



# Not just for the fairer sex..

by Dr Peter Prendergast

Minimally invasive cosmetic enhancements are becoming popular among the general population; however, much of the attention still focuses on women. While women are still the major consumers of cosmetic enhancements, men are becoming increasingly interested in what the industry can do for them. Though statistics in the UK and USA show that men account for about 10% of cosmetic procedures, most clinics report a rise in numbers of men seeking minimally invasive cosmetic procedures to enhance their looks quickly and naturally. So if you're a man, the news is good: there are myriad treatments available that refresh and rejuvenate, slim and sculpt, allowing you to get on with business without too much fuss!

## Smile and look great

To soften deep folds around the mouth or the nose-to-mouth lines, fillers are ideal. There's such a huge range of fillers on the market, it's usually better to discuss which one is more appropriate for you with your doctor. The most popular fillers are hyaluronic acid fillers such as Perlane, Restylane and Teosyal. Hyaluronic acid is a clear gel substance found naturally in the skin that hydrates and provides support to tissues. When it is injected directly into the skin it lifts skin and softens lines, providing an instant rejuvenation. A local anaesthetic injection numbs the area sufficiently before the filler is placed to ensure it is not painful. These fillers generally last 3-6 months, after which time the treatment can be safely repeated. For those wanting a slightly longer-lasting effect, you may be offered Radiesse, which can last up to a year. It consists of a substance called calcium hydroxylapatite and is injected in a similar way. The amount of filler used depends on how many areas are being treated, the depth of the folds and the degree of line smoothing desired. It is important to have a good chat with your doctor to discuss your wishes before anything is injected anywhere!

Sculptra, or poly-L-lactic acid is a facial volumiser that stimulates collagen and plumps up skin gradually. It involves a series of small injections, under local anaesthesia, throughout the cheeks and face. Usually three treatments are necessary, at monthly intervals, for a complete result. As volume increases cheeks look fuller and lines also soften. After the treatment you will be given instructions to massage the face for a few days to help prevent any lumps or irregularities. Sculptra is also used to treat extreme volume loss in patients with HIV/AIDS who have facial lipoatrophy. The results can last 2-3 years.

## Restore youthful volume

Losing fat from the face is a giveaway when it comes to age. Without fat, the face looks gaunt and the cheeks droop or hollows form. It is possible to restore this volume in a few treatments and turn back the clock without undergoing a major procedure. Two excellent methods are an injectable treatment using Sculptra, and fat transfer, using your own fat to restore a youthful appearance.

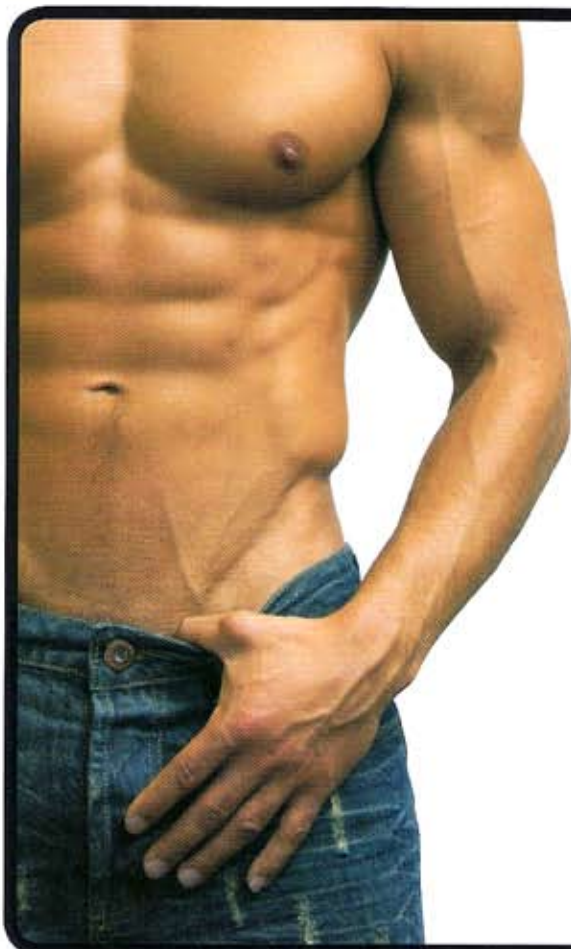
During fat transfer, fat is taken from the tummy, thigh or other area, washed, and injected back into the face to restore volume. The procedure is performed using local anaesthesia for comfort, and using blunt instruments to avoid damaging blood vessels and nerves. Only about 40-50% of the fat will survive after transfer, so a couple of top-ups are common to achieve a complete volume enhancement. The results can be very satisfying and can be permanent. Bruising and swelling can occur afterwards but will fade and disappear. The added benefit of this procedure is that fat can be taken from a stubborn area of fat such as the tummy - two procedures in one!



## Smooth away furrows and lines

Botulinum toxin type A (Botox and Dysport) is still the gold standard for dramatically improving frown lines, forehead lines and crow's feet. This is the most common cosmetic procedure in the world for a reason: it works! A few tiny pinches and a few days later and you will see a brighter, refreshed looking you. Side-effects such as brow droop, eyelid droop and asymmetry are possible, but extremely uncommon if your doctor is experienced in performing the procedure. The effects last about 3 months at first, increasing gradually after repeat treatments and eventually can last up to 6 months. Over time, results also improve as lines soften and disappear.

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### **Slim down**

Fat reduction and body contouring is one of the most popular cosmetic treatments worldwide. In men, tummies, flanks and chest area are most commonly treated. There are many forms of fat removal, including lipodissolve injections, traditional liposuction, laser lipolysis and the newest form of ultrasound liposuction called VASER liposelection. Liposelection can be performed under local anaesthesia and involves 3 steps. First, dilute local anaesthesia is passed into the fat to numb the area and constrict the blood vessels; second, the VASER ultrasound probe is passed into the fat to emulsify the fat instantly, whilst leaving other tissues relatively unharmed; finally, the liquefied fat is removed with suction. The recovery after liposelection is remarkably quick and results can be seen in as soon as a week. It is also ideal for removing tough tissues such as those found in the male breast. You must be assessed thoroughly and some routine tests are performed to determine suitability for these fat removal procedures.

### **Enjoy clear skin**

Since men generally don't wear makeup, having clear skin is important. Great skin is certainly achievable today with so many advancements in skin technology in recent years. As well as a good diet, nutritional supplements such as vitamins and antioxidants play an important role in skin health and beauty. It is wise to discuss with your cosmetic doctor or surgeon what supplements are most appropriate for you. Procedures for improving the appearance of skin range from chemical peels and fractional resurfacing to laser genesis and mesotherapy. If you have a lot of sun damage and pigmentation, a TCA chemical peel will leave you with brighter, clearer skin, after a few days of peeling. For redness and broken veins (red and blue) on cheeks and chin, a 1064nm NdYAG laser will quickly and efficiently clear them, improving the complexion. Fractional resurfacing involves a laser that ablates or removes skin in tiny patches, with islands of undamaged skin between; the result is similar to a chemical peel but sometimes with less downtime. For brighter, smoother glowing skin, aesthetic mesotherapy provides the required stimulation and hydration. Hundreds of tiny injections using a special injection 'gun' infuses the skin with hyaluronic acid and vitamins to hydrate and nourish from within.

### **Get rid of nuisance hair permanently**

Now there is excellent technology available to permanently reduce unwanted hair all over the body. For men, back, shoulders, chest and abdomen are common treatment areas. Beard sculpting to reduce neck hair and problems with ingrown hairs is also possible, using powerful IPL devices or lasers. Since hair grows in different cycles, 4-6 treatments are required for permanent hair reduction. During the treatment a gel is applied and the laser or IPL device is passed over the treatment area. A few pinches are felt as the light destroys the hair follicles. Dark hairs are more easily treated than fair ones.



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