



Brave new  
WORLD

Ice facials and body contouring are just two of the latest innovations to change the face of appearance medicine. We look at the top trends in high-tech beauty

**What is PRP?**  
Here, platelet-rich plasma (PRP) is taken from your blood. The doctor takes a blood sample, shakes it in a centrifuge and the platelets are separated to be injected back into your body. Studies show that when activated in the body, platelets release proteins that speed up the natural process of recovery.

Aside from Botox and fillers, what else is happening in the appearance medicine industry? We caught up with Dr Catherine Stone of The Face Place on her return from conferences in Europe to find out the key

**BODY CONTOURING WITH PRP AND FAT**

"This was a really interesting presentation, where Dr Jason Emer from Beverly Hills presented some impressive before and after photos. PRP was mixed with fat grafts and implanted into the muscles of the chest, shoulders, abdomen and butt to bulk up the muscles and provide contour. The fat has to be harvested from somewhere, so it sounds like the perfect treatment - take fat from where we don't want it, and put it where we do want it."

**LABIAL ENHANCEMENT WITH PRP**

"The sexual rejuvenation trend continues, with the use of PRP to enhance the appearance of the external female genitals - the labia and mons pubis. We currently

use PRP as the O-Shot to improve orgasms and leaky bladder, but until now, improving the plumpness of the labia has been the domain of the injectable fillers [the labial puff technique]. Several presentations also talked about using PRP to improve vaginal dryness by enhancing lubrication. Some great cases were presented, and while PRP takes longer to work than filler, it's using parts of your own blood, so it wins on the safety factor. We look forward to trialling it."

**PRP FOR ALOPECIA**

"We've known about using PRP for hair loss for three to four years, but it's mainly been focused on androgenetic alopecia - the standard male and female pattern hair loss. Alopecia areata is an autoimmune condition that causes loss of hair in patches. New research is showing that PRP can be effective in treating this condition. Studies have shown that using Viviscal [a hair supplement] or Minoxidil [Regaine] in conjunction with PRP gives better results than just PRP alone. It makes sense, but it's great that the research now supports this."

**PRP FOR VISION**

And lastly, a sight-restoring technique that shows PRP's potential knows no bounds. "We heard about using PRP eye drops for dry eyes at the last BioBridge Foundation event meeting. But [on this occasion] the real 'eye-opener' - excuse the pun! - was using cellular therapies to restore or stabilise vision by helping the body to repair the cells of the retina in those who had retinal degeneration. The increasing uses for cellular therapies such as PRP are quite mind-blowing. Watch this space!" □

**ICE-COLD FACIALS WITH CRYOTHERAPY**

"Cryotherapy, or the use of ice-cold temperatures to stimulate blood flow, is commonly used in sports therapy to improve recovery and stimulate [the growth of] lean muscle. Last year we saw cryotherapy facials using an ice-cold stream of air directed onto the face; this year it was the use of frozen metal balls rolled into the face to stimulate blood flow from the mechanical action of rolling, and increase blood flow to the small capillaries thanks to the icy temperatures. Our skin and blood vessels constrict when they become very cold; the vessels then compensate by opening wider, increasing blood flow to the tiny capillaries and oxygenation to the skin. Using the 'ice balls' also allows the therapist to massage treatment serums into the skin at the same time. This is one to watch - we're currently playing with different ways of doing an 'ice facial'. If it works, we hope to launch it this year at The Face Place."