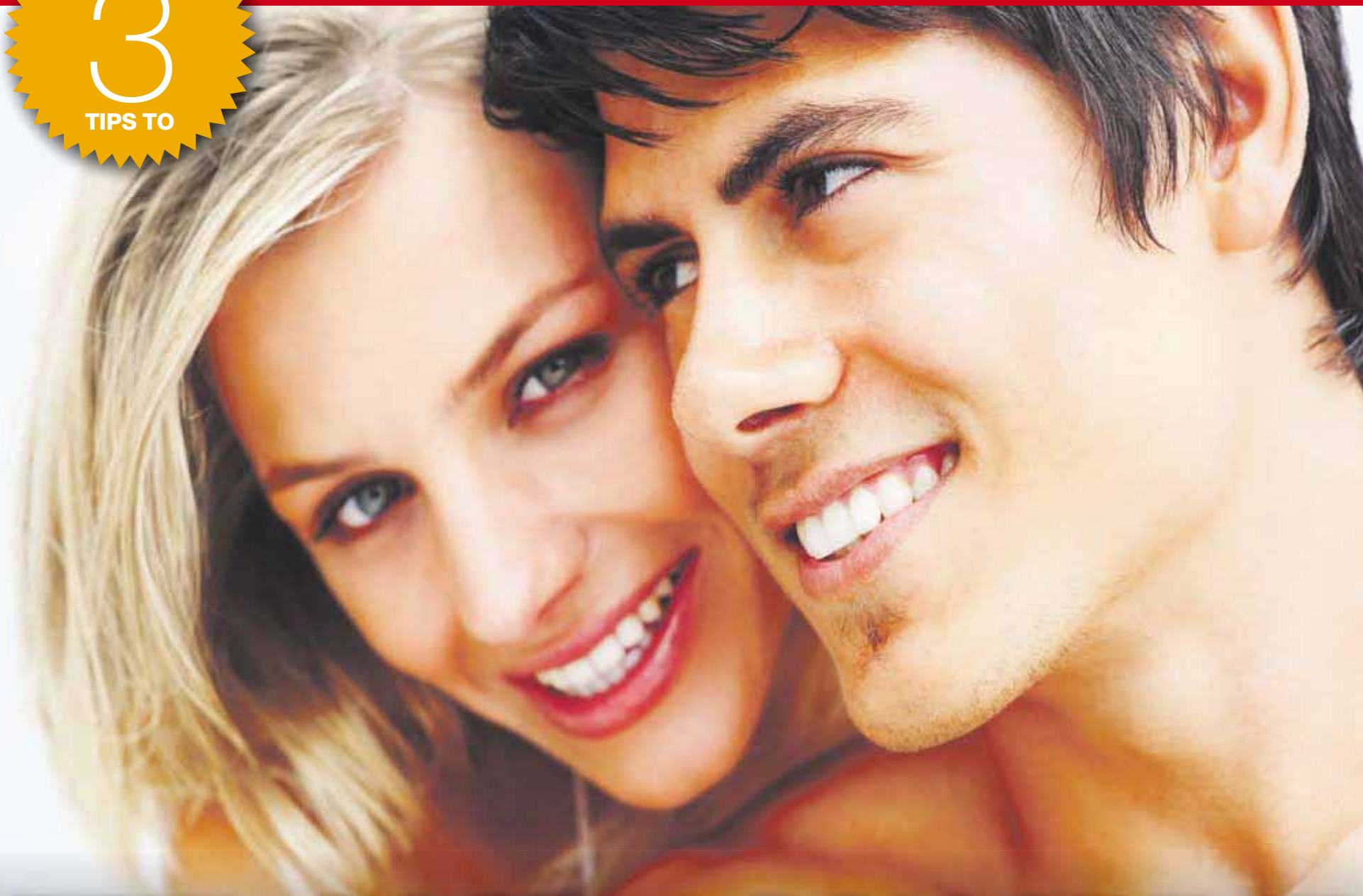


No.3/Oct '10

**MEDIA
PLANET**

REDEFINING YOURSELF

3
TIPS TO



FEEL GOOD, LOOK GREAT

Hi-tech beauty
Lauren Williams
shares her
experience



COURTHOUSE CLINIC

Great teeth
Get a natural-looking
smile with non-
invasive treatment



ISTOCKPHOTO

CHALLENGES

The days of OTT plastic surgery have been superseded by small, inexpensive cosmetic treatments which promote a natural and healthy look. Procedures to hair, skin and teeth can make subtle changes for a positive lifestyle

Small changes which create a natural look

Blame the media, films and TV. We live in a beautiful world where first impressions count and appearances matter.

Thanks to our 24/7 celebrity culture, we can't help but compare ourselves to actors, models and TV presenters, and then hate ourselves when we come up short. No matter that they have an army of stylists behind the camera, money in the bank and a good plastic surgeon on speed-dial. The inference is: 'I look great, effortlessly, all the time. Why can't you?' Like it or loathe it, there is pressure — especially on the young — to look the same way.

Redefine yourself

→ The young, however, can get away with it. As the ageing process catches up with us, skin sags and wrinkles, hairlines recede and teeth discolour. Some people, rightly, feel comfortable in their older skin, but others want to make improvements.

They want to redefine themselves.

The trick is doing this in an understated way because too much treatment can look false. Perhaps that's why the natural look is in demand, utilising quick, relatively inexpensive, non-invasive techniques. This supplement highlights some of the current cosmetic trends.

Dr Mike Comins is Chairman of the British Association of Cosmetic Doctors. He believes that if anyone looks as though they've had a cosmetic, medical or surgical intervention then "their clinician has failed, in a way."

The natural look

→ Comins also celebrates the return of the natural look. "There was a time, pre-credit crunch, when people could borrow money and have procedures — and they almost wanted to look false," he says.

"For me, I never wanted to get involved in that market. Cosmetics is about tweaking, fine-tuning, subtlety. The art is when you say: 'That person looks great!' but you can't quite



Dr Mike Comins
Chairman of the British Association of Cosmetic Doctors

TIPS

Consult professionals

1 Always choose a trained professional. All members of the British Association of Cosmetic Doctors, for example, are registered with the General Medical Council.

Do your research

2 Discuss your needs and concerns with the clinician, talk through exactly what the procedure entails and find out about any possible side-effects.

work out what they've had done."

Teeth-whitening is a way to look instantly healthier. Yet, even here, dazzling is out and natural is best.

Overall health

→ Leading cosmetic dentist Tim Bradstock-Smith has seen a change in patient demand. "People aren't asking: 'Give me the whitest smile available'," he says. "They want a nice smile, but don't want anyone saying to them: 'What have you done to your teeth?'"

Your overall health can be judged, to some degree, by the health of your teeth, hair, skin and eyes; so investigating why, say, your hair is out of condition isn't simply worth it for looks-sake alone. And small changes can make a huge difference to your lifestyle. Poor teeth can lead to decay and gum disease — although new techniques and materials in restorative dentistry can treat problems quickly. You may be surprised by what you can achieve — and how you can feel — with a little help.



WE RECOMMEND



Lauren Williams
Her experience with the hi-tech anti-ageing treatment using lasers

PAGE 4

'It's all about appearances these days'

A healthy head of hair p. 6
Tips for dealing with hair loss

MEDIA PLANET

We make our readers succeed!

REDEFINING YOURSELF, 3RD EDITION

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NEWS



Straight-talking about cosmetic dentistry

Question: Correcting crooked and discoloured teeth can improve your quality of life – but don't such improvements take years to achieve?
Answer: Not any more. New techniques and technologies mean results can be seen in a matter of weeks

Traditionally, the US has led the way in cosmetic dental technology. The UK dental industry - struggling with what Americans call 'British' (or 'bad') teeth - has always lagged behind.

But now the UK has pioneered its own advance in cosmetic dentistry; one which could make porcelain veneers – usually seen bonded to the teeth of Hollywood superstars – a thing of the past.

"People want to have a more natural look these days," says Tif Qureshi, Vice President of the British Academy of Cosmetic Dentistry. "A new UK cosmetic technique known as ABB (Alignment, Bleaching and Bonding) has allowed patients to see a progressive change to their teeth. They get a more natural-looking whiter smile with non-invasive treatment."

Veneers aren't easy to fit, after all: if your teeth are crooked, your dentist may need to file them down to



A NATURAL-LOOKING SMILE. Great teeth have become easier to achieve with new cosmetic techniques
PHOTO: ISTOCKPHOTO

get the veneers in place. ABB, on the other hand, works quickly and efficiently.

Alignment (or straightening) can now be achieved with new 'fast brace' systems which use hi-tech springs and wires to promote con-

tinual but steady movement. This can safely straighten teeth in a matter of months or weeks in some cases.

"In the past, a patient needed a brace on virtually every tooth," says Tif. "That's fine if you want every sin-

gle tooth corrected, but a lot of adults don't. Once they understand all the options, they will often choose a brace which just corrects the front 6–8 teeth." The other plus is that 'fast braces' are often removable and in some instances only need to be worn 14–16 hours a day.

Bleaching can now be done at the same time as alignment with a home-whitening kit; or, if you want to see quicker results laser or power-bleaching while you sit in the dentist's chair.

Lastly, there's bonding, which involves adding a colour-matched material to improve the outline of a tooth. And, says Tif, because teeth are straight by this time, this can be fitted without filing them away.

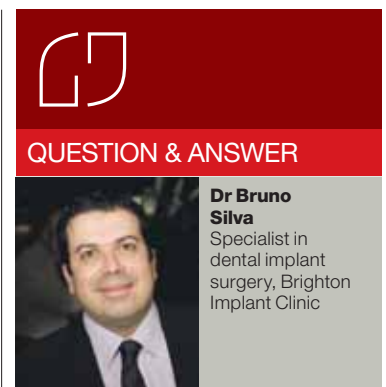
Bad teeth aren't just unsightly. They can also seriously impede your quality of life. "The two main problems were always decay and gum disease," says London-based cosmetic dentist Tim Bradstock-Smith. "That's changed recently and people are caring for their teeth more. The biggest issue now is tooth wear, caused by grinding; or erosion, caused by drinking acidic fruit juices or fizzy drinks."

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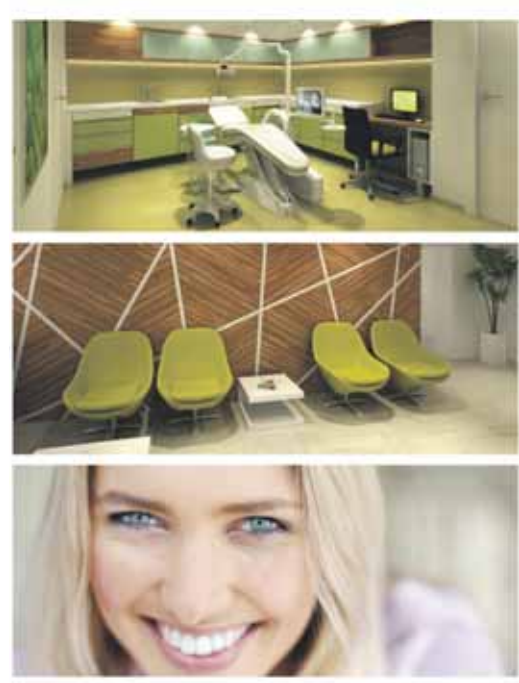
FACTS

- **According to** a 2007 survey carried out by the British Academy of Cosmetic Dentistry, a third of the UK population (32 per cent) say they are 'concerned by the look of their teeth'.
- **Over half** of the representative sample claimed to visit their dentist regularly.
- **Nearly 60 per cent** of women visit the dentist regularly, above average

- and significantly more than men do - only 46 per cent of males visit the dentist regularly
- **Women are** still more likely to have had cosmetic dentistry than men, although not significantly more than average.
- **The BACD** says the 45–54 age group is most likely to have had cosmetic dentistry.



- QUESTION & ANSWER**
- What is a dental implant?**
 An artificial tooth made of titanium which functions like a natural tooth. Implants are placed into the jawbone to support fixed teeth.
- What are they used for?**
 Dental implants are used to replace missing teeth, damaged teeth or teeth that are mobile/moving due to trauma or gum disease. Until recently, the most common solutions for missing teeth were dentures or bridges.
- How long is the procedure?**
 A single tooth implant can take as little as an hour to complete and is carried out under local anaesthetic or sedation. It's generally a painless and simple procedure.
- How long do they last?**
 Implants can last for 15-20 years. It is important that you maintain good oral hygiene and see your hygienist and dentist regularly.



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INSPIRATION

TIP

2

USE A
REGISTERED
DOCTOR

YOUTHFUL SKIN

Many women feel the pressure to look good. However anyone that chooses to have treatments should ensure they see a registered practice

PHOTO: ISTOCKPHOTO



Showing the hi-tech face of beauty

■ **Question:** Is the pressure to look 'youthful' simply confined to the over-forties?

■ **Answer:** No. More and more women – including those in their twenties – are opting for anti-ageing laser treatments

HOW I MADE IT

Essex-based Lauren Williams is only 28, but she has already undergone a hi-tech anti-ageing treatment which uses lasers to reduce everything from sun damage to wrinkles.

Lauren wanted the treatment to rejuvenate the skin on her face and remove the fine lines which had started to appear around her mouth and eyes. She also wanted some acne-scarring removed.

Even so, 28 seems young to undergo anti-ageing surgery. "Yes," she says, "but it's all about appearances these days."

Added pressure

The nature of Lauren's job is an added pressure because, as a hairdresser, she is at the sharp end of the beauty business. "If your hair looks good, you feel good," she says. "And, similarly, if your skin looks good, you feel good. Plus, in my job, I'm always facing people, I'm



'We all talk about what we've had done and try each other's recommendations'

Lauren Williams
Hairdresser

always talking to people."

Lauren weighed up all the treatments available and decided she didn't want to "go down the route of injectables." She also couldn't commit to a long-term process.

Looking online, she chose a practice registered with the British Association of Cosmetic Doctors. After

FACTS

■ **The big plus** with laser procedures is that they are non-invasive – so skin is not cut.

■ **Laser skin** resurfacing procedures are used to treat, for example, fine lines, hyperpigmentation, skin elasticity, darkness around the eyes and broken capillaries

■ **The newest lasers** are called 'fractional' lasers. These leave pin-

a consultation which reviewed Lauren's medical history, she decided on a treatment called 'pixel fractional laser skin resurfacing'.

"This was three sessions and it was done," she says. "Also, there was hardly any downtime (recovery time). I had a bit of skin flaking for three or four days – that was it."

pricks of lasered tissue separated by healthy tissue.

■ **You normally need** two or three of these sessions – but with fractional lasers the skin recovers much faster, depending on the depth of the treatment.

■ **Patients can expect** redness for two-to-three days minimum after each procedure. Always use a qualified medical professional.

Notice the difference

The treatment covered the whole of Lauren's face. Each session lasted around 30 minutes and, says Lauren, was pain-free if slightly uncomfortable. "It was warm and you can hear the laser," she says. "Afterwards the heat came out of the skin so my face felt hot."

After every treatment, Lauren says she could notice a difference to her skin; but the full results could be seen six to eight weeks after the third session. Her skin looked brighter, she says, and the tone was more even.

This kind of treatment is, naturally, open to men and women. Yet Lauren can't imagine many men in their twenties opting to have it. "My boyfriend thinks I'm crazy. He's 30 and wouldn't consider having anything done. Men are dubious about laser treatment, I think, because they don't read up on it. I read women's magazines and they cover it all the time.

"I have female clients and girlfriends who are undergoing similar treatments. We all talk about what we've had done and try each other's recommendations."

TONY GREENWAY

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4

MIKE COMINS' BEST TIPS



Know what you want

1 A cosmetic doctor has to ascertain exactly what the patient wants and what the problem is to be able to treat it properly. There are different lasers for different purposes. If a patient has deep acne scarring, it will have to be treated with a certain type of laser – and there will be more downtime because it will be necessary to go deeper into the skin. Treating fine lines and superficial hyperpigmentation will require another kind of laser and less downtime.

Everyone is individual

2 A doctor has to look at the individual rather than the age of the patient. Some people in their sixties and seventies whose skin is in a fantastic condition recover very well. There are other people in their late thirties who have so much acne damage there's a limit to what can be done.

Do your research

3 Talk to the doctor and make sure he or she can meet your needs. Perhaps have two or three different consultations with different doctors. Do research online: there are lots of forums and information out there which will enable you to ask the doctor lots of useful, sensible questions.

Be aware of cost

4 Prices are coming down – although, obviously, you get what you pay for. It depends on the laser treatment you need but it can vary between £300 to £1,000 a session. A whole course could cost you £1,000, or it might cost £3,000–£4,000... Or you might only need a couple of sessions at £300. Thread vein treatment might cost just a couple of hundred pounds.

MIKE COMINS

Chairman of the British Association of
Cosmetic Doctors

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NEWS

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FIND OUT WHY



WHAT IS THE REASON BEHIND THE LOSS?
There are 50 different reasons behind losing your hair. The first step is to find out why

PHOTO: ISTOCKPHOTO

Dealing with hair-loss

- **Question:** Is there any way to treat extensive hair-loss?
 ■ **Answer:** It depends on the cause – so if you are experiencing sudden hair-loss, getting a diagnosis is crucial

SHOWCASE

Losing your hair can be a traumatic experience – and it can happen to men or women at any stage of life. It is, however, a condition that is often associated with Male Pattern Alopecia, or MPA.

There are various lotions and potions which promise the earth, but if you have already lost your hair through MPA, there is nothing you can rub on your scalp to make it grow back again. The fact is, when it's gone, it's too late. "The hair follicle has to be there to start with," explains Marilyn Sherlock, who is Chairman of the Institute of Trichologists. So save your money and avoid the majority of costly hair restorers.

Sherlock also warns that there are 50 different reasons why you might be losing your hair; so if it is falling out unexpectedly, you need to find out why.



'I asked 100 women how they would feel if their husband or partner lost their hair, and 99 of them said it wouldn't make any difference'

Marilyn Sherlock
Leading trichologist

Discover the cause

"Get a diagnosis," says Sherlock. "Male Pattern Alopecia is the condition which most men suffer from. Yet if it's not down to MPA, it could be because of medication, ill-health, diet or scarring disorders which

produce bald patches."

People make jokes about baldness, which can affect both sexes (even women can suffer from male pattern baldness, which is gene-linked, not sex-linked). For some, however, it's no laughing matter.

FACTS

- **We lose 80-100** hairs every day, when they come to the end of their life cycle.
- **Various spray-**on products can temporarily give your hair a thicker appearance if it is thinning.
- **Alopecia means** any form of hair loss from MPA (Male Pattern Alopecia) to minor hair thinning.
- **Alopecia areata** is an auto-immune disorder, causing hair to fall out

in patches - and sometimes results in total balding

- **Alopecia areata** occurs when the body's immune system wrongly attacks the growing cells in hair-producing follicles.
- **This stops follicles** producing new hair and causes existing hair to fall out.
- **Any form** of hair loss can happen to anyone at any age.

"I've been in practice for 25 years," says Sherlock. "Only two people have told me they were suicidal because of their hair-loss - and both were male. They were very young and they had lost an extensive amount.

"So women assume that hair-loss isn't a problem for men – but it is, sometimes. It's associated with ageing, so if it happens to you in your twenties, you can feel old when you're not."

Acceptance and self-confidence

The good news for men is that, on the whole, women don't care if you have hair or not. "I did a survey a few years ago," says Sherlock. "I asked 100 women how they would feel if their husband or partner lost their hair, and 99 of them said it wouldn't make any difference. Only one said she'd make him have a hair transplant."

Bald or balding men need to embrace acceptance, learn self-confidence and buy a pair of clippers. "Men of all ages now shave their heads," says Sherlock. "That's a good way to deal with it."

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MARILYN SHERLOCK'S BEST TIPS



Volumise thinning hair

→ There are shampoos you can use which don't claim to grow hair but can yield excellent results. Some can make your hair thicker by swelling the hair shaft; others can coat the outside of individual hairs slightly to make each seem slightly fatter – and the result is the appearance of more hair. If you use volumising shampoo, conditioner and mousse at the same time, the effects can be very good.

Avoid hair extensions

→ Hair which is thinning is very fragile, so extensions – which have to be tied onto existing hair – are a bad idea. For a woman, wigs are a much better bet.

Take fibre treatment

→ There are some incredible new treatments on the market. There is one, for instance, which sprays statically charged fibres onto one side of an existing hair – and these then stick up. The naked eye can't see them because the fibres are too small, so it doesn't look odd...and it does create the illusion of thicker hair.

Investigate Finasteride and Minoxidil

→ Only two hair restoration drugs have been clinically trialled. One is Finasteride, an oral drug, available on private prescription. The other is Minoxidil, a spray-on lotion available in 2 per cent for women and 5 per cent for men. These work for certain people, not for everyone. The problem is that if you stop taking them, re-grown hair will fall out again.

The root to healthy hair!

the
hair
CLINIC

Trichology

Irregularities of patterns of hair loss, baldness, psoriasis or itchy problematic scalp conditions require a full trichological consultation and examination with an Institute registered trichologist.

During a consultation - The Trichologist will take details concerning the following:

- Current and previous states of health
- Hair care routines and hair products
- Diet
- Stress patterns
- Family history of hair and scalp problems

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For those of you wanting a solution that uses your own natural hair growth then the latest hair transplantation technique Microscopic Follicular Hair Transplantation might be for you. A surgical consultation will include an honest appraisal of what you can genuinely expect to achieve from the surgery.

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A treatment plan will be discussed and this normally includes the use of natural plant based agents that are applied topically or prescription only products. Regular check ups at the clinic are advised to aid in the long-term management of the condition.



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—★—
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I seem to
have slept
with your
husband!”
—★—



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