

Don't let your face retire before you do!

BY DR MAUREEN ALLEM

The anti ageing revolution has taken the world by storm and is slowly making inroads here in South Africa. Not a week passes without some cosmetic medical breakthrough happening and it all started with Botox®, the modern day professional's best kept secret.

Consumers are always interested in maintaining a youthful appearance, and as the global population's median age increases, this market is increasingly expanding. In addition, thirty-year-olds are also opting for preventative non invasive treatments to actually try and stop ageing before it starts as opposed to stopping it in its tracks once it has begun. This new trend will see a much different type of ageing than older generations

As we age, sun damage and pollutants such as smoking damage the collagen, the building block of youthful looking skin and our imperfections turn into multi-layered problems. Another cause for ageing is that the function of our fibroblasts, cells in the dermis which are responsible for producing collagen and elastin, start declining from our early twenties. This is where Botox® and the dermal fillers such as Juvederm, Restalyne and Teosyal come in and perform their magic in reducing wrinkles with minimal downtime and prolonged effects.

Botox® is one of the most widely researched medicines and has been used safely in millions of patients worldwide for numerous medical and cosmetic indications in adults. Once the Botox® "kicks" in 10 days later, the face takes on a relaxed and refreshed look and one's face appears to glow.

Treatments are repeated every 3 to 4 months once the desired effect of wrinkle reduction is reached. The benefit of

prolonged Botox® use is that brow "droop" and jawline sagging that occurs with normal ageing can be reduced with repeated injections. This is achieved because Botox® relaxes the downward pressure that the depressor muscles exert on the facial tissues. This results in the elevator muscles of the face becoming more dominant, raising the brow and jawline.

With ageing and repetitive motion of the mouth, due to normal activities such as eating, talking, grimacing and even chewing gum, the skin around the mouth starts to show "strain" and deep folds and tiny wrinkles start to develop. The lips also take strain and tiny lines appear on the lip border which radiate up, distorting the once sensual contour. The dermal fillers, once injected into the problem areas, attract moisture and plump these deep folds, wrinkles and disappearing lips out and the mouth area takes on a youthful appearance.

Botox® and Fillers perform their magic in targeted areas but do not improve the collagen in the rest of the face, neck and décolleté. The ageing itself is inevitable unless the process itself can be delayed. This can be done by finding ways to stimulate the fibroblasts, the cells that produce collagen. Loss of collagen is the key factor in the visible signs of ageing as the skin loses its ability to hold its shape. If no preventative action is taken, as the forties are reached, a sculptured jaw line becomes a jowl line and an elegant neck develops a double chin and a turkey like effect.

This is where skin rejuvenation treatments come in. There is a new generation of lasers and infra red lights and radiofrequency treatments that can treat skin of any colour. If skin rejuvenation treatments are to be successful it is important to be able to treat all 3 layers of the skin as ageing is a multi layered problem.

Exfoliation treatments such as chemical peels and microdermabrasion have been the mainstay of skin rejuvenation over the last few years but new and dramatically altering devices have been developed. These new devices have amazing effects on the skin by addressing the problems that cause the skin to age such as fine lines, texture, age spots, sallowness and sagging.



Previously there was no alternative to surgical face lifts. The choices were fairly black and white; surgery or sagging. Now, with the advent of skin tightening devices which use either infra red light (Titan) or radiofrequency (TriPollar), sagging facial and neck skin and jowling can be addressed as early as the late twenties when the skin has a much greater ability to rejuvenate. The prospects of more defined cheek bones, a sleeker jaw line and a more open expression in the brow area are all now possible with no downtime, an important consideration in the busy schedule of the working woman.

Mesotherapy, a practice of using micro injections to deliver growth factors, copper peptides, vitamins, anti-oxidants and amino acids to the middle layer of the skin has been touted as one of the latest breakthroughs for skin rejuvenation.

As all the above procedures do not involve any downtime, more than one treatment session is necessary. 3D skin rejuvenation which involves a combination of all the above treatments repeated every two weeks over a period of 3 to 6 months "kickstarts" the fibroblasts to produce collagen and elastin which improves the dermal collagen. This new collagen rich skin forms a natural support structure for the muscles and tissues of the face and prevents the further sagging that takes place with natural ageing.

The bottom line is that by combining the different non surgical procedures mentioned above with a balanced diet, abstaining from alcohol and cigarettes and sun avoidance, one is able to achieve superior results and effectively reset the skin's "ageing clock" by a minimum of five years.

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All the above treatments are available at Skin Renewal clinics.....011 447 9731
www.skinrenewal.co.za