

IMPROVE YOUR LOOKS IN YOUR LUNCH HOUR



The boom in lunch-hour beauty procedures saw us spend £83m on non-surgical treatments last year - putting the nip back into nip 'n' tuck

Cosmetic procedures have become part of many women's established beauty routine, so much so that having a quick uplift is becoming as popping into the hairdressers for a root re-touch. With treatments more affordable and accessible than ever, the era of the lunch-hour beauty procedure has arrived.

Chemical peels and Botox remain the most popular treatments, adding up to an amazing 415,000 procedures last year, 85% of the market. Independent cosmetic surgery consultant Wendy Lewis

says: "The typical person having Botox today is not a rich and famous

celebrity, it's the woman on the High Street."

It seems we do it because it boosts our confidence. A recent study found that 50% of people using Botox reported feeling, rather than just looking, younger.

Bill Green, Managing Director of Botonics, a company offering non-surgical cosmetic treatments, says: "60% of our clients want Botox." Last year, an estimated 50,000 vials of Botox were used in the UK.

Skincare experts believe that non-invasive treatments such as fillers and injectibles are becoming more popular along with facial peels, lip and brow enhancements.

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CONSUMERFOCUS



Swift beauty fixes

Roisin McGovern, Medical Director of The Private Clinic, says: "We offer non-invasive, anti-ageing treatments that can be done in under 60 minutes. Restylane and Sculptra are popular with women who want subtle, non painful procedures."

Consultant Dermatologist Dr Nick Lowe says: "I believe it's an area that is showing

evidence for growth. People in the UK are becoming more knowledgeable about treatments and future trends will depend on the results of new studies."

He expects developments in fibroblast (connective tissue cells) injectibles and plasma resurfacing, where skin is regenerated using nitrogen plasma head treatment.

So can you really turn back the years in less than 60 minutes? We look at the latest treatments to find out what they involve, and whether they really work.

The latest injectible

Time 50 minutes

Cost from £350

Lasts up to two years

What is it? Skin becomes thinner as we age, losing elasticity and firmness. The most up-to-date, non-invasive injectable treatment is Sculptra, using poly-L-lactic acid to stimulate collagen production, adding volume and smoothness to the skin.

The fix Sculptra has been used medically for over 20 years and is biodegradable. Two or three treatments are usually needed, depending on the skin type. There can be minimal discomfort such as small red bumps, swelling and bruising, which normally lasts 2-6 days.

Best for Deep wrinkles, sunken cheeks and slack skin.

Appointments Call The Private Clinic on 0870 429 2220 or visit www.theprivateclinic.co.uk

Jacqui Reeves, 47, beauty salon owner from Bournemouth

"Whenever I caught sight of myself in the mirror, I felt I looked tired and gaunt. I wanted to give my self-esteem a boost. So I booked a consultation at The Private Clinic in London to find out what I could do to help improve the sunken look of my cheeks and make me look younger. The specialist nurse explained that Sculptra would improve the texture of my skin and give my cheeks a fuller appearance while also stimulating the body's own production of collagen. My skin was cleansed and a cream was applied to numb the area, then injected with Sculptra. The procedure is painless and I've now had three treatments to my cheeks, chin and temples."

Verdict "I'm delighted with the results. My face is much firmer and smoother. My confidence is back and I feel I look younger."



Skin plumper

Time 40 minutes

Cost £150-£750

Lasts 4-12 months, depending on the area treated

What is it? Restylane is a clear, non-animal derived gel filled based on hyaluronic acid, a substance that exists naturally in the body. The body produces less as we age, so skin looks drier and thinner.

The fix Restylane is injected in minute amounts using very fine needles. The amount used varies according to the depth of the wrinkle. There may be swelling, redness, itching, discolouration, and tenderness but this clears up after a few days. It degrades slowly over 12 months.

Best for Reducing wrinkles and folds, sculpting lips, enhancing chin and cheek contours.

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Suzanne Stokes-Munton, 50, film hairdresser, London

"Over the last few years I've noticed fine lines around my lip and jaw line which bothered me because they made me look grumpy. I spoke to friends who suggested Botox, but working in the film industry I'd seen too many bad jobs so I was uncertain if it was right for me. I did some research and found Restylane offered a good alternative, and I liked the idea that it was a natural product. The Private Clinic explained that the treatment could improve my fine lines by up to 80%. My skin was cleansed and a cream was applied to numb the sensitive area around my lips. It was a quick and easy treatment, but it did sting a little."

Verdict "I was extremely happy with the results. The deeper lines are less noticeable and the finer lines have disappeared completely."

