

The ART & SCIENCE of STAYING

2012 anti-aging, fitness and nutrition trends that aim

*i*n general, (although South African stats, unfortunately, don't agree), men and women are living longer. According to research in the USA, it is estimated that from 2010 to 2020, the 65+ population will have grown by 40%; this is expected to increase to nearly 80% by 2030. And, says Leslie Nolen, internationally recognised expert in the art and science of selling health and wellness, and the author of *The Health and Wellness Insider's Guide to Durable Trends, Fleeting Fads & Innovative Ideas*, most of the global community is getting older, not younger; heavier, not lighter; and sicker, not healthier.

"Interest in self-care is on the rise, since many people, whether fit or not, start to encounter new health issues as they reach their 40s and beyond," she adds. As the world becomes more inter-connected and, to a degree, smaller, so society's need (read desire) for information and research becomes paramount. "Consumers are becoming more globally 'intelligent'; they question more and want more information," says Nolen.

She adds that people are viewing health

and wellness as an asset, something whose value increases when you protect, maintain and enhance it. Do-it-yourself healthcare is gaining in popularity, and society, in general, wants comprehensive solutions. Consumers want to optimise health and wellness, without the risks of over-treatment or over-medicalisation.

"In addition to physician-led longevity and anti-aging clinics, longevity and anti-aging lifestyle programmes will continue to find a growing audience, particularly in larger communities and those with aging demographics," explains Nolen.

She says that the baby-boomer generation (currently in their 50s) want to remain physically and mentally active into their 60s, 70s and beyond. "The one thing that many boomers don't envision: a quiet, at-home retirement."

Many of this generation are choosing to work as long as possible

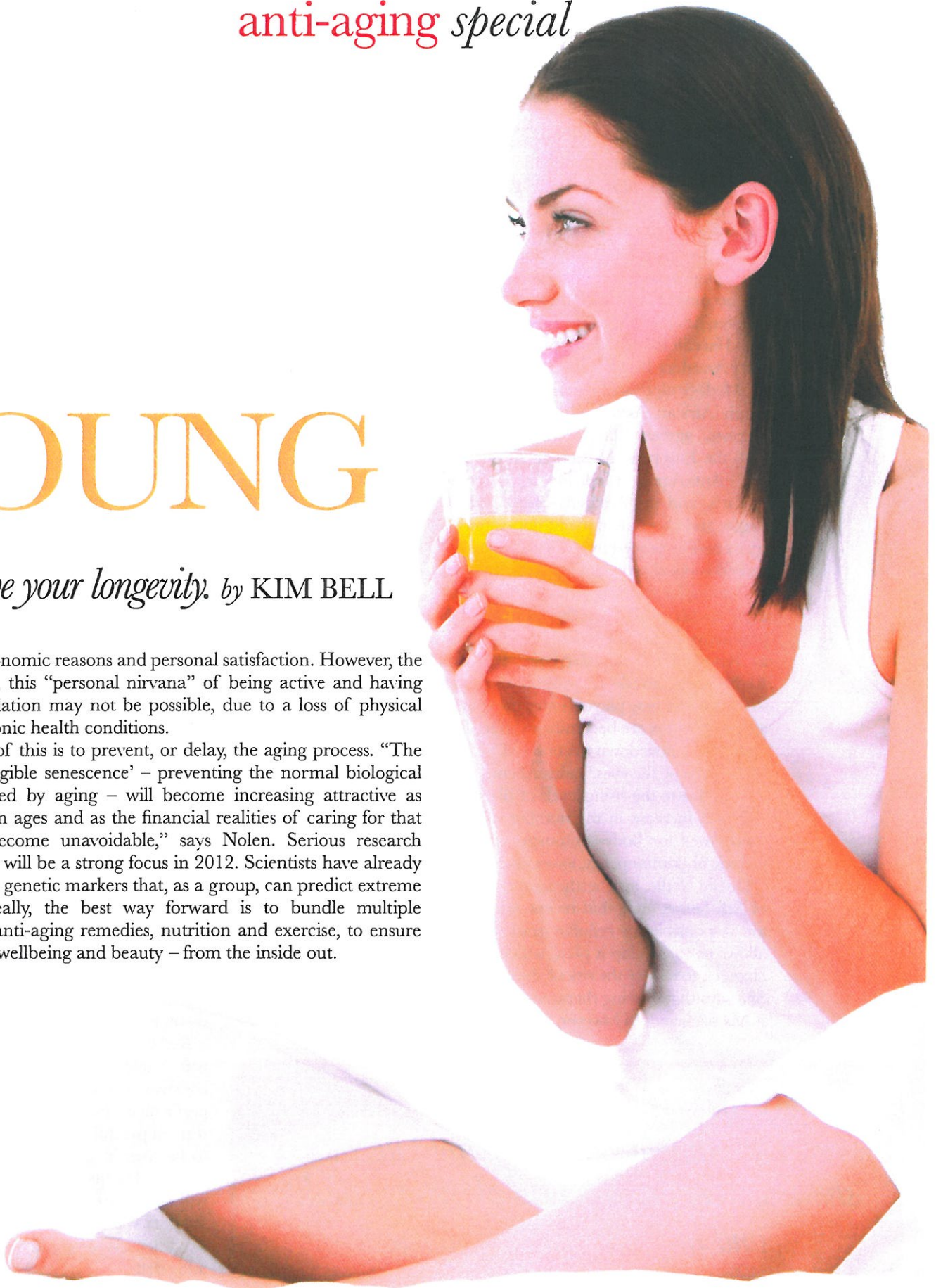
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YOUNG

to improve your longevity. by KIM BELL

– for both economic reasons and personal satisfaction. However, the experts warn, this “personal nirvana” of being active and having mental stimulation may not be possible, due to a loss of physical fitness or chronic health conditions.

A big part of this is to prevent, or delay, the aging process. “The goal of ‘negligible senescence’ – preventing the normal biological changes caused by aging – will become increasingly attractive as the population ages and as the financial realities of caring for that population become unavoidable,” says Nolen. Serious research into longevity will be a strong focus in 2012. Scientists have already identified 150 genetic markers that, as a group, can predict extreme longevity. Ideally, the best way forward is to bundle multiple therapies of anti-aging remedies, nutrition and exercise, to ensure future health, wellbeing and beauty – from the inside out.



ANTI-AGING TRENDS

Dr Maureen Allem, cosmetic doctor and founder of Skin & Body Renewal, explains that the desire for invasive plastic surgery procedures is slowly declining, and is being replaced by non-surgical anti-aging treatments. "As more people are becoming educated regarding non-invasive treatments, they are opting for a liquid facelift instead of a surgical facelift."

Dr Anushka Reddy, aesthetic physician at Medi-Sculpt and president of the South African Association of Cosmetic Doctors, agrees. She recently attended both the European Masters in Aesthetics and Anti-Aging Medicine conference in Paris, and the Aesthetic Show in Las Vegas, and says that globally, non-surgical rejuvenation procedures will continue to exceed surgical procedures. "More people are opting for the 'less is more' look," she says. Reddy adds that the growth and popularity of cosmetic injectables, such as Botox, Dysport, Restylane, Perlane, Radiesse and Juvederm, will continue to increase as products continue to evolve and new players enter the market. "Now that the long-term effects of Botox are becoming evident, Botox will be used by people in their 30s to slow down the onset of wrinkles, especially the crow's feet at the sides of the eyes," adds Allem.

And, due to the rising levels of obesity worldwide, Reddy says there will be an increase in the number of patients seeking plastic surgery procedures for body-contouring after dramatic weight-loss. These include abdominoplasty, lower body lift and upper arm lift.

Dr Sly Nedic, an aesthetic and anti-aging practitioner and owner of 8th Sense, adds that recent research has found two genes which are responsible for cellulite grade 2 and greater. "This information allows us to develop a plan, which may include therapy and lifestyle changes, to reduce the risk of developing moderate to severe cellulite." She says that existing therapies are not likely to reverse cellulite once it has occurred. "However, early lifestyle changes, including exercise

and avoiding the birth-control pill, may show slower development of severe cellulite and improve visual aesthetics." Research shows that those who test positive for the ACE gene have around a 70% chance of developing moderate to severe cellulite. Genetic testing done in young girls with a family history of cellulite may be able to prevent the development. "This technology will soon be available in South Africa, so prevention, again, is better than cure."

Another trend to look out for is hand-rejuvenation. "As more people are seeing the results of anti-aging treatments, they are now looking to match their hands to their new youthful appearance," says Allem.

Stem cells are also an exciting field of research for the coming year, and, says Nedic, the use of adipose-derived stem cells will open the door for more use in restoration of facial volume and a younger, more youthful, look.

"Until now, only dermal fillers were used for facial augmentation, and autologous fat was used to treat nasolabial folds, lips, nose, marionette lines and cheek augmentation," says Nedic. She adds that injecting people with their own fat-derived stem cells is a cheaper solution than using dermal fillers, and it helps remove the possibilities of any allergic or adverse effects from the filler. "It has already been used in breast augmentation, but more studies should be done before it becomes a routine procedure."

Dr Kamlen Pillay, the medical director of Wembley Medispa, explains researchers in Singapore have discovered that they can convert adult stem cells back into stem cells. "The ramifications of being able to convert adult cells to stem cells is monumental, as the implication here, is the possibility of being able to age in reverse, can now become a reality." He also believes that the trend towards PRP or platelet rich plasma for skin rejuvenation will continue to increase over the next five to 10 years.

But, warns Allem, there has been a dramatic increase of "illegal or black-market" filler products and lasers, that can do more harm than good.

Reddy adds that low-cost procedures will, unfortunately, lead to more cosmetic medicine and procedures being performed by untrained and poorly trained practitioners. If it seems too good to be true, it probably is! "As a result of increased consumer awareness, people will be looking for the latest treatments. Patients will also be more aware of the need to use a registered practitioner," adds Reddy.

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