



IMMORTALITY

ANTI-AGEING

THE BEAUTY REVOLUTION

cutting edge aesthetic technologies

Dr Maureen Allem gives some insight into the latest non-surgical technologies that are making it to local and international aesthetic markets.

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he anti-ageing revolution has erupted in the beauty world. Today, non-surgical treatments are very much a part of consumer's awareness. The highly effective therapies available are allowing clients to postpone surgical procedures (if not avoid them) for as long as possible. Research and development in this area is progressing at a phenomenal rate, with medical breakthroughs occurring on a weekly, if not daily basis. It all started with Botox®, the modern day professional's best kept secret – it's quick, effective, affordable and requires no down time. Consumers have always been interested in maintaining a youthful appearance, and as the global populations average age increases, this market is

expanding. Previously there were no alternatives to surgical face lifts, choices were fairly black and white; surgery or sagging. Now, using the latest anti-ageing principles, sagging facial and neck skin can be treated with the likes of Botox® and/or Carboxytherapy treatments as early as the late twenties when the skin has a much greater ability to rejuvenate. Younger clients (thirty-year-olds) are opting for preventative, non-invasive treatments to stop the ageing process before it starts, as opposed to trying to fix it once the 'proverbial horse' has bolted. This new trend, sees a very different type of ageing from that of older generations.

The Face

Botox is still unquestionably the biggest contributor to the recent advancements in non-surgical options in cosmetic and aesthetic surgery. However for patients that are nervous about the effects of Botox® there are, new technologies such as Carboxytherapy. Carboxytherapy involves injecting tiny amounts of CO2 beneath the skin to increase the microcirculation to the area and stimulate collagen production. CO2 is non-embolic (it does not cause clots) and very safe as it is a natural by-product of the body and is not toxic, even in elevated doses. By introducing minute amounts of carbon dioxide very superficially into the dermis, the oxygen/carbon dioxide ratio changes and the body responds by opening up capillaries, improving circulation to the area with improved oxygenation - a vital process in anti-ageing treatments.

Ageing around the eye area such as crow's feet, dark circles, eye bags and crêpey skin can be improved on, especially if Carboxytherapy treatments are initiated early on in the ageing process. Eight out of ten patients get a noticeable improvement in skin laxity around the eyes after the first two treatments. Most clients will see an improvement in skin colour, luminosity and texture. With Carboxytherapy the prospects of more defined cheek bones, a sleeker jaw line and a more open expression in the eye and brow area are now possible with no downtime, an important consideration in the busy schedule of working women. Other than ageing, melasma, also known as hormonal pigmentation, is a considerable problem for South African women. It is a skin condition that occurs on the face in the form of brown patches and is a dynamic



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Pic Courtesy LAB from Pal Zileri

(active) condition that needs lifelong management. UVA rays are a stimulant for melanin (brown pigmentation) and any change in hormonal status with higher levels of estrogen is thought to trigger and aggravate the condition (i.e. birth control pills and pregnancy). However many women without these risk factors also develop melasma and persons of any race can be affected. It is more prevalent in darker skin types though it does affect lighter skin types due to the intense sun exposure in South Africa.

To date traditional cosmeceutical products as well as prescription medications try combating hyper-pigmentation with disappointing results or worse - cause hypersensitive skin, which in turn aggravates the pigmentation. Newly launched is Lamelle's Luminesce, an advanced pigmentation program which addresses hyper-pigmentation by reducing melanin at several points in its production, as opposed to just one point as with other treatments. This wider inhibitory effect is an industry first, positioning the Luminesce range as one of the most innovative. Lamelle uses groundbreaking peptide technology (Oligopeptide 34) for treating pigmentation and has recently added 3 new peptides to the program which offers excellent results in combating epidermal and post inflammatory hyper-pigmentation (PIH).

An added benefit is that the combination of peptides used in the range offers anti-ageing benefits to the skin as they stimulate collagen producing cells. Traditionally melasma has been one of the most challenging conditions to treat, but there is definitely hope thanks to Luminesce. It is used twice daily for 8 weeks to drastically reduce the appearance of pigmentation and is safe for use on all skin types.

The Body

Carboxytherapy is also very effective for the treatment of cellulite affected areas. It improves circulation, reduces toxins and improves the appearance of cellulite and the signs of venous insufficiency such as varicose veins. Stretch marks if treated can also be markedly improved upon. The beauty of Carboxytherapy is that it is a walk in/walk out procedure that has an accumulative effect with each treatment.

For body shaping, traditional liposuction is the most common plastic surgery procedure performed around the world. New technologies for high definition liposculpture include Laser Assisted Lipolysis (LAL) the latest technology progressive aesthetic centres will be adding to their range of devices to reshape bodies to supermodel status. Based on the concept of liposuction, a revolutionary superficial laser utilises an ideal "fat melting" wavelength to melt fat for removal from the body. The newer generation laser lipolysis devices have superior treatment tips which gently melt the fat, coagulate the immediate support structures and close blood vessels which result in less bruising and bleeding. Laser liposuction is intended for small areas of resistant fat which it selectively dissolves. Added benefits are tightening of the overlying skin and much shorter recovery periods for patients who can go back to work the same day. The need for invasive surgeries will lessen thanks to the current generation of savvy 20- 30- and 40 -year-olds that have all the preventative tools available to them and will not allow their faces and bodies to get to the stage that today's 50- and 60-year-olds have. Over the next five years, the aesthetic and body shaping markets will see unprecedented growth and progressive aesthetic centres will have to explore the newer technologies in order to stay ahead and be able to satisfy their patients who have much higher expectations of treatments and their results. The bottom line is that by combining the different non-surgical procedures with a balanced diet, abstaining from alcohol, sun exposure and smoking, one is able to defy ageing and effectively reset the "ageing clock". ■



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