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The battle for beauty

War wounds and facelifts: it would be easy to think the two could not be further apart. But of all areas of medicine, they share far more common than many realise.

The benefits felt in the most velveteen corners of Harley St often began in a dusty, dirty field far away – and as a result of some of the most horrific injuries imaginable.

Often born on foreign battlefields or the bloody streets of inner cities, developments in plastic and reconstructive surgery have always pushed the most comfortable areas of cosmetic and aesthetic medicine to the forefront of surgical innovation. The demands of the skin and the soul are the same – and sometimes it is even the same doctors.

Just occasionally, it works the other way. For instance, the hyaluronic-acid dermal filler Sculptra, developed to fill

The industry has expanded with the times and now includes everything from pills to peels. “Cosmetic medicine” today describes everything on offer for rejuvenating and reviving, from laser therapy to chemical peels, facials featuring an hour of massage and infra-red light, injectable fillers, embryonic stem-cell work and hormone therapy, as well as the surgeon’s knife.

And it is growing at a rapacious pace: the market research group Mintel predicts that by 2010 the British cosmetic industry will be worth more than £1 billion – almost double its current value.

It can even be holistic, treating the whole body; it can be from the

or in salons and spas.

Some carry more risk than others. Dr Patrick Bowler, a leading cosmetic doctor and former chair of the British Association of Cosmetic Doctors, says that when approaching a professional in this field it is more important than ever to be on guard – and informed.

According to Dr Bowler, European Union regulations state that the use of procedures and potions is legitimate if they can be shown to be safe – it is not necessary to prove that they work. In the UK, the Healthcare Commission, which regulates some areas of cosmetic medicine, has guidelines on what to look for – and on what is not regulated by them.

While cosmetic medicine as a whole is expanding, the field of minimally invasive treatments is enjoying particularly spectacular growth. In straitened economic times it is the area that is considered to suffer least – on the basis that the big stuff can wait but the maintenance needs to continue.

Of course, one person’s “maintenance” is another’s excess; but at the end of last year a survey of patients’ spending habits in cosmetic medicine by the American Society of Plastic Surgeons found that 73 per cent of the doctors they spoke to saw an increase in demand for procedures such as Botox, chemical peels and hyaluronic-acid or similar dermal fillers.

“It appears more consumers are choosing the less invasive cosmetic procedures, both to give them a boost or to buy time if they need to postpone a more costly invasive surgical procedure because of the



economic downturn,” says Dr Richard D’Amico, president of the ASPS.

For women in the UK, the top cosmetic surgery is breast augmentation, followed by liposuction. Men, increasingly exposed to the “top-down” acceptability effect of celebrity endorsement, are not immune to the vagaries of vanity either. Male-specific procedures and their high-profile fans include Dysport, the “male Botox”, and Simon Cowell; undereye-bag lifting and Silvio Berlusconi and jowls removal, Diego Maradona.

No area is left untouched by the rosy-tinted reach of cosmetic medicine. In the more pampered parts of Manhattan and Los Angeles, even toes are redefined and restructured (accompanied by the plumping of soles with collagen, all the better to withstand the ache of high heels).

But whatever your procedure or potion of choice, redefining yourself certainly does not have to be dramatic – or painful – to be successful.

“The market research group Mintel predicts that by 2010 the British cosmetic industry will be worth more than £1 billion”

and plump facial lines, is also used to give the appearance of volume to the depleted muscles in AIDS victims.

Cosmetic medicine might seem a paradoxical term. Certainly, it is often assumed to have a darker side that lives in Hollywood back streets, in clichés and some truths.

Indeed, Dorian Gray Syndrome was first described by the German doctor Burkhard Brosig in a paper published in the International Journal of Clinical Pharmacology and Therapeutics in 2001 – “Dorian Gray Syndrome and other fountains of youth” – in which he estimated that three per cent of Germany’s total population suffered from a problematic “search for eternal beauty”.

inside out, using supplements and Chinese medicine – the line between the professional and the amateur was blurred long ago.

The shelves of Boots, beauty boutiques and department stores are overrun with dermatologist-labelled brands: Dr Lowe, Dr Lens, Dr Brandt, Dr Gross, introducing to bathrooms the same kind of skincare previously confined to their offices, albeit at a reduced potency, in line with prescription laws, and a commensurately reduced price.

Developments in skincare science now mean that many treatments previously available only from the dermatologist or the cosmetic surgeon are now available at home,

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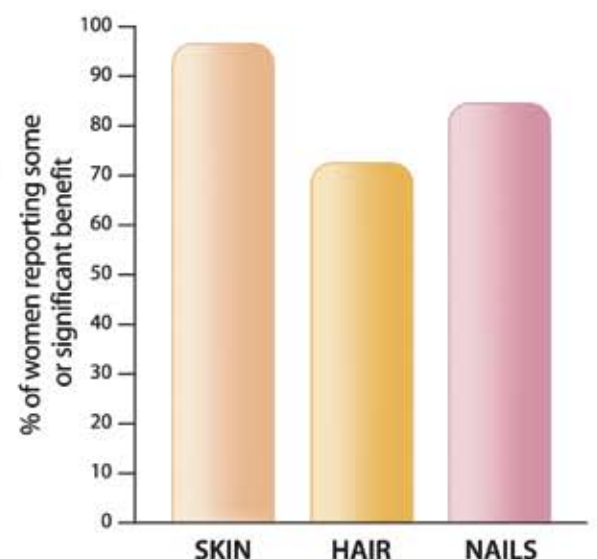


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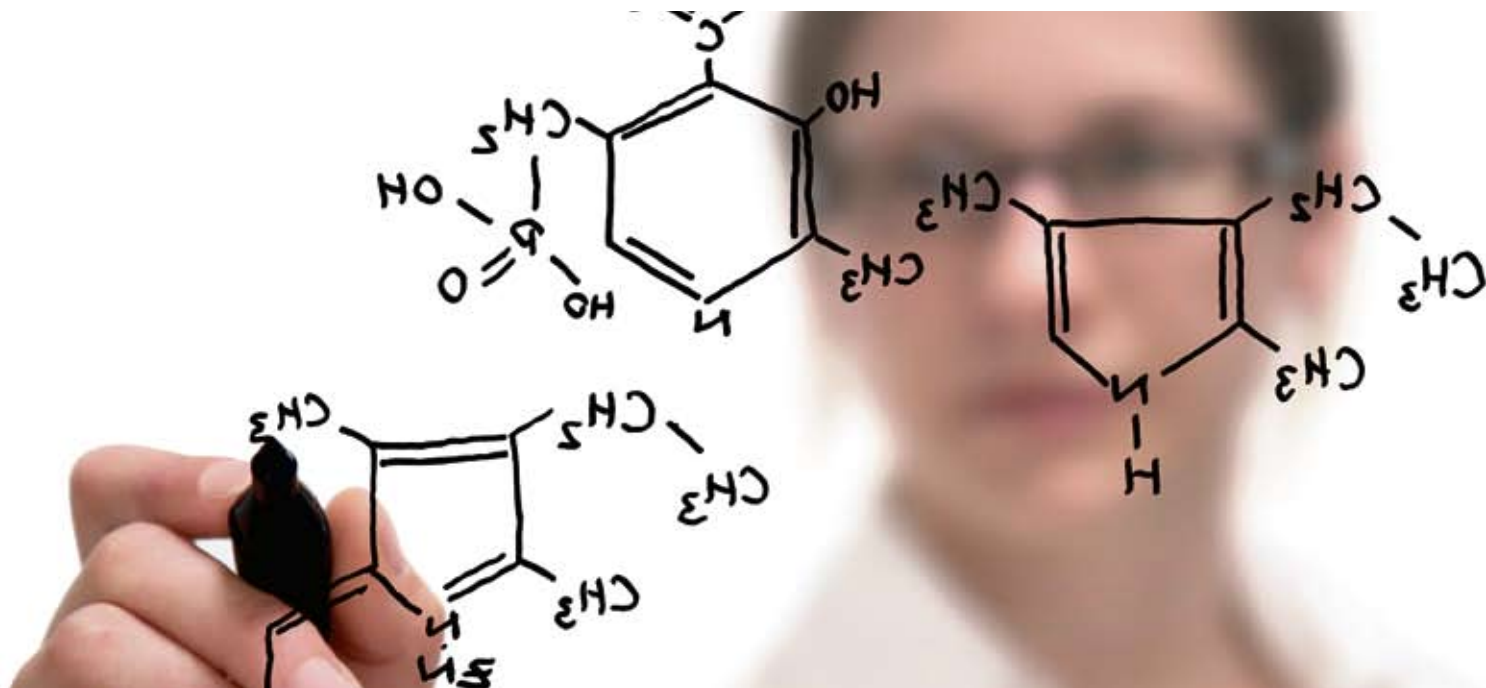

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In search of the perfection formula

From the Golden Ratio of the Renaissance to a technique certain to make you smile; cosmetic innovation knows no bounds.

One of the newest and most innovative methods of cosmetic surgery is founded on a very old ideal of perfection indeed.

Dr Stephen Marquardt, a reconstructive surgeon from Southern California who has made a career of studying the mechanics and of beauty, has derived a mask from the Renaissance concept of the Golden Ratio – which, he claims, represents the “ideal” facial archetype.

Marquardt is not the first to be engaged with the concept of phi, or the geometric concept of the Golden Ratio; since its evolution during the Renaissance, many artists have developed their work to the proportion of

the Golden Ratio in the belief that it is the most aesthetically pleasing.

But Marquardt’s technique, called Beauty Analysis, defines beauty by mapping the Golden Ratio to create a mask of perfect proportions from which surgeons can work.

Marquardt’s crucial initial discovery was that the combined width of the two upper front teeth in a model-perfect smile is 1.618 times the height of each tooth. Eventually, he decided to use the concept of phi to build a template for the whole face.

Using a computer, he generated a number of shapes using key facial features as starting points. The shapes that resulted were all based on

the 1:1.618 ratio, from which he created a “mask” of ideal beauty: the “phi mask” upon which he builds new faces for his clients.

Not all developments in aesthetic and cosmetic surgery are quite so poetic. Vavelta, a new treatment developed by the British biomedical company Intercytex, uses skin cells from newborn babies’ foreskins to rejuvenate facial skin. Vavelta’s most radical feature is that it seems to restructure ageing and damaged skin from the inside by repopulating the lower layers of the skin with millions of healthy young skin cells; and, unlike fillers and Botox, the procedure is considered permanent.

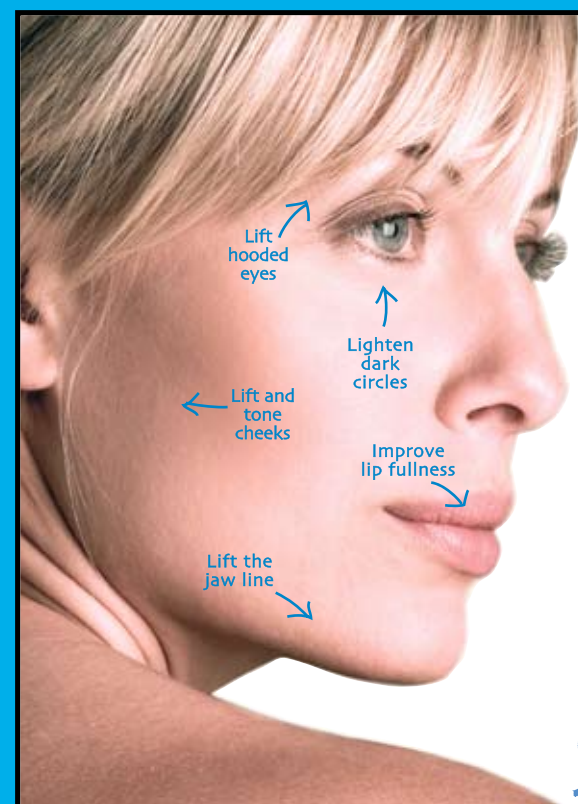
The tiny skin cells, or fibroblasts, are derived from baby’s foreskins donated by mothers at a hospital in the US after routine circumcision and which would otherwise be discarded. Both mothers and babies are screened before the foreskins are used.

Once in Britain, they are divided into microscopic pieces and treated with enzymes to release the fibroblasts – these are then grown in laboratories, a process monitored by the Food and Drug Administration in the US and by the Human Tissue Authority in the UK. Fibroblast cells are responsible for the maintenance of youthful skin, producing collagen to create a smooth complexion. As the

skin ages, they become dormant and many die.

Dr Patrick Bowler of the British Association of Cosmetic Doctors says the technique appears to be highly effective at treating conditions for which presently there is no other effective solution, such as acne-scarring or any depressed scars. And, unlike with laser treatments, there is no need for recovery time.

Other groundbreaking work is under way to improve the way we use what we already have. At the American Society of Plastic Surgeons’ (ASPS) and the American Society of Maxillofacial Surgeons’ Plastic Surgery (ASMS) 2008 conference last



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November, new "facial reanimation" procedures were revealed as a result of research by the Facial Nerve Program at Duke University.

"A smile is a universal greeting," says Dr Richard D'Amico, president of the ASPS. "Unfortunately some people cannot smile, or are too self-conscious to do so, either because of a defect, droopiness or wrinkles around the mouth, or protruding gums. The inability to smile is devastating."

"Facial reanimation" consists of either one or two microsurgical procedures that involve connecting a specific nerve in the face to a transferred functional muscle grafted from the leg. The nerve serves as an energy source while the muscle acts like a motor to create the motion needed to smile.

For a patient who can't smile on one side, a nerve graft, taken from the back of the calf, is connected to the nerve on the functional side of the face and extended to the paralysed side - the nerve graft acts like an extension cord providing electrical currents to the paralysed side.

Six to twelve months later, after the nerve on the paralysed side becomes "live", the muscle is connected and its artery and vein are attached to vessels in the face. Typically, for a patient who can't smile on both sides, the muscle is transferred and attached, in one procedure, to a nerve found on both sides of the face that is not usually used to smile, but is responsible for chewing.

"Facial reanimation surgery gives those who never could smile, or those who have lost the ability to do so, the power to communicate," says Dr Jeffrey Marcus, the surgeon who initiated the course at Duke University.

Another area rich in change is breast augmentation, which is the most common cosmetic procedure in the UK, according to the British Association of Aesthetic Plastic Surgeons. 8,449 breast enlargement operations were performed by its members last year, a 300 per cent increase on the amount performed five years ago.

Several recent advances in breast-augmentation technology and technique have made it even more possible to achieve a natural look with the procedure.

All breast implants rely on a shell - the outer part of the implant - and a filling, which is usually silicone gel. Recent developments in implants include a new tear-drop shape, a more natural form suited to slim women with the aim of creating a more natural shape.

"The most important goal of breast enlargement must surely be to achieve a natural look," says Dr Rajiv Grover, secretary of BAAPS. "If there is a reasonable amount of breast tissue to start, usually a B cup or larger, then inserting a breast implant means it will be covered by a reasonable thickness of your body's own tissue, giving a smooth and natural outline."

On the other hand, if the chest is thin and the patient has only a small amount of tissue, the implant may look "stuck on", with a visible outline to the upper half of the implant. The newer tear-drop shaped implants reduce this effect by giving a gentler slope to the upper part of the breast.

Advances in the technology of silicone have led to a "cohesive" silicone gel that does not leak even if there is a break in the implant's shell, and a new texture adapted to the body to



reduce its reactions to implants.

"One of the most important long-term problems with breast implants was hardening, where the body produced a capsule around the implant rather than the usual thin film of membranous tissue seen when any foreign material is inserted in the body," says Dr Grover.

naturalistic look. The "dual-plane" technique is a way of providing a modest lift during breast enlargement with implants without leaving scars on the breast - the implant is placed under the muscle but the breast tissue is lifted slightly from the muscle so that the two can glide on each other, achieving a modest lift for women

resveratrol as especially interesting developments to watch, along with new inventive techniques with existing products.

"With surgery the minor techniques are evolving to offer more results with minimally invasive treatments," she says. "Doctors are becoming more experimental with Botox and fillers and many are using vitamins via injection all over the face for rejuvenation. This is not new but it's an additional way to enhance penetration of key ingredients such as vitamin A and C".

Both Dr Bowler and Chapman highlight the emerging importance of ultrasound technology. Though hardly a new technology in its own right, it is now being used to enhance facial and body treatments - in conjunction with liposuction, for instance, on the body and with electrical stimulation on the face.

Such use of a well-established technology in new and innovative ways is an example of the industry's prescient-thinking that is pushing research and development ever forward.

“There are constantly so many ingredients being modified and new techniques invented”

"This used to affect one in five women with implants and was found to be related to the fact that implants used to have a smooth surface. The advent of a textured surface to the implant reduces the body's reaction to implants and so the rate of hardening over the first ten years has dramatically reduced to one in 20."

New methods in breast enlargement also strive for an even more

who may need this as well as an enlargement.

For the renowned London facialist Sarah Chapman, "There are constantly so many ingredients being modified and new techniques invented", that it would be impossible - and inadvisable - for anyone to embrace them all.

Chapman names enzyme technology, peptides and the antioxidant

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How to win that smile

The Hollywood smile – dazzling white teeth perfectly offset by healthy pink gums and smooth lips – has become an established part of the modern beauty armament.

Today, even the most modest pharmacy offers brightening toothpastes, and high-street salons everywhere advertise lunch-hour teeth whitening.

But much of what makes a great smile has to do with more than just a bright, dazzling hue – the alignment, the shape, the size and even the texture of your teeth all play a significant role.

A great smile is now seen as the result of a whole package, which could involve a treatment as straightforward as whitening or as complex as an implant – although whitening, it turns out, is no longer necessarily that straightforward.

It used to be a simple request: make them as white and as bright as possible. But the latest dental trend in America, which British dentists say is a decade ahead of the UK in such matters, is a more naturalistic white, evoking a kind of believably flawed perfection in contrast to the immaculately white smile more traditionally favoured.

Now, a spokesman for the American Dental Association explains, many patients want more translucency on the edges of their teeth, a gradation of colour from the top to the bottom and even a very slightly off-centre positioning of the tooth. They are also seeking a

more rounded shape – less of the harsh, squared-off look from before – and, as a result, perfectly flawed veneers are being constructed accordingly.



“The problem I’ve found is that if you put perfectly shaped perfectly white teeth on most faces, you ruin the face,” says dentist Harold Fray, a dentist in California. “The contrast of perfection and normality is just too harsh.”

One guideline offered by dentists is that teeth should be no whiter than the whites of the eyes. Catherine Low, a 36-year-old executive assi-

stant, asked Dr Fray for two shades below the recommended shade during her recent teeth-whitening.

“The brightest just isn’t the most flattering – and it’s definitely not believable,” she says. “It looks too fake, which to me is as unattractive as wearing artificial nails.”

However, almost half of Dr Fray clients still ask for teeth “as white and shiny as I can do them”, he says.

“They just can’t get enough.”

Many people, says Dr Kimberly Harms, a consumer adviser for the American Dental Association “now have teeth that are whiter than the normal colour scale we used to use a few years ago.

“We now have many people whose teeth are whiter than the [official] tooth colour scale.”

Dentists refer to the skewed perspective which causes patients to stop detecting the true whiteness of their teeth and push for further bleaching, as “bleachorexia”.

“Whiter teeth are far more standard now, and people think there is no such thing as too white,” says Dr Fray, who points out the trend for thick, immaculate teeth began with the desire to emulate celebrities who had them because they looked so good on screen.

“They get used to seeing their teeth every day and don’t know when to stop. They start to want to take their teeth way beyond what looks natural.”

But the desire for a dazzling smile predates the demands of cinema. Ancient Egyptians bleached their teeth with ground pumice and vinegar, while the Romans are thought to have used human urine.

Fast forward a few hundred years and the techniques are about the only thing that has change. American dentists began lightening teeth with hydrogen peroxide in the 1980s and the end of that decade saw the introduction of the first take-home bleaching kits – custom-made trays, similar to mouthguards, filled with carbamide peroxide.

In addition to whitening, there are solutions to match every percei-

ved imperfection. With bonding, a composite resin (a malleable tooth-coloured material) can be used to correct gaps, crowded teeth, stained and chipped teeth or fillings on teeth.

Veneers, made of ultra-thin porcelain, can be bonded to the front surface of teeth to correct size, shape and colour concerns. They are exceptionally strong and stain-resistant. Implants that replace missing teeth are inserted under anaesthetic during surgery.

New developments in periodontics – the branch of dentistry concerned with the teeth’s supporting structures – include a gum lift, which involves sculpting or reshaping the gum line to achieve a balance between the degree of gum visible and the teeth. Gum de-pigmentation involves the removal of black spots or patches on gums caused by the pigment melanin.

At-home treatments have outstripped the now-pedestrian whitening toothpaste to bring a professional-style service into your bathroom – and without the need for needles. Colgate offers a toothpaste intended to replicate the hygienist’s magic – Total Professional Weekly Clean contains the same cleansing ingredient dentists use, and brightens teeth considerably by removing surface stains.

Of course, the art of illusion goes a long way. Beyond the dentist’s chair, Hollywood still has tips for an impeccable smile: to enhance the appearance of teeth, leading film and television make-up artists advise a subtle swoosh of bronzer and a blue-based red or pink lip colour; avoid orange-based shades, which could make them look less white.

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Have you ever longed for a celebrity's smile but felt it was beyond reach? Next time just remember one thing, even the rich and famous aren't born perfect.

Have you ever longed for a celebrity's smile but felt it was beyond reach? Next time just remember one thing, even the rich and famous aren't born perfect.

The seemingly FLAWLESS Sofia Hayat is one of the hottest British actors around today. Often filmed at red carpet events, parties, and fashion shows, she has just finished filming the lead role in 'The Unforgettable' and is starring in 'Waterloo Road' with Neil Morrissey. And if that wasn't enough she is the first UN Asian Ambassador and has entertained the British Army around the world... And if that still wasn't enough, Sofia is about to release the first single from her new album.

Many would have assumed that Sofia Hayat was leading the perfect life, but the entertainer still had something that bothered her: Her teeth.

Like many, she never enjoyed going to the dentist and as a result the state of her teeth had become

lot to choose from to get the best.

A lot of dentists seemed more interested in their own stereotyped quick fix rather than correcting her teeth. That was until she met Parag Patel and Dr Dinesh Vegad at LXiR, the men who she came to dub as "Dental Artists".

LXiR is a Harley street practice with a branch in Birmingham with a new vision; six consultants specialising in all different aspects of cosmetic dentistry all under one roof. Their mission is "total patient care" and they believe that the combination of their expertise provides the ultimate dental experience.

After a couple of meetings with Dr Parag Patel & Dr Dinesh Vegad, Sofia chose to go ahead with LXiR. Dr. Patel brought in Dr Soneji, an implantologist with over 20 years experience.

Several wax models of her teeth were created to show her what options were available. Not only could she choose the shape and size

“She wanted her smile to be “approachable, stunning, and cheeky””

to ensure that their patients will be happy with the outcome. During that week her confidence already began to rise. "People will say you look better but won't know why", Sofia said. After receiving so many positive reactions in such a short time from the temporaries, she went ahead with the surgery.

Since then, her confidence has risen dramatically. "People still can't figure out what has changed." Sofia said, I'm often asked, "Have you had Botox?", "Have you been on holidays?", or even "Have you had our lips done?".

But the actress doesn't mind. When she is on the red carpet or at castings her new smile seems to



▲ LXiR specialises in the Lumineers™ concept contact lens thin smile shapers

an embarrassment, and for most of her life, the resulting insecurities meant she rarely gave open mouthed smiles to photographers.

Sofia soon realised, that in order to continue her rise to the top, she would need to have a "Hollywood smile without coming across like a glamour model". Even though dentists made her nervous, she decided to visit a few different ones to ask about teeth whitening for 3 reasons—she wanted her smile to be "approachable, stunning, and cheeky".

After being told by several dentists that veneers were superior to simple teeth whitening, Sofia began to seriously look into cosmetic dentistry. Soon though, she began to realise that there is a

variety of colours as well. This was important to her, because like many others she felt that a smile "accentuates your individuality".

Initially she had wanted both her upper and lower teeth fixed, but Dr. Patel convinced her that her lower teeth were fine as they were and that only teeth whitening was required. This also struck Sofia, because she had assumed that the surgeon would rather do an unnecessary procedure to earn more money rather than tell her that it wasn't necessary.

Dr Patel and Dr Vegad first made a trial smile with composite veneers so she could try out her new teeth before making any permanent changes. LXiR do this

have boosted her esteem. She says, "I feel more confident". As if she wasn't gorgeous enough already, thanks to LXiR, Sofia Hayat, now has her own perfect teeth as well.

While praising and thanking Dr. Parag Patel, Dr Dinesh Vegad and Dr Kish Soneji from LXiR, Sofia said, "You guys are my Da Vinci and I'm your Mona Lisa."



▲ Before



▲ After



▲ Before



▲ After

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REDEFINING YOURSELF Anti-ageing



▲ Lotions and potions are just one way to fight the effects of ageing - modern science offers many options

Holding back the years

The mantra of the modern skincare crusade is that prevention is better than cure – but also that cures are very available and can be extremely helpful.

“Anti-ageing has been the biggest buzzword in skincare and cosmetic treatments for the last ten years,” says Sarah Chapman, a renowned London facialist for 16 years

and whose new Skinesis products, sold in Space NK, are founded on beating the effects of age by smoothing, lifting and brightening the skin. “We are all looking for the

perfect solution, and it is never too early to start.” For many dermatologists, the consensus is that any fight against ageing begins with realising the present condition of

the skin and what that might indicate for the future. It is vital to be aware of what might lay beneath, latent only for now: much of our skin damage is done by the age of 18, especially through UV rays, and yet does not manifest itself until the 30s and onwards.

It's for this reason that every patient who comes to Dr Patrick Bowler undergoes a thorough skin MOT. Whether they enter his clinics for a full facelift or just Botox, every patient is subjected to the scrutiny of a “skin-age camera”, which scans the layers of skin beneath the dermis

and protecting with a good SPF such as factor 15.”

Ageing is no longer just about lines and wrinkles. “The last two years have seen an increased awareness of the ageing effects of pigmentation and uneven skin tone,” notes Sarah Chapman. “An uneven skintone can be more ageing than lines themselves, which have the advantage of at least being perceived as interesting!” As such, many anti-ageing ranges and treatments focus on stimulating collagen production, helping repair UV damage and reducing uneven pigmentation

“When it is too late for prevention, modern dermatology has a solution. Vitamin A is the ingredient most lauded for its consistent effects”

to detect damage and future problems such as pigmentation. And yes: Dr Bowler admits that many of his patients do find it “terrifying, which is great: I get them to stick the camera’s print-out on their bathroom mirror at home. It’s the best possible reminder of why they should use their SPF 15 daily”.

He also prescribes a skincare routine, emphasising the classical but essential tenets of skincare – cleanse, moisturise and protect. “So many products are far too complicated these days,” says Dr Bowler. “They contain too much. Cleansing well is essential, as is moisturising

to give a clarity and glow to the skin.

When it is too late for prevention, modern dermatology has a solution. Vitamin A is the skincare ingredient most lauded by dermatologists and cosmeticians for its consistent effects at smoothing and brightening skin, lifting pigmentation and eliminating lines. It is consistently reported as the most effective anti-ageing ingredient with the ability to repair DNA damage and cellular destruction and is the only FDA-approved anti-ageing ingredient. It is available in several forms, which penetrate the skin to different de-

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grees - retinol (alcohol), Retin-A (acid) or retinyl palmitate (an ester, or fat). Dr Bowler points out that the highest levels of vitamin A are attainable only through prescription, but for many it is enough to start at a lower level such as those found in brands founded by a professional but available without prescription such as Environ, Dr Brandt, or in Sarah Chapman's Skinesis line, and then build up to a higher level.

"One of the biggest worries about ageing that I witness with my clients concerns the slackening of skin around the jawline, the neck and on the eyelids, where the heaviness starts to give the appearance of closing up the eyes," says Sarah Chapman. "Many of them would have blepharoplasty (eyelid lift) for this but I do a treatment called collagen induction therapy which stimulates fibroblast cells to produce more collagen and has a tightening effect on the skin. The other issue I see so much of now is uneven skin tone and pigmentation, mostly from clients doing too much to their skin and over use of peels and microdermabrasion. It actually has the opposite effect of making the skin look much older."

Many dermatologists emphasise the importance of remembering that the skin is a living organ, and as such to treat skin concerns from the inside-out as much as the outside-in. The London dermatologist and melanoma-specialist Dr Marko Lens underlines the importance of antioxidants, both topically applied and taken orally, to support the health of skin cells, their maintenance and growth.

"One of the biggest things that

women do wrong in their battle against age is to cut fat from their diet," says Sarah Chapman. "But fat - the right kind, such as olive oil - has many benefits for skin. Essential fatty acids and omega oils are

- Avoid caffeine and sugar: both are artificial stimulants that send confusing messages through the body and are very ageing.
- Drink as much water as you can.
- Eat oily fish or take flaxseed or fish oils to increase omega/essential fatty acid intake.
- Cleanse, moisturise and protect with an SPF of at least 15 - every day.
- Apply moisturiser to neck and behind ears as well as face.

necessary for the health of every cell membrane to allow transport of nutrients and exchange of gases - when there is a lack of essential fats the cell walls tear and oils leak out leaving unbalanced skin." Chapman advises taking a daily dose of 6,000mg of omega oil in the form of flaxseed oil.

Facial massage has been used for centuries as a staple skin treatment and can be easily incorporated in



▲ Omega oils found in oily fish such as salmon are essential to healthy skin

to home routine: stimulating blood flow, feeding the skin with nutrients and aiding lymph drainage. As every dermatologist will point out, cleansing is often not done properly - and yet is a crucial part of looking after the skin because products can only work on clean, "blank" skin. "Keeping routines simple keeps you doing them," says Sarah Chapman. "Choose an eye treatment, a serum that's designed to allow better penetration of active ingredients and a treatment moisturiser or protective cream, and layer on in that order, daily. Use eye cream sparingly to avoid puffiness - the size of a grain of rice is enough - and smooth just up to the orbital bone (cheekbone). It will travel closer to the eye itself, beneath the skin."

Every skincare professional agrees that many women change their skin routines too frequently, ever-searching for the perfect cream and led too heavily by advertising. It is more important to find the right ingredients in a range that offers potent doses of key ingredients - vitamin A, vitamin C and omegas - in order to see results and, most of all, you need to allow time for the skin

to alter at a cellular level before you see the effects on the surface, which will take at least a month.

For dermatologist Dr Christine Hoffmann, anti-ageing skincare is as much in diet technique as in what you eat and what you apply. "The condition of your skin and your digestion are intimately connected to one another: the worse the digestive performance of the intestines, the less attractive the skin," she says. "Besides the liver and the kidneys, most of the body's toxins are released via the skin. To purify your skin via your body means eat less, eat slowly and eat easily digestible meals. Most crucially, not eating after 4pm will improve the condition and strength of your complexion by enhancing the production of DHEA and Human Growth Hormone - the two hormones which are vital for the skin's fight against ageing."

It is also not just about the face. Too many people stop their moisturiser application at the jawline but the skin on the neck is delicate and often the first to show ageing. It's also worth remembering that many facelifts work from the hairline behind the ear - this is where much tightening can be achieved. Apply

moisturiser not to the neck, behind the ears and down to the top of the bust.

One of the key mistakes that professionals commonly see are the lack of use of products overnight - and yet this is when the skin is at its most rested and receptive, so a key time to slather on products.

Another is the contemporary obsession with accelerating the skin's cycle of renewal using manual or chemical exfoliants. While the benefits of exfoliation are well-known, smoothing the skin and making it more receptive to the benefits of products - and even the Ancient Egyptians were using papaya and pumice to shed old skin - there is a danger in overloading the skin with harsh aggressors that act to thin the skin prematurely.

As Chapman points out, "as we get older our skin thins anyway - constant use of "renewing" products means it will effectively age even faster. It should be used carefully and not more than advised by the manufacturer. Getting some lines is inevitable but if you keep the skin really healthy from the inside and moisturised and protected from the outside, you will look younger."



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One-stop body shops

Modern spas are a world away from the peach-towel and pot-pourri-afflicted relics of the past.



▲ The modern spa takes many different forms and offers many different treatments from holistic to high-science

It is no longer simply about feeling good. It is about achieving a result, to the extent that many procedures, such as chemical peels and Botox, formerly available only in a medical setting, are now widely accessible on the high street.

It's an overtly American concept but one that is perhaps the best suited to tough times: when the budget is tight, efficiency and efficacy have

far more of a market than the altogether more vague idea of pampering prettification.

The original concept of the spa involved something a little gentler than a chemical peel but the aim – to achieve improved health and appearance through physical treatment – was the same.

The word derives from the Belgian town of Spa, known for its he-

aling waters from the 17th century onwards. The term was later applied to anywhere that offered a natural spring, although the practice of engaging with healing waters dates back to the Romans.

Today, the very best spas offer a happy convergence between the serious science of the dermatologist's consulting room and the pampering relaxation of home treatments – and,

best of all, in the hands of professionals.

New technologies have enriched the spa experience. For instance, in many clinics LED light has become a routine step of facials – the light can help calm inflammation and reduce redness after a client's skin has been cleansed, extracted, and exfoliated.

trend that began in America – where spa revenues in 2007 were \$10.9 billion – but which has found firm footing and favour here.

The lines between professional and at-home treatment, doctor and beautician, have long since blurred: now, liposuction and lip implants are on the menu alongside

“The lines between professional and at-home treatment have long since blurred: liposuction is on the menu alongside manicures”

Certain technologies are combined and used together for even better results; Sarah Chapman, a London facialist, uses an “iontophoresis microcurrent” during facials in her Chelsea clinic because while her facial and massage alone bestow a glow, the transdermal current can achieve something even better, lifting and plumping the skin: iontophoresis is a non-invasive and pain-free method of pushing high concentrations of an active substance through the skin using a small electrical charge.

Champfneys, a stalwart of the spa scene in the UK, now offers microdermabrasion, skin-resurfacing and the “Babor Power Lift and Collagen Facial”, alongside more traditional treatments.

The new titles claimed by some spas gives some evidence of how they see their new status – medi-spas, and medi-skin “clinics” abound. Like most developments in beauty, it's a

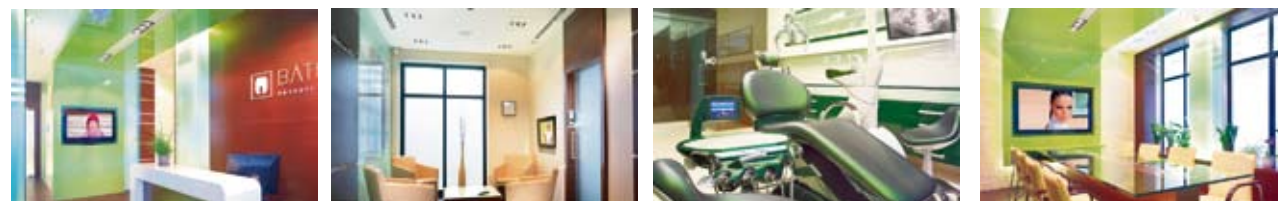
spray tans and manicures. Many spas will boast aesthetic nurses, nurse technicians, traditional beauticians and several permutations in-between.

As the barriers come down, though, it is important to know what you are getting into – and with whom.

For Chapman, the value of the extras – from the oxygen facials to electric-current stimulation – depends on whose hands they are in, and on what else is being used, while Dr Patrick Bowler says the only person who should be permitted close to your face with a needle, for Botox or otherwise, is someone who is medically trained and licensed.

“Those Botox parties you hear about – they definitely happen,” he says. “But are they legal? No. Allow nobody to administer Botox or other injectables but a doctor or nurse trained in the procedure concerned.”

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Eastthorpe Hall

The Health & Beauty Spa



At Eastthorpe Hall there are no clocks. There are also no rules, no restrictions – and no pressure to do anything but enjoy your time there and retreat from the world.

“Time is the most precious thing we all have,” says Sam Pearce, partner at Eastthorpe Hall. “We try to make it stand still – at Eastthorpe Hall, your time is your own. “Stress knocks years off your life: spas should be a haven of comfort but all too often they only add further pressure. We are the opposite of that: we want to enhance your entire wellbeing and let you do, and be, whatever you want to.”

In a business where trite truisms are often used with liquid abandon, Eastthorpe Hall encapsulates everything a spa should be. It is, as one client says, much more than it promises – and, its innate modesty aside, to judge it on its images alone it promises a lot: there are wicker-and-linen day beds by the brand-new pool, well-appointed gardens with clear ponds and a Moroccan-themed day room alongside the hydrotherapy area.

And in Eastthorpe’s case, the truisms run true. It’s the beauty-industry insider’s secret and booked solidly for months ahead. It is family-run in the truest sense – Eastthorpe was a dream that became reality for Sam’s mother, Stephanie Barraclough, who had the idea after she overcame breast cancer and realised the value of somewhere to retreat that could be both

luxurious but “comfortable enough that a woman undergoing chemotherapy could remove her wig”, she says. Sam’s father converted their family home, a beautiful period house, into the spa and its grounds, and her brother is the resident osteopath and acupuncturist. The loyal team of staff, many of them there since the outset, add to this unique bespoke approach.

Eastthorpe embodies an intriguing mix of passion and practicality. Pearce is as opposed to the “arrogant conveyor-belt mentality” of some spas as she is to the “tree-hugging self-satisfaction” of others, and she is evangelical about dispelling the “many connotations that come attached to spas – being faceless and intimidating is the opposite of what a spa should be”.

Eastthorpe Hall is multiple award-winning and the only spa in Yorkshire to be awarded five “bubbles” by the Good Spa Guide. More than anything Eastthorpe Hall is a place of balance – a balance of science and nature, of luxury and common sense, of body and mind, pampering and prettification. It has a modern edge yet an old-fashioned sense of grace, kindness and the importance of cossetting runs throughout.

For Sam – a former member of the trends-forecasting team at Lynne Franks PR – it’s vital to combine new developments in skincare with treatments of well-established effect. Thus Darphin, the grande dame of European aromatherapy, sits alongside niche organic brand Fushi and Eastthorpe’s signature reiki/ chakra combination accompanies ruthlessly efficient manicures and pedicures.

Eastthorpe embodies an intriguing mix of passion and practicality

A sense of wit runs throughout, in happy tandem with the serious levels of treatment: “Spa-Way To Heaven” features award-winning treatments interspersed with a break for “angel cake”, and chocolate truffles pop up regularly in others. There is much champagne and wine, sipped by crackling log-fires in January and in the Mongolian yurt in June.

Many spas will say they are not like any other but Eastthorpe Hall truly stands on its own – as its glowingly-



content devotees who have been coming (from as far as Barbados and Saudi Arabia and from as close as Halifax) since it opened ten years ago will attest: they confide with delight that they discover something new every time they go, and yet it is clear that the cocooning cosiness and the serene tranquillity that make Eastthorpe so special remains perfectly, and calmly, constant.



Eastthorpe Hall: Huddersfield Road,
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Cutting edge – without the knife

Of course, it sounds too good to be true, but minimally invasive treatment is the biggest growth area in aesthetic medicine.

Like much in the cosmetic world, one person's necessity is another's excess; for some, a chemical peel is no more tolerable than a full eye-lift – and no knife does not necessarily mean no pain.

But minimally invasive treatments demand a lighter anaesthetic, take less time and leave fewer scars. Treatments for the face range from laser therapy to “smooth and brighten” and from fillers to “plump and shape” and peels to resurface the skin, while body-contouring involves targeting specific problem areas, commonly with laser therapy or fillers.

Macrolane is a new product related to the facial dermal filler Restylane, which has been used to treat facial lines and wrinkles for the past 12 years, and consists of hyaluronic acid, a synthetic version of a natural substance that the body normally produces.

It can be used to reshape the breast,

though Dr Rajiv Grover, secretary of the British Association of Aesthetic Plastic Surgeons, says that a dramatically noticeable increase in cup size will not be achieved.

“It's the equivalent of a wearing a gel bra,” he says, and typically adds approximately half a cup size. The effect of Macrolane lasts about a year although it can cost around two-thirds the price of a full breast-augmentation operation.

“Macrolane is particularly good for lifting after breastfeeding,” says Dr Bowler of the British Association of Cosmetic Doctors. Macrolane can also be used for enhancing the calves and the buttocks to plump skin and give shape.

Advanced laser lipolysis, also known as Smartlipo, uses an advanced laser under local anaesthetic to remove excess fatty tissue via a small cannula from stubborn areas of the body that have been resistant to diet and exercise.



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"It is for otherwise-slim people having trouble removing certain points of fat. It is not for making the overweight slim," says Dr Bowler. It can be used on cheeks, the chin, the neck, upper arms, the waist (farewell "love handles"), thighs, hips, buttocks and knees. It boasts a recovery "down-time" of only two days and little scarring and bruising.

DrChristineHoffmann, a cosmetic dermatologist who practises in London and Vienna, recommends minimally invasive procedures

to her clients above simple topical treatment but before they consider surgery. "If someone really wants to see results, cosmetic products alone will not be enough," she says.

"A typical treatment schedule for a patient of mine in their 40s or 50s would be Botox and fillers for deep wrinkles every three to four months. In-between he or she would see me either for a medical facial, which can incorporate a soft peel, or a treatment to supply hormones, hyaluronic acid, collagen and vitamins to the skin, depending

on its needs; or laser treatment for skin-resurfacing or to treat pigment

lesions or broken blood vessels."

It is important to remember that no treatment, however minimally invasive, is not one-off but part of a routine. It will require maintenance, from every few months to every year.

And while no knives might mean a less dramatic procedure, minimally invasive treatment should not be undertaken lightly.

"There are a lot of pushy sales people out there, not to mention cowboys," cautions Dr Bowler of the BACD. "Ask questions, ask to see case studies and pictures of results achieved.

"And never go for a permanent filler – if you don't like the effect, you're stuck with it."

“It is important to remember that no treatment, however minimally invasive, is not one-off but part of a routine. It will require maintenance”

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PROMOTION

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Dr Rita Rakus is hailed as the London Lip Queen – for good reason...

Over the past 15 years, Dr Rita Rakus has carved out a reputation for being among the best at what she does – non-surgical facial rejuvenation and body-shaping treatments. Her sensitive eye for contouring and subtle volumising means her skills are much sought after, particularly her lip-enhancing procedures, which have garnered her a host of celebrity clients. She has also appeared on a number of television programmes including ITV's *Under The Knife* and *Celebrity Fat Club*, and Channel 4's *Lunch-hour Facelift*.

MIND AND BODY

Dr Rakus takes a holistic approach to her work, considering the emotional needs of her clients as important as the physical changes they're looking to achieve. In doing so, she aims to 'help patients achieve their goals by giving them more confidence'



The clinic offers a wide range of anti-ageing and aesthetic body treatments from dermal fillers to laser hair removal, plus the latest SmartLipo/Vaser, Thermage (for face, cellulite and body), Fraxel and Macrolane for breast enhancement.

LEADING THE WAY

Dr Rakus is committed to the safe and professional practice within the world of aesthetic medicine. She is a founder member and a fellow of the British Association of Cosmetic Doctors (BACD). 'In helping to found the BACD, we set out to regulate aesthetic medicine and provide patients with information regarding reputable practitioners,' says Dr Rakus. She is also involved in training, lecturing and setting industry standards.

You can contact Dr Rakus at 34a Hans Road, Knightsbridge SW3 1RW. Call 020 7460 7324 or visit www.driritarakus.com

Get a head start on hair loss

Since Samson and Delilah hair has symbolised youth, health, fertility and virility – and, for men and women, losing it can be devastating.



▲ Hair is a potent symbol, whatever your sex or hair colour: new advances now mean some hair loss can be reversed

While some would argue that for men baldness can be an attractive look, the same is rarely said for women, yet for both sexes, stress and hormonal imbalance can cause hair loss, from partial to complete alopecia.

men, certainly, a degree of hair loss can be reversed with medication according to The Trichological Society: minoxidil (Rogaine/Regaine) or finasteride (Propecia). Minoxidil, known by the brand names Rogaine or Regaine, has also shown some positive effects in correcting female hair loss (research is still underway on the effects of finasteride, or Propecia, on women).

But the most dramatic advances in the fight against hair loss, however, have been in hair transplantation technology. The most significant development has been the “hair multiplication method” pioneered in the Netherlands using

“Hair stem-cell transplantation works on areas of the face as well as on the head... it can even reverse excessive hair removal – for instance on eyebrows – or grow a beard to cover scars”

The good news is that most hair transplants appear to work in women as well as they do in men. In

hair follicular stem-cell transplantation - or HST - which involves no incision and leaves no scarring.

Get your own hair back through HairStemcell Transplantation®!



How many new hairs does one treatment produce? Gho: “Per treatment, we can transplant 1200 to 1400 grafts. However, every graft produces not one but on average 2.5 new hairs. Each full treatment therefore produces up to 3000 new hairs. Dealing with (burns) scars is another story entirely. A cleft lip can be camouflaged with a well-formed moustache. And scars left by “classical” hair transplantation: those people come to us for treatment of those scars! Older techniques simply *redistribute* the hair. They don’t give you *more* hair; hair is just removed from one place and implanted somewhere else. With HST, your own hairs produce *new* hairs. This is true *regrowth*. You get your own hair back, and that’s a lifetime guarantee!”

HST: good information provision is half the work Decisions to undergo treatment are generally not taken impulsively. At the Hair Science Institute you will exactly be informed what the treatment involves and what it could do for you.

Consultations Hair Science Institute doesn’t work with consultants! All consultations are held with HSI’s own doctors, who also perform the treatment themselves. For a consultation in the UK, please visit the London Medical Centre. The treatment will take place in Amsterdam. To this end, the HSI offers special accommodation packages in excellent hotels in various price categories.



Before treatment

9 months after treatment



Hair loss or even baldness: for hundreds of thousands of people it is a nightmare. But now there is good news: after years of research, the Dutch doctor and researcher Coen Gho developed HairStemcell Transplantation (HST), at the Hair Science Institute. Coen Gho enjoys international fame in the field of hair and scalp diseases and the treatment of scars resulting from burns.

The essence of HST Coen Gho: “Traditional techniques such as the FUE method and strip surgery are now really outdated. They result in big scars in the donor area, where the hairs are removed, and the result is often lamentable. Those treatments are also very painful. That’s why I developed HST. HST is a very precise technique. With a tiny needle we remove the hair stem cells (grafts) from the donor area – usually the back of the head – and we then transfer those grafts to the area to be restored. HST has a great many advantages, such as the preservation of hair growth in the donor area. Since we remove no hair follicles, just stem cells, the hairs in the donor area will simply regrow, without any scar. The hairs in the donor area are therefore not removed, merely duplicated. The same hairs can thus be used several times if two or more treatments are required. In addition, HST is the only technique suitable for the restoration of eyebrows, moustache or beard.”

United Kingdom – London

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The inventors of HairStemcell Transplantation®
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▲ Fresh fruit and a balanced diet will support the maintenance of healthy hair

Crucially, it can be performed on areas of the face as well as on the head and has been found to be effective at repairing hair loss caused by burn injuries and other trauma. It can even reverse excessive hair removal – for instance, on the eyebrows – or to grow a moustache or beard to cover facial scarring.

“Instead of moving hair, as is done in conventional hair transplants, HST is more analogous to budding and replanting new plants,” says Dr Coen Gho, the researcher and doctor who has initiated and steered the treatment in London and the Netherlands.

“By taking only some of the hair

stem cells away, the donor hair grows back where it was – so what we are really talking about is growing new hair.”

Until now, the conventional cutting and laser methods were the only techniques available. Unfortunately, he says, “some of the results they produce can hardly be called natural and the man or woman is left with an unsightly scar in the donor area. Conventional techniques just move hair, so whatever hair you gain in one place is hair you lose somewhere else.”

The unique selling points of HST are that you can have hair grown back in the place or places that you

want it and the donor area is not damaged. The biggest difference between HST and traditional methods is that HST requires only a small part of the hair follicle to be removed – and, since most of the follicle remains behind, it will continue to produce new hair growth which can be potentially used as a donor area again in the future.

As Dr Gho says, hair shedding is a “social impediment and psychological burden – it is not without cause that scientists have been seeking successful hair transplantation techniques for generations”.

Hair loss can take many forms and have various causes, according

to the Trichological Society's website. Alopecia is the name given to all types of hair loss, and there are many different types – for example, alopecia areata, traction alopecia, post-partum alopecia, female and male pattern alopecia.

The latter two are often termed androgen-dependent, or androgenetic alopecia – a hair loss influenced by the presence of the male hormones, or androgens, in those with a genetic tendency. This is the most common kind and will affect only those who are genetically predisposed to it. The pattern of the hair loss differs according to the sex. In women, the thinning tends to start behind the front hairline and progress over the top of the scalp; some women report thinning from the temples. In men the hairline recedes and the crown area thins, gradually progressing to involve the whole of the top of the scalp.

Post-partum or post-natal alopecia is caused by hormonal changes during and after pregnancy, resulting in an increase of hair shedding about four to six months after giving birth. This is usually self-correcting by eight to ten months after the birth, according to the

Trichological Society.

Traction alopecia is caused by tension placed on the hair and scalp, most often through hairstyles or, as is increasingly seen, according to the Trichological Society, trauma to the scalp and hair through the use of hair extensions. Alopecia areata is spot-baldness that can happen quickly and without warning, and is thought to be caused by a combination of hereditary factors and circumstantial triggers such as emotional stress or illness, from hormonal disorders to cancer.

Nutritional supplements are thought to support hair growth and maintenance: studies have shown the significance of diet and the way it can affect hair can be dramatic. In some cases nutrition alone can be the cause of a hair loss problem.

Often a simple change in diet will have a beneficial effect on the hair. Hair consists of protein, so eating sufficient protein is vital to strong, healthy hair – combined with a balanced diet and plenty of fruit and vegetables – while vitamins B, the minerals iron, biotin, selenium and silica and sea kelp have all been shown to have some positive effect on hair growth.

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FOR MORE INFORMATION, PLEASE CALL:
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DHI

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Celebrity Slim is a fantastic new meal replacement programme that is sweeping the nation.

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order line

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* Calls cost 3p plus up to 5p from a BT calling plan. Mobile and other providers' charges may vary.

Terms & Conditions

No cash alternative is offered and copies of this voucher will not be accepted. The voucher cannot be used in conjunction with any other offer and only one voucher per customer per transaction. This voucher is only valid at Rowlands Pharmacy. One sachet per household. Subject to availability. Offer ends 31.03.09.



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