

# The Body

## THE LATEST IN NON INVASIVE SKIN TIGHTENING AND CELLULITE FIGHTERS

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We all want to look our best. Thanks to continuing advances in medical technology, treatments that were once only available to the rich and famous are now accessible to everybody. In the past, one

would have had to have cosmetic plastic surgery to turn back time, but now years can be taken off your appearance by simple in-office lunchtime procedures with minimal downtime and risk.

Whether it's getting rid of your wrinkles, restoring youthful volume to your face, improving your skin texture and cellulite, eliminating unwanted hair or reducing that frustrating "mummy tummy" there is a non-invasive affordable solution waiting for you.

### FACE: ELIMINATE WRINKLES.

**What to do:** Reduce sun exposure, don't smoke, and get treatment with Botulinum toxin A.

**How it works:** For wrinkles created by facial expression, such as frown lines, crow's feet or forehead creases, Botulinum toxin A (known as Botox) is the most effective treatment. It works by relaxing the muscles that create the wrinkle, so that it no longer forms when the muscles move. You see results in 2-10 days after getting Botox, and results can last up to four months, with the results lasting longer as you have more treatments. In the hands of a qualified injector, results look very natural. There is no downtime and treatments cost anywhere from \$250-\$600 depending on how many areas are treated.

### FACE: RESTORE VOLUME

**What to do:** Use injectable fillers such as Restylane and Radiesse.

**How it works:** Restylane is a safe non-animal stabilized hyaluronic acid that can be injected into the face to restore that lost volume. Common areas treated are hollow temples, lips, chin, marionette lines, smile lines (nasolabial folds), tear troughs and most importantly, cheek

restoration and lifting. By re-inflating the area, we actually lift the sagging skin and improve everything below. Treatment is done at one sitting with results lasting 6-18 months. There may be some swelling or bruising after treatment, but this is easily covered by makeup and usually only lasts a couple of days. Cost can range from \$500-\$3000 depending on how much treatment is carried out per session.

### JOWL/CHIN/BATWING AREA

**What to do:** Pollogen Maximus Radiofrequency treatment to tighten loose skin on the neck, arms and below the chin.

**How it works:** Radiofrequency delivers heat to the skin and subcutaneous tissue below. By reaching and maintaining a specific temperature, fat is released from the underlying fat cells and skin tightening is triggered. The Maximus stimulates collagen production through deep heating, which helps rebuild the structural

integrity of the skin. Results are seen after the first treatment with peak results at 6-12 months. Most patients require 6 sessions for optimal results.

The treatment is pain free and any area with skin looseness can be treated; common areas include the jowl, chin, neck, batwings, mummy tummy, hips and thighs. There is no downtime and clients can resume their normal daily routine immediately after the procedure. Cost is usually \$200 per session for face or neck and \$300 per session for body.

### UNWANTED BODYHAIR

**What to do:** Laser hair removal.

**How it works:** Laser hair removal works by "selective photothermolysis", in other words, the laser looks for colour in the hair shaft and targets it, destroying its ability to grow new hair. Treatment is usually performed every six weeks or so depending on how fast the hair grows. When a new crop of hair starts to grow, it's time for another session. Most patients describe the sensation as an elastic band snapping on the skin, while some patients (especially those with colour) may notice a little bit more discomfort. Most clients require 6-8 sessions to achieve an 80% or more permanent reduction in hair. Downtime is usually negligible; some patients may notice a small sunburn sensation for a few hours. Cost depends on how large of an area is treated, ranging from \$50/session for underarms to several hundred for legs or back.

### SUN DAMAGED AREAS ON FACE, NECK, CHEST

**What to do:** Fractora is a new option for patients with fine wrinkles, brown spots or sun damage, broken blood vessels and a general drop in skin quality.

**How it works:** Fractora is a fractionated Radiofrequency device that delivers heat 0.6 mm below the skin's surface to improve the skin quality. It has a series of either 20 or 60 tiny pins that provide radiofrequency energy to the dermal region of the skin. This energy ablates some of the dermal matrix and stimulates a collagen response from the body that results in new, healthy collagen production. The procedure feels like a heat sensation and can be administered without anesthetic on a low setting; but on higher settings, one would need topical anaesthetic. The procedure is quite quick and can require between 2-6 sessions depending on desired outcome, intensity of treatment and tolerance of downtime. Low settings have minimal downtime, while higher settings can be more painful, and have more swelling. The best areas to treat are crow's feet, smoker's lines, below the eyes, neck, chest and hands. Cost ranges between \$200-500 per treatment session.

### ABDOMEN, HIPS, THIGHS

**What to do:** TiteFX from Body Tite, targets fat, cellulite and loose skin.

**How it works:** The TiteFX delivers radiofrequency energy to the area. Once the target temperature is reached, it delivers a second energy pulse that actually kills the fat cell. The treatment is applied to a given area for 5-10 minutes and the heating effect stimulates collagen production, which helps tighten skin, while the secondary pulse improves local fat deposits and cellulite. Results are seen after the first treatment for fat and cellulite, while the tightening effects take more time and reach a peak at 6-12 months. The best areas to treat are the abdomen (for mummy tummy), hips and thighs both for cellulite and fat. Most patients require 6 sessions. There is no downtime. Each treatment usually costs \$300 with packages available for multiple sessions.