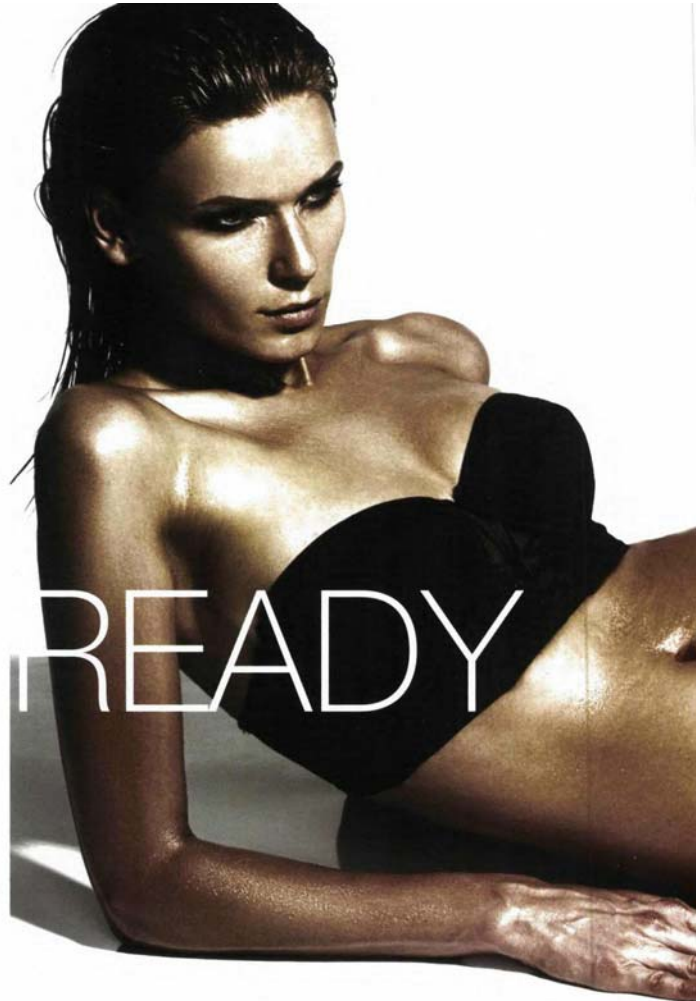




FOCUS

summer BODY READY

Dr. Catherine Stone discusses non-surgical options for getting that bikini-body beach-worthy this season



How ready are you to flaunt your body at the beach this season? Summer is here and with hotter days and the potential of flashing more flesh, we thought we'd update you on some of the new and proven non-surgical technologies to have you looking

and feeling sizzling hot over the summer season.

One of the hottest new topics is how to improve your breast shape non-surgically using a quick and simple treatment that boosts your cleavage and looks totally natural, because it's your own.

The Vampire Breastlift treatment went viral on social media recently and can be used for breasts of any size or shape to enhance the 'upper pole' - the part visible in bras and bikinis - without significantly increasing size. The treatment takes around 30-45 minutes and involves taking a small sample of blood. From this, your platelets and plasma are isolated by spinning the blood in a special tube in a centrifuge and then placed into the fatty tissue of the upper pole of the breast to provide better shape and lift.

Using your own platelets and plasma is a treatment called PRP, or platelet-rich plasma, and the technology has been used for over 20 years for a variety of different medical uses, including improving the survival rate of surgical fat transfer to the breast. PRP works by telling your body's stem cells to repair the tissue it is placed in,

increasing blood flow to the area and replenishing the cells, making the tissue not only look younger but actually 'be' younger.

Sometimes a small amount of dermal filler may also be added to help give instant results, as the PRP takes 3-6 weeks to start working and can sometimes take 3-6 months to reach full effect.

PRP can also be placed under the nipples to enhance and improve their sensitivity. A few tiny strategically placed injections can also be used in the genital area of both women (called the O-Shot or Orgasm-Shot) and men (the Priapus Shot) to enhance sexual enjoyment and performance. The O-Shot is also an excellent treatment for stress urinary incontinence in women - the embarrassing leaks that can limit you getting active over summer, or making you feel self-conscious when you sneeze or cough.

If you're concerned about dull, crepey, sun-damaged or lined skin on the chest and décolletage, a special type of PRP called 'Cellular Matrix' PRP helps to hydrate and thicken the skin. This treatment is fantastic to improve skin texture on the chest, neck, décolletage and hands.

This special tube contains hydrating Hyaluronic Acid (HA) which not only attracts the water in your skin to improve its hydration, but has also been proven to make your PRP treatment last longer and have higher effectiveness.

For a faster, more precise treatment, administering this Cellular Matrix PRP through a specialised mesotherapy 'gun' allows an almost painless treatment using much less product (hence less cost) than if injected normally. Results can sometimes be visible within a few weeks and continue to improve over the next few months. There can sometimes be 1-2 days where you might cover the treated areas, as it will often leave little pink marks that settle very quickly.

Muffin tops and small unwanted fat deposits on the tummy, butt, thighs and underarms can be treated with Coolsculpting, a technology that 'freezes' the fat to destroy it. Each treatment takes about two hours, unless the clinic can offer two machines working on you at the same time (common in bigger clinics such as London, New York and LA). The results can take 4-6 weeks to show, as the frozen fat cells break down and are eliminated by your body. Expect some tingling and unusual sensations in the



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treated areas in the first few weeks. While this is not a replacement for good diet and exercise, it can be an option for those who have 'hard to shift' fat deposits despite caring for their bodies. Coolsculpt is available from a handful of excellent plastic surgical clinics around NZ, including Prescription Skincare in Auckland and The Da Vinci Clinic in Tauranga.

Cellulite is difficult to treat, as it is not directly related to your sub dermal fat (the fatty padding under the skin that goes up and down with weight gain and weight loss). Rather, it is thought to be due to poor lymphatic circulation resulting in a build up of toxins in the tissues. As the toxins continue to build up in the skin, the body tries to protect itself by surrounding them with fat cells almost within the skin, creating the 'orange peel' texture

of the skin. If the lymphatic drainage continues to be compromised, this cellulite can 'harden', making it much more difficult to shift. This explains why skinny girls can have cellulite while some curvy girls don't, and why liposuction doesn't treat cellulite.

We have trialled many different cellulite treatments over the years and unfortunately, most of them fall short of the promises that they make - even those with good research behind them. Many will provide a temporary improvement in cellulite while having the treatments, but often the results are not sustained.

Endermologie uses a combination of vacuum and rollers to 'suck' the skin and encourage both blood flow and lymphatic drainage in the area. This treatment was very popular 10-14 years ago and is still available today. How

does it work? You climb into a special body stocking, lie on a table, and your therapist runs the specialised head of the machine over the areas that need to be treated, sucking the skin up into the rollers

Velashape takes it a step further and combines the vacuum and rolling head with both infra-red and bi-polar radiofrequency to heat the tissues and assist in breaking down the 'hardened' cellulite deposits. It is also meant to help with skin texture. This technology was developed by a friend of mine, so we trialled it about nine years ago when it was first developed. While we saw mild results initially, they were not sustained, and for the cost and time involved, we decided it wasn't worth it.

Summer heat means increased sweating, which is normal, but up to 10% of the population will suffer from excessive sweating which ruins clothes, limits clothing choice, is embarrassing, and in worst case scenarios, can impact confidence in social situations. This condition is called hyperhidrosis and for many years, Botox has been a safe, simple, effective and almost painless treatment to bring abnormal sweating back to normal levels. A simple 20 minute treatment reduces sweating by up to 83%, and will usually last about 6-12 months.

Laser companies are now looking at ways to treat hyperhidrosis more permanently with energy-based devices designed to destroy the sweat glands rather than just 'turn them down' the way that Botox treatments do. Nerves need to be heated to 60-65 degrees to destroy them effectively, so these treatments tend to require local anaesthetic and will often have more significant downtime, with soreness, swelling and temporary changes in sensation in the under arms and upper arms after treatment. For permanent results you may require between 1-3 repeated treatments, each about 3-4 months apart.

Whether you're enhancing your cleavage, reducing excess fat deposits, or treating your excessive sweating, it's important you choose an experienced, caring and conscientious clinician to guide you on your improvement journey. As these are medical procedures, expect to have a thorough consult where the procedure is explained, a medical history is taken, your concerns and expectations discussed, and a consent form completed. Most good clinics will take before and after photos to show you your progress.

If you eat healthy, drink lots of water, avoid smoking, and get a good amount of sleep, you've already taken a step in the right direction - and you're likely to get better results with these treatments. In saying that, it is summer, so a lovely glass of vino to wash down that delicious, healthy food is more than acceptable. Have a wonderful summer and enjoy showing off your hot summer bod!

Dr Catherine Stone is the founder of The Face Place MedSpa and has trained with the pioneers of cosmetic Botox and many of the top cosmetic doctors in the world.