

But in a world where it's no longer just celebrities who are being constant-



The average 16 to 25-year-old woman spends more than five hours a week taking selfies: she takes three selfies a day, spends 16 minutes on each session, equalling 48 minutes a day

Source: One Poll/feelunique.com

ly photographed, it seems the biggest driver, when it comes to procedures, is ourselves. Notably, there has been an increase in less invasive procedures towards creating flawless, even skin – exactly the sort of complexion you want to be aiming for when you're never more than a metre away from a camera.

Figures from WhatClinic.com show, in the past six months alone, a 55 per cent increase in inquiries about non-surgical cosmetic treatments, such as dermal fillers, peels, thread-vein removal and dermaroller facials. Increasingly, it seems, we're all ready for our close-up.

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# Tough for teenagers

What does it means to be a teenager surrounded by an increasing emphasis on cosmetic procedures?

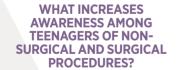


### TEENAGERS ALICE HART-DAVIS

eenage girls – and boys – have doubtless always felt compelled to look good but visual social media, where teens are bombarded by a barrage of celebrity images of idealised style and beauty, has now ramped up the pressure.

The result is they feel it is compulsory to look their very best, 24/7, and increasingly they know there are ways to change their looks that are more drastic than make-up.

Cosmetic procedures might not exactly be the norm but, over the past decade,



Magazines, particularly celebrity gossip stories

Online news channels featuring celebrities

Twitter and Instagram when stars tag their doctors and surgeons

Reality television shows

Leaflets from high-street salons

Advertising

Word of mouth from older people they know

Source: Department of Health

minimally invasive procedures, such as wrinkle-softening Botox injections and facial fillers, have become normalised to the extent that many teenagers know someone who has had work done.

This is the message from an official 2013 Department of Health report on regulation of cosmetic interventions which found that teenage girls, who are consuming the same media as adult women, are developing a similar interest in and awareness of cosmetic procedures.

What these girls really notice is all the speculation around whether celebrities have enhanced their looks and occasionally, when a star admits to a little "work", their suspicions are confirmed – everyone seems to be at it. So, should they be thinking about cosmetic enhancement too? The report adds that some of the girls interviewed were already making plans to have a procedure in the future.

What can be done to help teenagers handle the pressure, apart from urging them not to compare themselves to others and calling for a ban on treating under-18s?

It all comes down to encouraging girls' self-confidence so they feel they do not need to fit some cookie-cutter template of beauty. Dove, a brand which attempts to boost teenage girls' self-esteem, says it is "on a mission to help the next generation of women develop a positive relationship with the way they look" and has a pile of sensible online advice for parents, teachers and mentors.

Also on the case is Sport England, a government agency that promotes an active, healthy lifestyle, which has launched a nationwide initiative called This Girl Can. It encourages women aged 14 and over to get moving with empowering slogans such as "I swim because I love my body, not because I hate it."



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#### COMMERCIAL FEATURE

# PROCRASTINATION TO CONSULTATION

Increasing numbers of women are choosing facial fillers for a subtle, effective way to refresh their look and enhance their natural beauty

### Juvéderm

If you've been tempted to book a consultation or simply want to find out more, here's a one-stop guide with all the information you need at your fingertips.

#### WHY FACIAL FILLERS?

From leading a busy lifestyle and burning the candle at both ends to dealing with a particularly stressful life event, there are so many reasons why women start considering facial fillers. Maybe you're not looking as fresh as you used to despite living a healthy lifestyle and having a great skincare regime that used to work wonders a few years back. Perhaps you've had more than your fair share of stress recently and it is beginning to show on your face or your face has lost some of its natural volume as you age. Many women with these concerns are finding that facial fillers can give their faces a subtle, natural-looking lift and can become a new part of their skincare regime.

#### MOST IMPORTANT FIRST STEP

The key thing when considering facial filler treatment is to find an excellent aesthetic practitioner who you can trust. There is a huge variety of extremely talented practitioners out there, but finding one who's right for you - and is experienced and qualified - is very important. Equally, finding someone who practises in an environment where you're going to feel comfortable is also crucial. Whether that's somewhere that has a homely feel or a more clinical atmosphere, or whether you want to be treated by a male or female nurse or surgeon, you will find an aesthetic practitioner ideally suited to you through the Juvéderm Clinic Connector at https://locator.juvederm.co.uk

#### WHY A CONSULTATION IS KEY

Once you've located the right practitioner, you should book a no-obligation consultation to discuss every aspect of your treatment. Your first consultation is crucial so take the time to discuss any concerns you might have about the treatment and ask lots of questions. Not only does a thorough consultation give you a chance to get to know your aesthetic practitioner, but it provides you with the opportunity to explain your main facial ageing concerns and how you'd like to look. Everyone has different reasons for seeking treatment, and each treatment plan will be bespoke and individual to suit your needs. It may be that you only require a small amount of filler in one area of your face or you might benefit from a more holistic approach.

Expert aesthetic practitioner Dr Mervyn Patterson likes to allow at least an hour for an initial consultation. "There are so many things you need to go over in the first consultation," says Dr Patterson. "One of the things I ask my patients to bring in is a selection of photos so they can pinpoint when they felt their best and it also gives me an idea of how their face is likely to age so I can suggest a treatment approach that will work best for them."

The techniques he uses all aim to restore the basic structure and volume of the face. "It's no longer about filling in lines," he says. "I will objectively look at a face and then recommend a treatment plan that will enhance a patient's natural beauty. Patients can get too focused on their specific areas of concern and this stops them from seeing the bigger picture."

#### VITAL QUESTIONS TO ASK

The consultation gives you the chance to ask your practitioner questions about your treatment. This should include asking to see a wide variety of before and after pictures of previous patients, and anything you would like to know about facial fillers in general.

#### What's the difference between temporary and permanent facial fillers?

Temporary facial fillers are made with hyaluronic acid, a substance which occurs naturally and is broken down over time. Hyaluronic acid is a naturally occurring sugar found in the lower, dermal layer of your skin, so you are almost replacing like for like. Temporary fillers may last up to approximately 18 to 24 months depending on the treatment. Permanent facial fillers are made with a variety of active ingredients so results can be unpredictable.

#### Q There's hyaluronic acid in my

Moisturiser – what's the difference? A Hyaluronic acid helps to keep the skin moisturised and hydrated, but to replace volume in the face, it needs to be injected below the surface of the skin.

#### • How does the hyaluronic acid restore

volume and fill fine lines in the face? The Juvéderm range of facial fillers are made using hyaluronic acid with cross-link technology, which has been shown to be smoother, making the injection easier and less painful, providing longer lasting results.

### • Will anyone know that I have had treatment?

Agood aesthetic practitioner will ensure results are subtle and natural-looking, so it is unlikely, although they may comment on how well you look.

#### **Q** What is the down time?

C There is no specific down time; the side effects of treatment with facial fillers can include tenderness, redness, swelling and bruising on the injection site, though these are usually temporary and clear within a few days.

#### YOU COULD ALSO ASK ....

- What brands of facial fillers do you offer?
  Is the manufacturer of your chosen
- fillers one that you trust?

  How satisfied are you and your patients with the results?

#### **BOOKING A TREATMENT**

After your consultation, when all your questions have been answered, you should be armed with all the information you need to consider whether or not treatment is right for you. If you are still hesitating, you might like to know that research shows that of the women who do go ahead with treatment, 90 per cent are satisfied with the results and many wonder why they didn't do it sooner.

#### WHY JUVÉDERM?

"Juvéderm facial fillers are manufactured by a company with a long-standing reputation for quality and background of research in this industry," says Dr Patterson. "Juvéderm stands out as a brand with a wealth of data showing how well it works. The fillers are meticulously clinically tested and, when administered by a qualified practitioner, are very well accepted by the skin."

#### HOW IS THE JUVÉDERM RANGE OF HYALURONIC ACID-BASED FACIAL FILLERS DIFFERENT?

The patented Vycross technology means there are different consistencies of fillers to suit the needs of the individual patient and the area of the face being treated. Dr Patterson explains: "If I need to soften fine lines just under the skin's surface, I would use a facial filler such as Juvéderm's Volbella, which is slightly thinner in consistency. If I wanted to replace lost volume in the cheeks, I would choose a product with a thicker consistency such as Juvéderm Voluma, which is also ideal for subtle lifting."

#### **Case study: Helle**

"I am a fitness fanatic and while exercise is great for my body, it was having a negative impact on my face, causing it to lose volume and sag slightly. Facial fillers softly lift and add subtle volume to my cheeks and give me natural-looking results so now I'm happy with how my face and body look. I travel a lot for work and find that having facial filler treatment helps me look fresh despite all the flying, which is great.

"The best advice I can give to anyone considering treatment is to find a fantastic practitioner and go to the consultation armed with questions. There is no such thing as a silly question. I had loads and, looking back, the consultation was the most important part of the process because it helped me see my face as a whole and get a better understanding of fillers. I would definitely recommend thinking through what you want to ask and taking a list of questions with you."

To find an experienced and qualified aesthetic practitioner, go to www.juvederm.co.uk or to read about women like you who have already had treatment, visit www.this-is-me.com

### SAFETY AND PATIENT CARE ANTONIA MARICONDA

hile steps are being taken to improve consumer safety, little seems to have changed since the government-backed Keogh Review called for more stringent regulation and improved training within the cosmetic intervention sector.

NHS medical director Professor Sir Bruce Keogh said there should be proper redress for patients if things go wrong and recommended that non-surgical treatments, such as dermal fillers, be made prescription only. All those carrying out any cosmetic intervention, such as injectable fillers and anti-wrinkle injections, should be properly qualified to do so, he said.

In addition, the General Medical Council (GMC) wants patients to be given a twoweek cooling-off period before deciding to undergo a cosmetic procedure. But it is important to note that the forthcoming GMC guidelines will apply only to doctors and will not affect beauticians or other non-medically qualified personnel who administer Botox and fillers.

The Keogh Review's recommendation that injectable fillers be classified as medicines and become prescription only has not been enforced, and anti-wrinkle injections, which are currently prescription only, are still being administered by unqualified personnel.

"The review said beauty therapists may train and work under supervision," says Sharon Bennett, chairwoman of the British Association of Cosmetic Nurses. "However, the government has not put into place anything to regulate this.

"Beauty therapists are getting their products either off the internet or from doctors, nurses and dentists who don't then take responsibility for the work undertaken, so patients are left exposed and vulnerable whichever option is taken."

Fortunately, there is a plethora of resources online that consumers can access when considering a cosmetic intervention. The British Association of Plastic Reconstructive and Aesthetic Surgeons devised a Think Over Before You Make Over campaign to address the worrying lack of consumer awareness about how to choose safe and appropriate cosmetic surgery. This resource, among others, allows consumers to access the reliable, trustworthy and sensible information they need to make informed choices.

It is not always easy for the public to access reliable online information, as aesthetic expert Dr Sophie Shotter says: "I think the general public don't really have a clue about



# Protecting against rogue practitioners

In the wake of the 2011 PIP breast implant scandal, the General Medical Council is drawing up new measures aimed at protecting consumers, but the guidelines are not expected until 2016



A broken PIP implant

Women around the world were in fear when in 2011 it emerged that PIP breast implants had been manufactured with industrial-grade silicone that was prone to rupture. The implants were manu-

factured by French company Poly Implant Prostheses, the founder of which was jailed for four years in 2013, guilty of aggravated fraud.

French health data revealed that the rupture rate of the implants could be as high as 25 per cent.

The implants were implicated in several deaths due to toxicity and were also linked to a number of cases of breast cancer, although a direct cause has not been proven.

There are as many as 50,000 women in the UK with PIP implants, but shoddy record-keeping by some cosmetic surgery providers has resulted in women not knowing which implants they have.

The NHS and some cosmetic surgery clinics have pledged to remove PIP implants free of charge, but as yet the vast majority of women have not undergone removal surgery. Thousands of British women

are currently fighting for com pensation after being given

the faulty implants The scandal resulted in a government recommendation for a register logging every breast implant operation carried out in England, but concerns remain that not enough safeguards are in place to prevent a similar situation occurring again Cosmetic surgeon Ricardo Frati concludes: "I'm con-cerned that not enough has been learnt following PIP. Professional organisations have been keen to see a mandatory implant register established, but this hasn't happened.'

where to start looking for someone good to see. Not everyone is lucky enough to know someone to give them a word-of-mouth recommendation, hence so many people start their research online."

Conflicting advice is increasingly common. For example, is it obvious to a lay person what "accredited" means and the implications of the term? Is there the danger of a "bandwagon" effect and the word "safety" becoming commercialised and used as yet another marketing ploy?

According to cosmetic surgeon Paul Banwell: "While there is great merit in promoting and advocating patient safety as a core value, there is still a chance that poorly trained and unscrupulous individuals are using this term to lure the public."

Those looking to undergo a cosmetic surgery procedure need to find a good, well-qualified and reputable surgeon with whom they are comfortable. The British Association of Aesthetic Plastic Surgeons (BAAPS) recommends individuals liaise with their GP who will be able to refer them to a registered plastic surgeon and correspond with him or her regarding any medical problems that may affect surgery. Both surgeon and GP can then continue to liaise if appropriate during the recovery period.

Those who are considering surgery should take enough time to ensure they are wholly comfortable with their decision, the surgeon and the clinic or hospital in which the procedure will be carried out. The public must not be swayed by pushy marketing tactics or free consultations, and must also beware booking fees and non-refundable deposits. BAAPS can verify if a surgeon has the proper credentials.

Similarly, those considering a non-surgical treatment must check the practitioner's qualifications, and find someone who is safe and well qualified. Nurses must be registered with the Nursing and Midwifery Council, doctors with the GMC and dentists with the General Dental Council. Practitioners must be trained to deal with allergic and other adverse reactions, and the clinical environment in which treatment is carried out must be clean and safe.

.66

While there is great merit in promoting and advocating patient safety as a core value, there is still a chance that poorly trained and unscrupulous individuals are using this term to lure the public

"A good practitioner will fully explain the risks, what is involved, what result to expect and will not pressurise a client into agreeing to treatment," says Mandy Luckman, clinical negligence lawyer at Irwin Mitchell.

The industry is still largely supportive of proactive change and frustrated where there is lack of it.

Consultant plastic, reconstructive and aesthetic surgeon Fulvio Urso Baiarda says: "Arguably, a robust and uncompromising response to the PIP scandal was needed in order to protect the public. But consumers are still in danger from charlatans despite the recommendations made in the Keogh Review. It is totally unacceptable that consumers are still subjected to appalling practices by some questionable activities and individuals."

Fellow consultant cosmetic surgeon Mr Banwell concludes: "There must be further measures to censure rogue practitioners and perhaps full regulation of the industry would be an effective way to rein in individuals who have scant regard for patients' wellbeing.

"There are still far too many practitioners who carry out cosmetic interventions inappropriately, recklessly endangering the health of their patients.

"While significant developments have been made, the cosmetic interventions industry is a very long way from being safe for its consumers, so long as such activities continue."



# A world of nose jobs, tummy

Trends in cosmetic procedures may vary globally depending on ethnic preferences, but the fundamentals of health and beauty are

GLOBAL TRENDS

• LYNNETTE PECK

Some 20 million surgical and non-surgical cosmetic procedures were performed worldwide in 2014, according to latest figures from the International Society of Aesthetic Plastic Surgery (ISAPS) which has more than 2,700 certified surgeons in 95 countries.

Not a huge surprise that it was women who committed to the knife, needle and beam, with ISAPS reporting more than 17 million cosmetic surgeries globally, representing 86.3 per cent of the total. For non-surgical cosmetic procedures, Botox was top of the list for both men and women.

So what is everyone having done? Breast augmentation has the highest global tally among women, with liposuction second and eyelid reduction (blepharoplasty) the most popular surgery for men.

North America still leads the way with more than four million procedures carried out every year. An American Society of Plastic Surgeons (ASPS) 2014 survey showed 286,254 breast augmentations were performed. And 24.7 per cent of all Botox procedures

-66

Women are opting for

'mummy makeovers'.

where two or three

cosmetic surgery

procedures are

performed in one

operation

in the world are in America.

Is the choice of procedures determined by geography? "What women and men are looking for in terms of cosmetic surgery does vary according to where they live," says Martha McCully, an American beauty expert and founding beauty director

of *Allure* magazine. "In New York City, youth-enhancing cosmetic surgery is popular. The standard is an eye lift performed in the doctor's office, or neck or breast lift."

Ms McCully adds that there are "tribes" of different looks across the United States. "So if the look in Manhattan Beach, California, is to have perky but not large breasts, then there will be an awful lot of 40-somethings getting similar implants," she says. "Hollywood, Beverly Hills and Malibu seem to show it off a little more than New Yorkers, in my opinion. On the Upper East Side of New York, if women don't work but they want to maintain a look, they are going to the same surgeons for their eye lifts and breast lifts."

On the other side of the world, there are a lot of people seeking non-surgical cosmetic solutions for sun damage and pigmentation problems, according to Shonagh Walker, a beauty journalist, based in Sydney. "Increasingly, women are opting for 'mummy makeovers', where two or three cosmetic surgery procedures are performed in one operation," she says. Globally we are now seeing the influence of new technologies and procedures, along with social and cultural influences, that have led to particular trends emerging. Iranians want rhinoplasty, Brazilians go for buttock enhancements, Germany has the most penile enlargement surgeries worldwide and in South Korea there is a trend to have a baby face combined with a womanly body (so-called bagel girls – baby faced and glamorous). And it is worth noting that more than a third of South Korean 20-somethings have had a cosmetic procedure of some sort.

Cosmetic surgery expert Wendy Lewis, who advises clients worldwide on cosmetic surgical and non-surgical procedures, says: "The internet is the great beauty equaliser for research, but ethnic traits are considered to be beautiful. In South Korea women look to reduce their cheekbones, using Botox to create a slimmer jaw line; in China women use Botox to reduce the circumference of their calves and in Japan nasal implants are still popular."

UK consultant plastic surgeon Simon Withey adds: "Twenty years ago it seemed there was a strong tendency for patients to request 'Westernisation' of features. Now patients are much more

likely to identify with someone with similar
ethnicity, but whose features they prefer to their own."

Consultant plastic surgeon and founder of London clinic Cadogan Cosmetics, Bryan Mayou, who performed the first liposuction procedure in the UK 32 years ago at Guy's and St Thomas' Hospital,

says he sees global patterns.

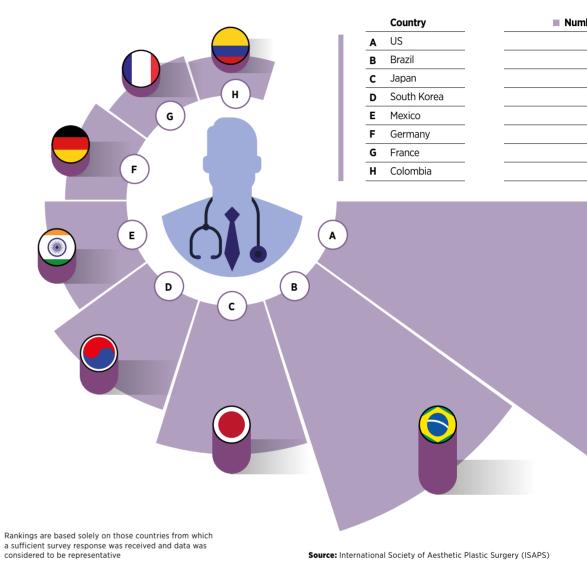
"There is a pattern and it changes not just on cultural grounds, but also on grounds of availability," he says. "If a new procedure becomes available then people think they have a problem. For example, when it comes to using fillers in lips people didn't realise they had small lips until there was a means of making them fuller.

"In terms of different nationalities, the Iranians in my view have splendid large, refined noses and look aristocratic, but many of them want a hump reduced. Middle Eastern men are more concerned now with their looks and want eyelifts, plus they tend to be pot-bellied and want liposuction.

"With my female Indian patients, the abdomen is bared in their clothing so that becomes a focus with many wanting liposuction. I see a lot of Russian girls who want bits of liposuction and breast surgery – many are newly divorced so they come in to get their confidence back. We also get a few Chinese clients who say they don't trust Chinese surgeons."

In terms of procedures worldwide, Brazil is second after the US. Buttock

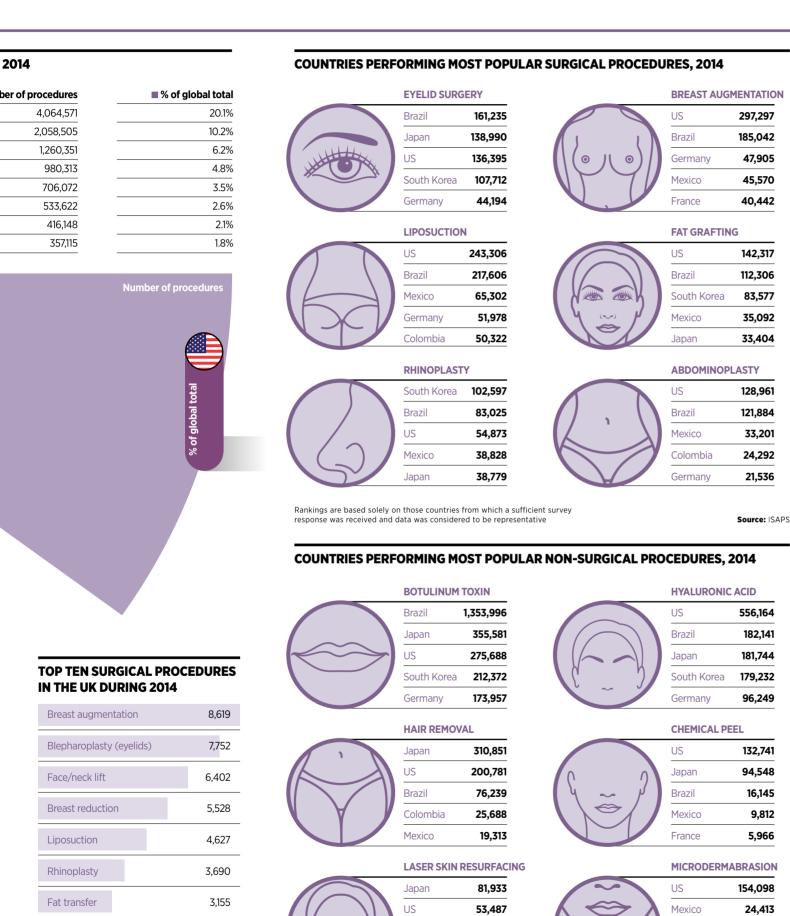




**COUNTRIES BY ESTIMATED NUMBER OF PLASTIC SURGEONS, 2014** 6.300 5,473 2,800 2,221 2.150 2.054 2.000 1.550 1,200 1,101 India Brazil China Mexico Japan South Korea Russia Turkey Germany Source: ISAPS

# v tucks and big buttocks

e universal - yet some countries perform many more procedures than others



augmentation (gluteoplasty) is a national obsession and of the 319,960 procedures performed globally in 2013, 63,925 were by Brazilian surgeons, according to ISAPS. They even have a beauty contest called Miss BumBum and procedures are tax deductible based upon their ability to enhance mental and physical wellbeing. South Korea is ranked as having the highest number of cosmetic surgery procedures per capita globally. Double eyelid surgery (blepharoplasty) is popular to create bigger and wider eyes. Jaw reshaping and rhinoplasty is also sought after. Cosmetic surgery clinics in Seoul have names such as Small Face, Wannabe and Magic Nose



Germany has perhaps the most surprising cosmetic surgery trend with ISAPS figures showing 2,786 penis enlargement treatments were performed in 2013, which was significantly more than in any other country. Venezuela was second with just 473 procedures.

Tehran is often cited as the world's "nose job capital" and in 2014 Iran was among countries with the highest number of rhinoplasty procedures per capita globally. "Around 200,000 rhinoplasties are performed every year in Iran, with a view to create a dainty slightly upturned tip," says Sultan Hassan, medical director of Elite Surgical. "It is almost regarded as an indicator of elevated social status with documented accounts of patients wearing their nasal splints long after the week recommended."

But recently state-run Iranian television announced it wouldn't use actors in films and TV shows if it was obvious they had undergone cosmetic surgery. However, according to Mr Hassan: "The public are intrigued by what their favourite star may or may not have had done. There is a relation between socio-economic affluence and celebrity media awareness with demand for cosmetic surgery."

Cosmetic surgery adviser Ms Lewis concludes that despite some regional variations, the basics of what is considered attractive do not differ that much globally. "Healthy, even toned skin is considered beautiful no matter where you live," she says. "Plus, women everywhere are still bothered about carrying extra weight on their tummies, waist, hips and thighs. For men, it is always more about good hair and a slim waistline."



Source: British Association of Aesthetic Plastic Surgeons

2,713

1,978

942

Abdominoplasty

Otoplasty (ear correction)

Browlift

Brazil

Mexico

South Korea

52,650

45.599

6,045

~

Source: ISAPS

18,479

4.926

4.057

Japan

Brazi

Colombia

#### COMMERCIAL FEATURE

# ULTRASOUND: SAME TECHNOLOGY YOU KNOW AND TRUST DELIVERS BEAUTY IN NEW WAYS

A bespoke ultrasound treatment to the face, neck and décolletage can make you look a fresher version of yourself without surgery



Dr Tracy Mountford MBBS MBCAM



The past few decades have seen huge advances in the area of non-surgical skin treatments and no more so than in the technologies available to help those who are looking to lift and tighten skin, without resorting to a surgical face lift. Although many of these innovations have made bold claims in the past. Ultherapy is the first and only energy-based device to be cleared by the FDA (Food and Drug Administration) for a non-invasive aesthetic lift indication. The FDA is the US body that is responsible for assuring the safety and efficacy of all regulated medical devices, including those in the aesthetics industry. In addition, Ultherapy has been certified with the CE mark in Europe.

Ultherapy uses ultrasound, the same technology used to scan pregnant women, to deliver heat to lift and tighten skin on the face, neck and décolletage. The Ultherapy device produces ultrasound in two different ways, the first is like the one used for baby scans and sees beneath the surface to help map a patient's unique skin layers and plan treatment. The second type is that used for treatment and has higher thermal energy intensity and is more focused. This is delivered via a handheld device, in just one session lasting no more than 90 minutes, with no downtime, no needles and no scalpels.

The initial effects can be seen within days, more sustained changes within two to three months and improvements up to one year post-treatment. In some people, these results can last for more than a year.

So what is it that makes Ultherapy so special? "It's a bespoke treatment," says Dr Tracy Mountford, (MBBS, MBCAM), founder and medical director of The Cosmetic Skin Clinic, who has been offering the procedure to her patients in



non-invasive anti-ageing procedures, such as injectables, ultrasound therapy and face lifts





Before

her London practice and flagship clinic in Buckinghamshire, for the last year.

"Ultrasound imaging allows you to see each individual patient's skin, which in turn allows you to set the machine so that the energy is delivered to exactly where you need it in the skin," she says. "The treatment is precise, targeted and focused. The practitioner can visualise different levels in the skin, right down to the muscle layer in order to deliver the energy exactly where we want the sculpting and lifting to occur. This is unique to Ultherapy and means I can tailor the treatment plan for each of my patients."

It's long been known that heating the lower layers of the skin can stimulate production of collagen, the protein that gives skin its firmness. Until now, however, it hasn't been possible to tailor delivery of this heat energy to each patient. Not only can Ultherapy do this, but it does it at three different levels, not just one, without heating the top layers of the skin. In this way, Ultherapy treatment avoids damaging the surface of the skin and surrounding tissue which allows patients to resume their normal daily life immediately after the procedure and without any particular post-treatment care.

"During a treatment," says Dr Mountford, "the device is set to deliver focused energy to different levels of the skin. The first is the area of muscle that surgeons tighten during a face lift. The second targets the deep dermis where itstimulates the body to produce more collagen, and the third and final one works on the superficial layer of the skin, where the heat energy causes an immediate lifting



After 90 Days

effect, due to the proteins in these layers contracting. This sort of approach doesn't just give an effective result, but perhaps most importantly, a natural looking one.

The initial effects of Ultherapy can be seen within days, more sustained changes within two to three months and improvements up to one year or more post-treatment

"As evidenced by the research carried out by Merz Aesthetics, the company behind Ultherapy in the UK, patients don't necessarily want to look much younger, they want to look fresher," says Dr Mountford. "It's about looking fresher, rather than 'done', and Ultherapy helps me to achieve that. As part of a holistic approach, I might combine it with injectable products and the great thing is it can be used with other treatments."

While Ultherapy could be used on anyone from their 30s to 80s, the best results tend to be on those between 40 and 60, who are starting to see laxity around the jawline, neck or décolletage. The décolletage is an area where a lot of women are having Ultherapy because it lifts and tightens very quickly and this area is a notorious giveaway of age and can often age prematurely.

#### Décolletage



After 180 Days

"Patient selection is important," says Dr Mountford. "The worst thing a practitioner can do is over-promise and under-deliver; however, with Ultherapy this is simply not the case. In the last year, our clinics have treated approximately 500 patients with Ultherapy, and both the results and patient satisfaction levels have been outstanding.

"Of course, a treatment is only ever as good as the practitioner, and so training and education are an important part of the support that we receive from Merz Aesthetics. We're constantly refining and updating the protocol to ensure that every patient has the best experience, and gets the best result possible." says Dr Mountford.

Clearly, this approach seems to be working. While Ultherapy is never going to replace cosmetic surgery, it is the perfect solution for patients who either can't have surgery or are reluctant to have it. It's also a flexible treatment option that can be used before or instead of a surgical face lift, but may also be used to maintain the lift effect of more conventional face-lift surgery.

It's no wonder, with all these things considered, that Ultherapy is becoming evermore popular with practitioners and patients alike.

"Nowadays it's all about looking the very best you can look and this technology certainly delivers," says Dr Mountford.

The Cosmetic Skin Clinic: 01753 646660 www.cosmeticskinclinic.com Ultherapy is manufactured by Merz Aesthetics, Elstree, WD6 3SR

# Facing up to a new look

What are the facial issues that doctors are addressing most in 2015 and what are the best ways to deal with lines and imperfections?

#### ♦ FACE OF 2015 BEATRICE AIDIN

aces change with fashion. And hallelujah, subtlety is back. "We have moved away from the pillow face or trout pout that was in vogue ten years ago," says Dr Tapan Patel, founder and medical director of Harley Street's PHI Clinic. "New research shows people do not want to freeze their face in time, they simply want a better version of themselves."

Although the days of cosmetic surgery are far from numbered - and the only option sometimes - less invasive procedures are proving to be viable options with technology in skincare upping the ante to compete with this new world of cosmetic dermatology. Here are ten z treatments...

#### **1.** EYES: CROW'S FEET

Injectables: "I use Botox exactly below the lateral extension of the eyebrow the crow's feet are just below," says consultant dermatologist Dr Susan Mayou of the Cadogan Clinic. "Filler can stretch out the loss of volume too."

Topical skincare: Dr Dennis Gross Skincare Ferulic + Retinol Triple Correction Eye Serum is packed with glycolic and salicylic acid and retinol.

#### 2. DROOPING EYELIDS

Under the knife: "I do a lot of upper eyelid skin and blepharoplasties [fat removals] to remove excess 'hanging' skin," says Dr Maryam Zamani, consultant oculoplastic surgeon. "It takes an hour under local anaesthetic and sedation.

Injectables: "A nip of Botox below the eyebrows will not only push them up, but prevent gravity pulling them down,' savs Dr Mavou.

Topical skincare: Elizabeth Arden Ceramide Gold Ultra Lift and Strengthening Eye Capsules give a visible rise to brows.

#### **3.** HOLLOWS

Under the knife: "When people get older, the skin sags and also deflates," says Mr Bryan Mayou, plastic surgeon and founder of the Cadogan Clinic. "Fat grafting from the tummy to the face brings back volume and lifts sagging in the area.'

Injectables: "I would inject a delicate filler such as Volbella under the eye to restore volume," says Dr Patel.

Topical skincare: iS Clinical Youth Eye Complex has instant and accumulative effects even on notoriously hard-to-treat dark circles



#### 4. SKIN SAGGING

Under the knife: "A modern face-lift subtlety tightens skin at the sides of the face and on the jawline without looking taut," says Dr Bryan Mayou.

**Injectables:** "The eight-point lift is ideal for a milder case of sagging," says Dr Patel. "We identify the key strategic eight points in the face where sagging is evident - the cheeks, around the mouth and along the jaw line - and inject a variety of fillers to give delicate tightening in all these areas.' Topical skincare: New Clinique Sculptwear Contouring Massage Cream Mask helps to define a clear jaw line.

#### **5. HYPERPIGMENTATION** (SUN DAMAGE)

Under the beam: "I use IPL - intense pulsed light - to remove red and brown spots, also known as liver spots, under the skin," explains aesthetic doctor Darren McKeown founder of the Aesthetic Medicine Institute in Glasgow. "It gives the complexion a new lease of life.

Topical skincare: "ZO Medical Brightenex Skin Brightening & Correcting Crème Non-Hydroquinone is a potent

retinol-based skin brightener that is safe and effective with a sunscreen," says international cosmetic surgery guru Wendy Lewis.

#### 6. LINES AND DEEP FURROWS ON **THE FOREHEAD**

Under the knife: "Endoscopic brow lifts with tiny scars behind the hairline to lift sagging tissues were once the 'goto' procedure for droopy brows," says Ms Lewis. But less so now.

Injectables: "I would use Botox as well as fillers," says Dr Sach Mohan, founder of Revere Clinics. "For someone like [footballer] Steven Gerrard, who has deep furrows in his forehead, I would inject Botox first, wait a week and then fillers or the dynamic movement of the forehead will cause the filler to migrate." Topical skincare: Perricone MD Acyl-Glutathione Deep Crease Serum deals with troughs.

#### **7. BROKEN VEINS**

Under the beam: "A vascular laser, such as the Norcel, will emit a wave of light to pick up the pink of haemoglobin, transfers it into thermal energy and dis-

#### **TOP NINE SURGICAL PROCEDURES FOR MEN IN 2014**

4,042 surgical procedures were performed on men last year, down 15% from 2013		
Blepharoplasty (eyelid ops)	849 - down 4% from last year (up from 2nd place in 2013)	
Rhinoplasty	713 – down 30% (down from 1st place)	
Breast reduction	705 – down 10%	
Liposuction	489 - down 10%	
Otoplasty (ear correction)	461 – down 15%	
Face/neck lift	327 - down 10%	
Fat transfer	241 - down 9%	
Brow lifts	142 - down 19%	
Abdominoplasty	105 - down 15%	

Source: British Association of Aesthetic Plastic Surgeons

Where have all the men gone? It's not only singletons asking - the question has cosmetic surgeons drumming their skilled fingers on their Harley Street desks as well. For it seems that men are eschewing cosmetic surgery with the British Association of Aesthetic Plastic Surgeons reporting that despite a boom over the last decade in men and women's aesthetic operations, male surfigures dropped by 15 per cent in 2014. Nose jobs are down 30 per cent. moobs" – or male breast reduction – by 10 per cent and male eyelid surgery wered 4 per cent.

Have men gone off the metrosexual boil? Not so much, but instead of surgery, it's the less invasive treatments where they are putting their money. Ask cosmetic practitioners and men are queuing up for the needle over the knife. "Traditionally only five to ten per cent of my practice has been men," says cosmetic dermatologist Rachael Eckel.

"Now it's more like 40 per cent." Bernadette Harte, training manager at the Harley Medical Group, adds: "In recent years we have seen an increase of around 30 per cent of male patients. They are looking for quick and effective treatments, such as Botox, fillers and

laser hair removal." Who are they? "Typically they are in their mid-40s, on the corporate ladder, but looking tired because of volume loss in their faces," says Dr Eckel. They may also be back in the relationship market according to Ms Harte. "We are seeing an increase in men post-divorce moving on to a second or third longterm relationship," she says. It is notable that men do not tend to

share their cosmetic adventures with each other. Although compared to women, men's skin is physiologically thicker, talk to those who treat them cosmetically and metaphorically speaking, it is considerably thinner.

integrates the blood vessel," explains Dr

Topical skincare: "Inflammation will exacerbate the redness, so use a topical anti-inflammatory, such as SkinCeuticals Redness Neutralizer." she says. For sensitive skin, Pai Instant Calm Serum strengthens surface blood vessels helping to alleviate redness.

#### 8. NOSE RESHAPING

Under the knife: "The mainstay of rhinoplasty remains surgical intervention, but it's changed from reduction to rebalancing the nose for a more natural appearance," says Dr McKeown.

Injectables: "Sometimes all the nose needs is a small amount of augmentation which can be done by injecting dermal fillers," he continues. "The procedure is relatively simple with minimal down time, although only effective for specific defects."

Topical skincare: Make friends with contouring make-up, such as Guerlain 4 Seasons Tailor-Made Bronzing Powder.

#### 9. DULL SKIN

Minimally invasive: "The absolute ultimate treatment here is laser resurfacing," says Dr Patel. "Wow with modern lasers, patients can have effective treatment with much less down time." A ZO Obagi face peel is also very effective with a menu of different strengths.

Topical skincare: QMS Medi Cosmetics Exfoliant Fluid containing alpha hydroxyl acids and enzymes to remove dead skin and brighten the complexion.

#### **10. WRINKLY NECK**

**Under the knife**: "With my swan-neck procedures I remove the skin under the neck, pull it into a sharper angle and often combine it with liposuction to remove fat beneath the chin," says Dr Bryan Mayou.

Under the beam: Ultherapy is the only non-invasive procedure US FDA-cleared to lift skin on the neck, under the chin, and smooth fine lines and wrinkles using heat. "Bar surgery this is the best treatment for tightening and lifting,' says Dr Zamani.

Topical skincare: NeoStrata Triple Firming Neck Cream intensely exfoliates dark spots, nourishes and increases the collagen turnover.



Mayou.

# A follicular challenge to be conquered by ageing men

Without it Samson lost his strength and to this day hair remains a powerful sign of masculinity to be preserved or retrieved at all cost, although many men think hair loss cannot be prevented

### MEN'S HAIR TRANSPLANTS AHMED ZAMBARAKJI

here is one aesthetic affliction that cuts to the core of all grown men - hair loss that has the power to elicit responses ranging from steadfast denial to a televangelist-style comb-over. But acceptance is increasingly inconceivable in a world where there are so many viable options to tackle follicular shortcomings.

It doesn't take a psychotherapist to see why hair loss can break a man. For centuries, a full head of hair has been a symbol of masculinity, an expression of youth, strength and virility. For many men, hair loss is emasculating, a brutal blow to their self-esteem, a depressing reminder that time is passing.

This seems doubly cruel considering that balding strikes 25 per cent of men in their 20s. Some 40 per cent will have noticeable loss by age 35, according to a study by the International Society of Hair Restoration Surgery, which also found that 47 per cent of men said they would "spend their life savings to regain a full head of hair".

Non-invasive solutions run the gamut from plausible to preposterous. There are bulking shampoos and supplements, Travolta toupees and cosmetic camouflage, low-level lasers designed to jump start follicles, and innumerable snake oils. Market researchers Mintel report that the anti-hair-loss claim accounted for 13 per cent of new product launches in 2013, up 4 per cent on 2012.

Effective medications that slow the shedding process, such as finasteride (Propecia) or minxoidil (contained in Regaine), aren't much help if chronic loss has already taken place. And the very idea of a strengthening shampoo is a laughable proposal for a man faced with male pattern baldness, a condition



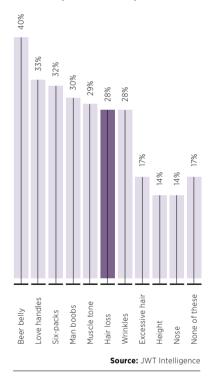




Actor James Nesbitt, pictured in 2007 (left) and 2014 (right), has had two hair transplants

#### WHAT ASPECT OF YOUR APPEARANCE ARE YOU MOST SELF-CONSCIOUS ABOUT?

These statistics show the percentage of British and American men who say the following areas of their appearance cause them anxiety. The survey, which was released in June 2013, revealed that 40% of men say their "beer belly" causes them anxiety



caused by dihydrotestosterone (DHT), a hormone that ruthlessly interferes with follicular activity. Transplants, therefore, are the only real option.

"Before, people used to laugh about transplants," says surgeon Dr Bessam Farjo. "These days they're taken seriously because people understand how natural the results are."

He attributes the boom in interest in celebrities, said to have benefited from hair transplants, such as footballer Wayne Rooney, former *X Factor* judge



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Louis Walsh and actor James Nesbitt, who apparently turned to follicular unit extraction (FUE), a minimally invasive procedure that yields dramatic results in a relatively short time with no shaving, scarring or redness - a quantum leap when compared to the dodgy plugs of vesteryear.

The procedure involves the extraction of individual hairs from a donor area, such as the back of the head. The grafts are then implanted one by one into balding areas, where they grow naturally over the following months. It is a painstakingly laborious process that requires a certain amount of artistry, not to mention patience, on the part of the surgeon.

"It takes a long, long time to master FUE," says Raghu Reddy, a leading authority on the technique, whose own hair loss at age 18 defined his entire career. "It's a lot like watchmaking - you're sat there in an odd position, putting the pieces together for eight or nine hours a day. It's manually intensive labour," he says.

"What we have today is something that works; it's based on solid science," Dr Reddy affirms. "During my early years of performing FUE hair restoration, my average yield was between 1.9 to 2.4 hairs per graft. However, more recently my average graft yield has been 2.6 to 3.2 hairs per graft."

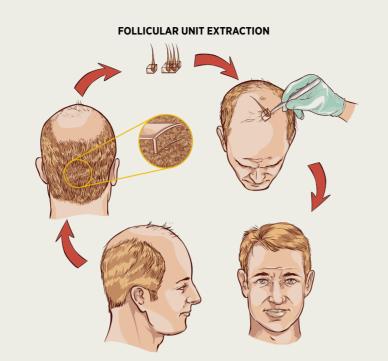
Even though FUE has been around for over a decade, it wasn't until recently that it evolved into the fool-proof phe-

nomenon it is today. Studies now show that it is the extraction of a high-quality graft, along with the stem cells, that ensures the best results. He pulls up a picture

of a former client on the computer screen in front of us. The scalp glaring back at us has suffered ex-

tensive loss that seems impossible to reverse. The "after" picture, taken a week following the procedure, is astounding. There is densely packed hair in the areas that were once barren, but it doesn't look like the patient has had any work done. There is no scarring, no redness.

"One could use a lot of twigs to populate the recipient area or use a few twigs and a lot of trees to create the illusion of



FUE is a minimally invasive procedure that yields dramatic results in scarring or redness. Hairs are transplanted in groups of one to four from an area of dense hair growth to an area of baldness, using a small round punch

a thicker garden," says Dr Reddy, switching to a new analogy. This calibre of result, he maintains, is not something that would be possible to achieve with some of the other options on the market, such as follicular unit transplantation (FUT), the precursor to FUE that involves cutting out large strips of hair and leaving a scar in the process.

Dr Farjo still offers FUT, as do many other surgeons, but he main-There is densely packed tains that either techhair in the areas that nique can vield great were once barren, but - that is to say "undetectable" - results "if it doesn't look like the the surgeon is skilled patient has had any enough". There are, of course, some cases where FUT is preferable to FUE, such as

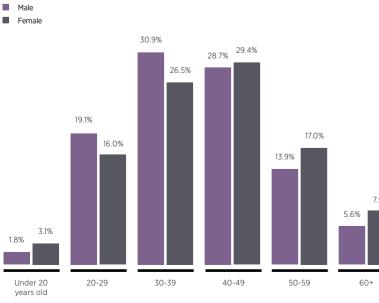
when a patient has a loose scalp that won't stabilise individual grafts. "There are also some people who won't get worthwhile coverage with FUE," says Dr Farjo. "FUT is good for concentrated patches.'

Among his arsenal of hair loss options is the ARTAS machine, a hugely expensive robot that performs the harvesting for FUE under his guidance. "I still decide on the design process," he says. "The difference

GLOBAL SURGICAL HAIR RESTORATION PATIENTS, BY GENDER AND AGE

-66

work done



Source: Practice Census/Relevant Research 2013



40% of men have noticeable hair loss by the age of 35, 65% by 60 and 80% by 80

Normal hair loss is considered to be 100 hairs per day, based on the average scalp containing 100,000 hair follicles

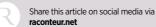
75% of British men believe hair loss cannot be prevented Source: Belgravia Centre

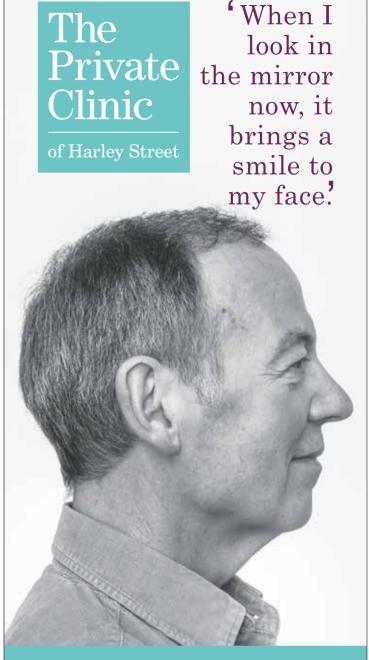
is the robot doesn't need to stop for lunch and it doesn't get tired."

Dr Reddy is less enthused with robots. "You don't have manual control," he says. "When grafting, you can feel a zone of resistance; there's a tactile aid that takes years to develop."

With so many different opinions and options for FUE - mechanical, manual, robotic and a number of marketing-driven terms that confuse matters even more seeing the results is what will encourage a man to walk into a practice. Thanks to the proliferation of internet forums dedicated to the topic - baldgossip.com, hairtransplantnetwork.com. baldtruthtalk.com the best and worst handiwork is immediately visible.

Doctors submit case studies to the forums, allowing viewers to do due diligence before stepping into a practice. "I've been working since 1993," says Dr Farjo. "Back then nobody knew who I was; I had no reputation. By 1999 the internet had become more popular and ... " he trails off. Indeed his and Dr Reddy's names are at the top of the lists published by international forums that have thousands of subscribers. The submission of case studies is an act that could make or break a surgeon's career. And it has done both. But there is an upside for the consumer in such transparency. You can never hide a botch job - not with a toupee, not even in cyberspace.







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# Non-surgical trends to look out for

Patients of aesthetic medicine are constantly demanding better efficacy, shorter down time and less pain – here are some innovations that may fit the bill

#### ♦ INNOVATIONS EMMA HILL

ime was when non-surgical treatments cost a lot, suckered a lot of time and the results were questionable. But things have changed. "There is no question that non-surgical procedures are far better than they were ten years ago and the evolution continues," says Amanda Morgan, editor of Aesthetics Journal.

That said, topical Botox has been talked about for aeons yet is still said to be at least 18 months off. "It is a very exciting concept, but the big question is will it work?" asks Ms Morgan. while millions of foreheads frown with anticipation.

But back to the here and now, and a slew of breakthrough treatments that are creating a buzz – because they do what they claim. Here are some of the best..

#### **MICRO-NEEDLING PATCHES FOR CROW'S FEET**

Following research at the National University of Singapore, which succeeded in encapsulating collagen in minuscule needles in an adhesive patch to deliver ingredients far into the dermis, UK medical technology firm Innoture has developed a home-use micro-needling patch that is due out this November. The patches are coated with plastic needles less than half a millimetre in length, and used with a hyaluronic acid serum this technology will help correct fine lines and wrinkles around the outer eve. According to Innoture, when applied to the skin these painlessly create tiny micro-channels in the epidermis. Results from an eight-week independent trial among 32 women, aged 35 to 55, showed a 35 per cent reduction in fine lines and wrinkles. An outside take? "Innoture is an intriguing new technology, and drug delivery for application in both medical and cosmetic practice is the next frontier," says cosmetic surgery expert Wendy Lewis.

#### **MICROWAVES FOR UNDERARM** PERSPIRATION

Move over Botox, miraDry, a treatment for excessive sweating, is now available as a cosmetic treatment. "It is able to stop underarm sweating completely and is the most effective treatment available for people who suffer from hyper-

hidrosis," says cosmetic dermatologist David Eccleston, who specialises in the subject. miraDry works by delivering electromagnetic energy or microwaves to where sweat glands are located in the underarm area. "This heats the sweat glands and eliminates them for good," he says. The treatment lasts an hour with minimal down time, although ten days is given for full recovery. Soreness or swelling, and possibly small lumps and some bruising, are the potential side effects. "Some patients have temporary altered sensation in their under arm, which gradually disappears," Dr Eccleston adds. Perhaps small fry for extra body confidence?

#### **NEW THREAD LIFT**

Deep breath – the thread lift is back. But gone are the days of visible lines and puckering. The latest lifts use super-fine filaments so give a more natural result. A new treatment, due in November, developed by cosmetic aesthetician Terry Loong combines the thread lift with platelet-rich plasma (PRP) from a patient's own blood. The threads are fed through a minute opening at the temple via a cannula [a hollow needle] and PRP is injected into the cannula as the threads are passed through. "The PRP acts like a project manager," says Dr Loong. "It increases circulation in the area and has growth factors so attracts fibroblasts [skin cells] and elastin to the area; it also reduces swelling and recoverv time.'

#### **COMBINATION EYE TREATMENTS**

If a number of problems around the eve area are the issue, the trend for using several procedures for one area is particularly promising. "It is exciting," says Ms Morgan. The eyes are a very different area from the rest of the body and respond to a combination approach." Dr Maryam Zamani combines ultrasound, Botox and filler for her Tri Eve Rejuvenation treatment. Starting with Ultherapy, the US FDA-approved ultrasound device, to lift the brow and improve fine lines, she applies Botox a week later for frown lines and crow's feet, then filler for deeper creases and to lift the brows. Results are immediate and ongoing as it takes two to three months to see the effects of the Ultherapy. Her Tri Eye Transformation is a combination laser therapy for red or blue vessels around the eyes where she twins two lasers with filler a day later for under-eye bags and

temples. Dr Sabrina Shah-Desai targets under-eye circles and puffy eyelids in a two to four-step tailored regimen. It incorporates the lightest application of filler for the tear trough area, Botox, then radiofrequency or ultrasound for instant tightening and a longer-term collagen boost. She also uses clinically tested topicals to prepare and help heal before and after.

raconteur.net

#### LASER TATTOO REMOVAL

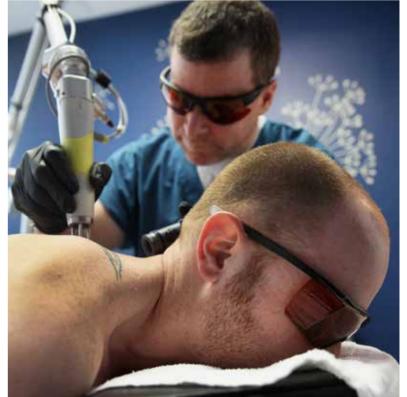
There is a typo in the lyrics on Jessie J's hip and David Beckham's wife's name, tattooed in Hindi, is apparently misspelt. Some 39 per cent of 2,000 people, recently polled by Syneron-Candela, regret their tattoo, with Angelina Jolie, Eva Longoria and Heidi Klum having their ex's names removed. But how? Laser is high on the agenda. "We have seen a big upswing [in laser removal of tattoos] in the last year," says laser specialist Jo Martin, of the Mapperley Park Clinic in Nottingham. Indeed Lynton Lasers, the makers of Q-Plus C Laser, has seen figures double in the last year with clients who have requested tattoo removal a day or two after they have got their tattoo and before the skin has even healed post-ink. The laser of the moment is the PicoWay. It uses ultra-short, picosecond pulses of high-energy heat, 100 times shorter than the former gold standard Q-switch lasers. It works two to three times faster, reguires fewer treatments and causes less skin damage, so healing is supposedly quicker. But it isn't the ultimate cureall. Of PicoWay. Dr Martin says: "The two newer versions of this laser, from Cutera and Lynton, have both a O-switched and a picosecond laser. This suggests that there are times when what some may consider to be old technology is actually better for the job in hand."

#### **DOUBLE CHIN JAB**

Fat dissolving ingredient Kybella is creating a stir in the United Sates. And no wonder as it has just received FDA approval for double chins. But this new injectable has its detractors. "Kybella requires multiple treatments and a lot of needle sticks," says Ms Lewis. There is down time with swelling lasting for five days. "For patients who have a hefty amount of fat that may require six treatments, it may not be ideal," she says. Ms Lewis suggests liposuction under the chin as a possible alternative. "It is a 20-

Facial laser treatment

Tattoo removal



NON-SURGICAL PROCEDURES PERFORMED BY PLASTIC SURGEONS WORLDWIDE

Botulinum toxin (Botox)	4,830,911
Hyaluronic acid	2,690,633
Hair removal	1,277,581
Chemical peel	493,043
Laser skin resurfacing	480,271
Microdermambrasion	366,698
Calcium hydroxylapatite	194,709
Sclerotherapy	101,721
Dermabrasion	83,443
Poly-L lactic acid	72,495
	Source: ISHRS 2013

#### 30 / 07 / 2015 | **RACONTEUR**

#### COMMERCIAL FEATURE



Eighteen months since it opened, PHI Clinic is the pride of Harley Street offering patients the highest standards of aesthetic excellence in the UK



Wrinkles around the eyes (crow's feet) can be reduced by micro-needling patches

minute procedure and may make more sense in those cases," she says

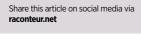
#### NON-SURGICAL **BODY CONTOURING**

Liposuction is the gold standard for fat removal, yet it is invasive and requires down time. Then, while great for a lunchtime fix, non-surgical options have failed to meet expectations. However, this is changing. "The promises are good and you see good results after a treatment," says Ms Morgan. "But to get where you want to be, there is more than one treatment and the cost mounts up," she points out. A new fat-busting laser device, SculpSure, may go some way to address this and has just received FDA clearance for fat reduction. Like similar treatments, it uses laser heat to break down fat, but takes less time without loss on efficacy. Then there is Velashape, also FDA approved, which uses infrared, radio frequency and suction to contour and encourage fat metabolism. Cryotherapy or CoolSculpting is another option; it freezes fat which the body then naturally eliminates. The popularity of each is growing as the technology is fine-tuned and practitioners become more experienced.

#### SOFT-LOOK FILLER

The new filler on the radar is Teosyal RHA (rheteric hvaluronic acid) that promises a softer effect. Cosmetic doctor Frances Prenna Jones, who already offers it at her clinic, says: "It is not a volume replacement for every case, but brilliant if the filler needs to look very soft and natural, and have more elasticity to it." It has caught the eye of experts Stateside even though it isn't yet FDA approved. "I think it could be very beneficial in the cheek area and around the mouth especially - areas of the face where there is more movement and that can sometimes look more injected," she says. For those put off by the angular look some fillers can give to the face, this is surely a preferable alternative.







# **INNOVATION AND EXCELLENCE**



When the chic four-storey PHI Clinic, founded by medical director Dr Tapan Patel, opened in London's prestigious Harley Street, it set a precedent. By offering the most contemporary, scientific approach to cosmetic procedures ever seen, it has established the highest standard for innovation in aesthetics in the UK.

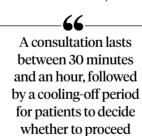
Work continues with the country's leading cosmetic surgeons, aesthetic doctors, nurses and aestheticians, working together under one roof to achieve beautiful results with unparalleled customer care. Instantly a hit with patients and press, PHI was awarded Best New Clinic UK and Ireland and Best Clinic in London at the 2014 Aesthetics Awards.

#### THE PHILOSOPHY

The Ancient Greek concept of PHI, also known as the golden ratio, forms the elementary principle of the clinic. PHI is the equation that sets out the importance of symmetrical proportions which the human eye finds appealing and attractive not only in art and architecture, but in the face. Applied to facial aesthetics, the PHI philosophy creates perfect facial symmetry and sensational results.

#### FACIAL ASSESSMENT

With the use of an innovative strategy, PHI's doctors provide a bespoke plan to enable patients to address the underlying ageing process. Such a strategy enables PHI's doctors to inject the facial anatomy with proportions taken deeply into consideration for far superior results; there is no compromise on achieving the optimum appearance possible. A consultation lasts between 30 minutes and an hour, followed by a cooling-off period for patients to decide whether to proceed.



#### TREATMENTS

The clinic has two operating theatres offering surgical treatments from breast augmentation, liposuction to face lifts and a dozen more. When it comes to non-surgical enhancements. Botox and fillers are specialties, and PHI Clinic also has 45 medical aesthetic devices, the largest number in any UK clinic to treat rosacea, rejuvenate and tighten the skin, treat excessive sweating, remove stretch marks and much more.

#### PICOWAY

Tattoos are for many beautiful body art, but some people regret the foray into inking. Until now removal has not only been expensive and time consuming, but also unsuitable for darker skin types with red and black inks proving stubborn to eliminate on everyone.

Super-safe PicoWay, by Syneron Candela, offers the very latest in technology delivering ultra-short picosecond pulses of energy to the skin to break up the tattoo ink into particles which are then eliminated by the body. Although it is advised to wait four to six weeks between treatments, results can be seen even after just one session. However, the number of treatments will be determined by the colouring and size of the tattoo.

#### THERACLEAR

Acne affects 80 per cent of people aged between 11 and 30, and 50 per cent of women are diagnosed with some form of acne in adulthood.

TheraClear delivers results in four to six treatments every two or four weeks and stands out from other acne treatments with a two pronged approach combining the dual efficacy of vacuum and broadband light. The treatment starts by the opening and unblocking of pores using vacuum technology to reduce the number of blackheads, then delivering a blue light to destroy the bacteria and target the sebaceous glands to stop excess production of sebum. Acne is not only reduced, self-confidence is restored

www.phiclinic.com info@phiclinic.com @PHIclinic

# APRIVED FULL OF IFST()NSAND LEFT FULL OF UNFIDENCE

It's perfectly natural to have questions about facial fillers.

Arrange a hassle-free consultation with a practitioner and you'll have all your questions answered, be shown around a clinic, and get the chance to meet women who've already had treatment. With hundreds of clinics around the country, there's sure to be one near you.

To find out if facial fillers are right for you, search for nearby clinics to book your consultation: this-is-me.com

Date of preparation: January 2015. UK/0040/2015

Juvéderm