

Facing the future

Injectable cosmetic treatments usher in new era of facial rejuvenation

In the world of cosmetic enhancements, the options for women seeking the next best beauty treatment are nearly endless: fillers, microdermabrasion, lasers, creams and prescription injectables are among the choices.

Out of these, injectable treatments have become the fastest growing segment of the cosmetic enhancement industry. Last year, of the 12.1 million people seeking a facial makeover in North America, 10.1 million opted for minimally invasive treatments, and at least five million of them chose Botox Cosmetic.

But one treatment in particular is gaining momentum as an effective way to treat the overall signs of aging.

The treatment, called Soft Lift, directly addresses the "3 Ds" of skin aging, the root causes that include deterioration, descent and deflation. Decades of unprotected exposure to the sun's UV rays, smoking, alcoholic beverages and simple natural processes can cause facial muscles to sag and the collagen to break down.

Soft Lift is a one-two cosmetic approach that combines Juvéderm dermal filler with a prescription injectable to smooth lines and wrinkles, and restore lost fullness in the face.

It was in 1987 that the possibilities of injectable cosmetic treatments became clear. Over dinner in her Vancouver home one evening, Dr. Jean Carruthers shared a revolutionary idea with her husband, dermatologist Dr. Alastair Carruthers. She had been using an injectable protein called Botox to correct eye

problems such as strabismus, a disorder affecting a person's eye muscle co-ordination. When injected around the eye area, she noticed Botox caused the muscles to relax – resulting in fewer wrinkles.

So why not use that same medically proven product to temporarily banish facial wrinkles, lines and furrows, she wondered. Her subsequent use of Botox for this purpose delivered such impressive results it led to the advent of non-invasive cosmetic medicine.

Since her initial discovery and pioneering work, there have been more than 2,000 articles on Botox in medical publications, and it is one of the most widely researched medicines in the world.

"Botox was a revolutionary breakthrough product," says Dr. Vince Bertucci, president of the Canadian Society for Dermatological Surgery (CSDS). "It started the entire movement into non-invasive cosmetic makeovers, permitting the average person to safely and effectively improve facial wrinkles with a simple office-based procedure."

Although there are sometimes misconceptions and confusion around the treatments, Dr. Bertucci says Botox's 19-year safety history is extensive. Still, the CSDS reminds consumers that a successful treatment should always begin with proper research and education; consumers should consult a licensed, qualified physician and always ensure that cosmetic treatments are performed in an appropriate medical setting.

Combined in a Soft Lift, cosmetic experts can address

the entire face as a whole instead of dealing with it in parts, resulting in a holistic approach to restoring age-damaged skin, says Dr. Carruthers.

At her Jean Carruthers Surgery Inc. practice in Vancouver, Dr. Carruthers joins other cosmetic physicians across Canada embracing this

approach to facial makeovers. Among the benefits: a long-lasting, natural-looking result.

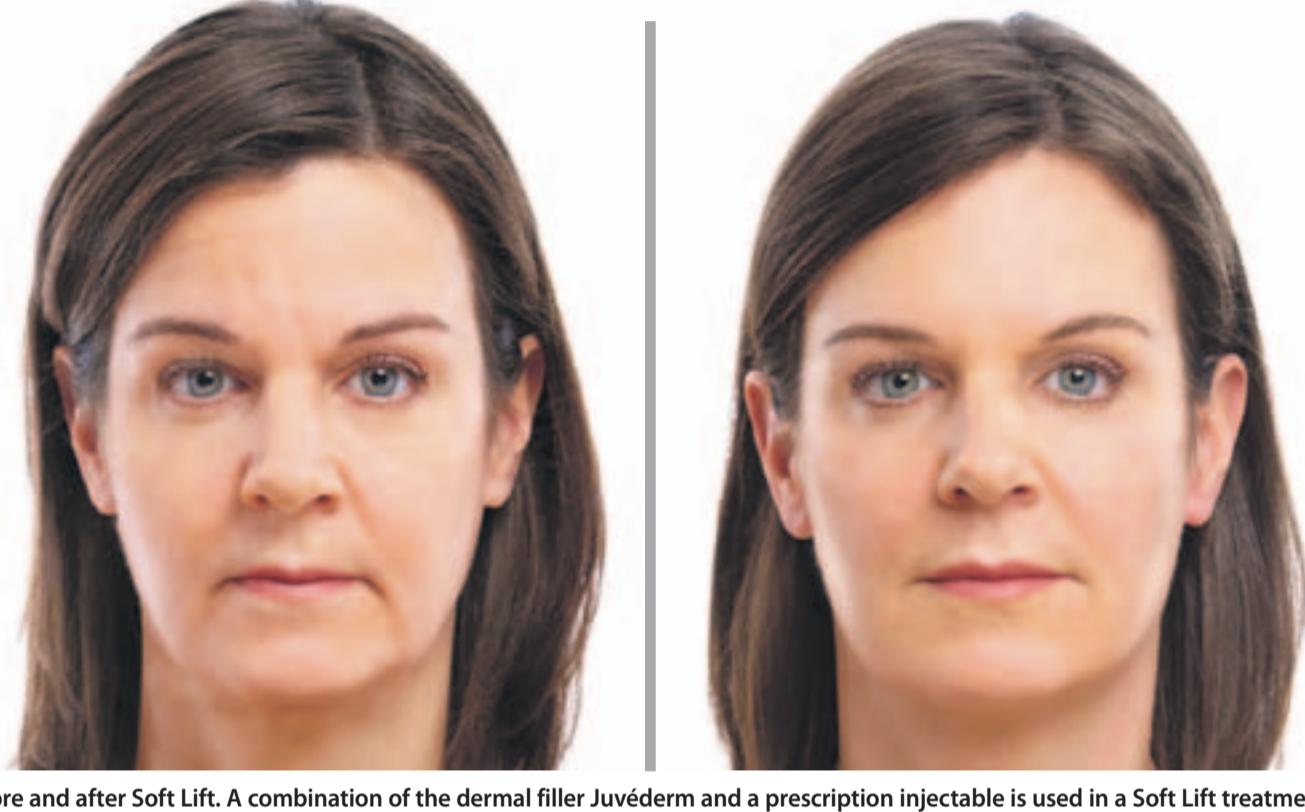
Part of our natural aging process can involve the loss of facial bone structure, as well as collagen and hyaluronic acid. The result can be too much skin to cover what lies beneath. When used in a Soft Lift, Juvéderm – which is

made with hyaluronic acid, a sugar that occurs naturally in the body – can restore that substructure, filling out the face and returning it to its youthful fullness and vitality, Dr. Carruthers explains.

"You see that collagen breakdown particularly in the cheeks and around the lips," says Dr. Bertucci. "They lose

youthful fullness and the sagging effect creates shadows that age the face."

"Botox and dermal fillers have revolutionized cosmetic makeovers," says Dr. Bertucci. "The effects are not drastic, nor artificial. It is still the same face but younger looking, more rested and vibrant, which is what people want."



Before and after Soft Lift. A combination of the dermal filler Juvéderm and a prescription injectable is used in a Soft Lift treatment to smooth lines and wrinkles, and restore overall lost volume. Among the benefits: a natural-looking, refreshed look.

PHOTOS: SUPPLIED

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Web resource details cosmetic enhancement options

Sometimes the best advice a physician can give anyone looking for a cosmetic treatment is the simplest, says Dr. Vince Bertucci, president of the Canadian Society of Dermatological Surgery (CSDS).

"Often the first thing I tell would-be patients is simply: Do your research," he says. "The best patient is a well-informed patient."

Surprises may be wonderful for birthdays but not when it comes to something as serious as deciding what cosmetic enhancements to seek if you want to lessen the signs of aging from your brow, cheek or chin line.

Yet the search for information can be challenging – a recent poll found that more than half (57 per cent) of Canadian women are confused by their cosmetic treatment options and are turning to the Internet for more information.

Increasingly, physicians are recommending an online visit to FACEinstitute.ca – a recognized go-to resource for comprehensive, easy-to-understand information on cosmetic treatments.

The website answers the most common questions about cost, safety, efficacy, results

and who to go to for cosmetic treatments.

Developed in consultation with Canada's leading cosmetic physicians, FACEinstitute.ca offers a one-stop, interactive resource on cosmetic procedures and can recommend a qualified physician close to home or office through the site's Doctor Locator. The site explains the process of skin aging and allows consumers to view before and after photos, or upload a personal photo to see how they would look after a virtual treatment with the FACE Visualizer.

FACEinstitute.ca also provides the details on a wide range of cosmetic enhancement options such as prescription injections, dermal fillers, laser rejuvenation, dermabrasion, microdermabrasion and even prescription creams – explaining where and how they work.

More than just credible information, the FACE Institute website allows consumers to take the first step towards exploring their cosmetic enhancement options, simplifying what can sometimes be a daunting process.

To learn more or find a qualified cosmetic physician near you, visit www.faceinstitute.ca.

FACEinstitute.ca answers questions about safety, efficacy, results and who to go to for cosmetic treatments. IMAGE: FACEinstitute.ca

Q:

A: FACEinstitute.ca for ways to bring back your youthful glow.

You may have many questions about how facial aesthetic treatments can help, whether it's looking less tired or smoothing lines and wrinkles. Fortunately, there is now one website where you'll find all the answers. FACEinstitute.ca is a reliable source of information backed by a medical affiliation made up of Canada's leading cosmetic doctors. It covers everything from prescription injections to facial fillers to laser rejuvenation. You can also use the revolutionary new FACE Visualizer™ for a virtual makeover and create your own before and after pictures. And, most importantly, the site can help you find a qualified doctor you can trust. So before you get the treatment, get all the facts.

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