

FOLLOW US ON
TWITTER
@starverve

contact verve

E-mail verve@inl.co.za

SMS 32546 (Each SMS costs R1)

MORE MEN PAYING FOR GOOD LOOKS

Men are joining the quest for the ageless face. Helen Grange looks at their options.

WHAT makes a beautiful face? Simply, it is your proportions and symmetry. During the Renaissance, European artists used a mathematical formula known as the "golden ratio" to make their subjects' faces look appealing. It was a map of facial features based on specific measurements of symmetry and proportion.

A beautiful person's face, whether male or female, is about one and a half times longer than it is wide, and there is equal distance from the hairline to the point between the eyes, from that point to the bottom of the nose, and from the bottom of the nose to the bottom of the chin, explains the president of the SA Association of Cosmetic Doctors, Dr Anushka Reddy, of Medi-Sculpt Clinic in Ruimsig, Joburg.

When you're young, the widest part of the face is the cheekbones, narrowing to the chin, called the "triangle of youth". As we age, volume is lost under the eyes, in the cheekbones and temples, causing the face to sag. The "triangle of youth" becomes the "pyramid of age".

Today, men are becoming as interested in the "golden ratio" as women, and are as keen to preserve their "triangle of youth". "There is a definite increase in men of all races looking for skin care advice and non-surgical, anti-ageing treatments," says Dr Maureen Allem, founder of the Skin & Body Renewal clinics across South Africa.

"Men often don't recognise that it's volume loss that is causing their face to 'sink' and 'sag', but once they understand this and experience the difference that can be made with today's cutting-edge procedures, they are total converts," she adds.

Like women, the most common non-surgical anti-ageing treatments that men look for are Botox and der-

mal fillers, which claim to be able to take 10 years off their appearance, but there are a range of other non-surgical options out there to breathe youth back into skin.

POPULAR PROCEDURES

Botox (Botulinum toxin): A wrinkle-relaxing treatment that can dramatically soften facial expression lines, frown lines and crow's feet.

It's injected into the facial muscles and blocks the nerve impulses from reaching them, causing the muscles to relax and creating a smooth, rejuvenated appearance.

Botox can also be used to create a slimmer jawline and to treat excessive underarm sweating, a problem for many men.

Dermal fillers: Hyaluronic acid is used to reduce the appearance of lines, wrinkles and acne scars, and to help add volume to thin lips.

In men dermal fillers are often used to help plump up sunken cheeks, in other words, to help restore the "triangle of youth".

Dermal fillers combined with Botox to smooth and re-contour the face is popularly called a "liquid facelift".

LASER TREATMENTS

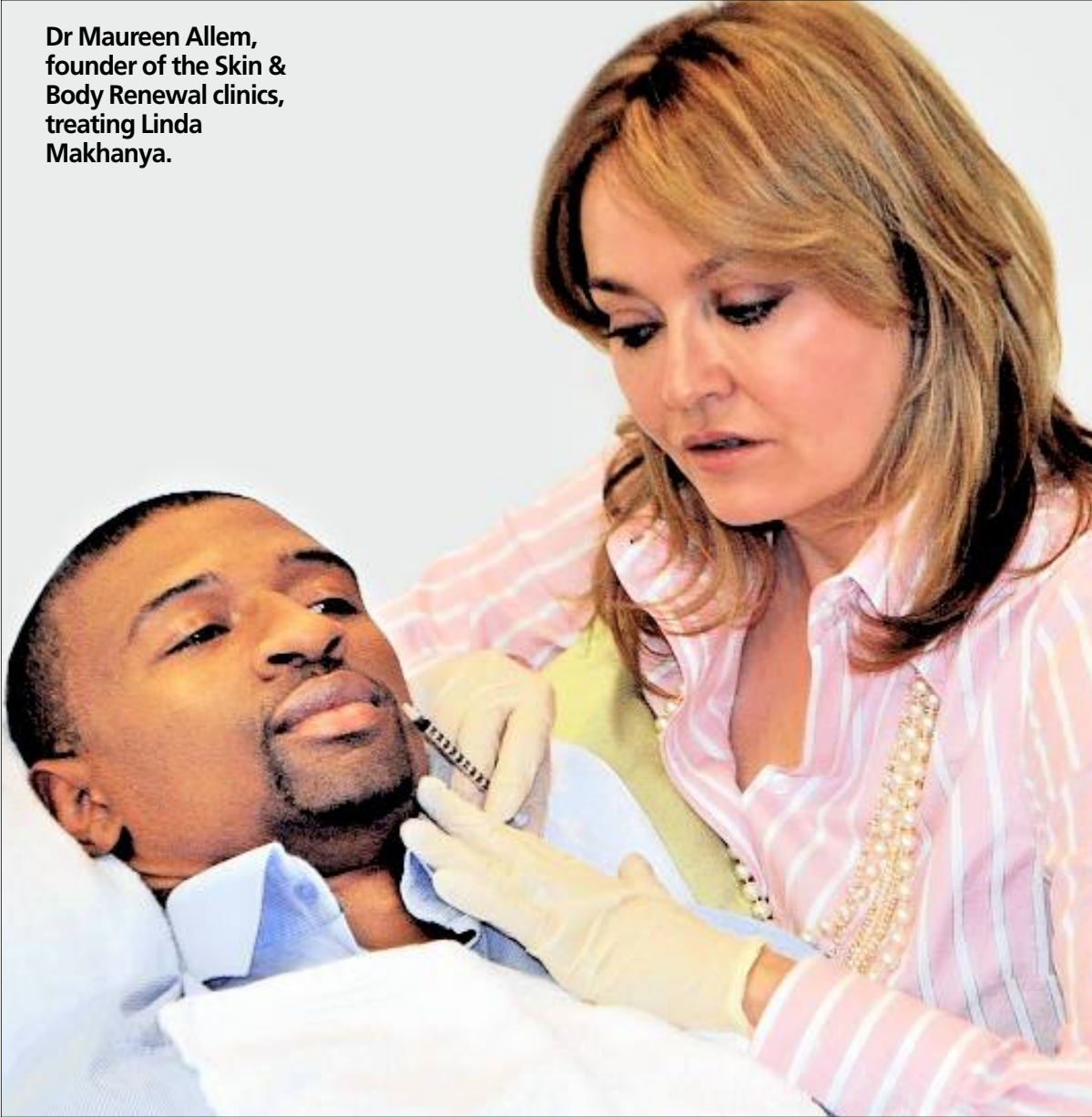
Note: A number of laser treatments are not used on darker skins, as they "micro-wound" the dermis which tends to cause unsightly pigmentation.

Titan: The latest breakthrough in lightwave-based skin treatments, the Titan procedure uses infrared light to heat tissue in the deep dermis, causing the collagen to contract, resulting in tighter skin.

It can be used on all skin types.

During the procedure, the skin's surface is protected through continuous cooling with the Titan handpiece. Afterwards, new collagen

Dr Maureen Allem, founder of the Skin & Body Renewal clinics, treating Linda Makhanya.



growth results in further tightening. It is particularly successful in treating the flabby pad under your chin, or "waddle" as some call it.

Aestheticians say one treatment will produce results in some cases, though in most cases you notice the improvement over three to six months as new collagen is formed. Abdomens and upper arms also

respond well to the procedure.

IPL (Intense pulsed light) and laser treatments: Used to treat wrinkles, lax skin and sun damaged skin that might be red, mottled, sun spotted or freckled. The process induces controlled wounds on the skin, prompting it to heal itself by creating new cells. Most people need between two to six treatments to see results.

They go by various names, including Pearl, Laser Genesis (for all skin types) and LimeLight, and are often used in combination with Botox and fillers.

Pearl Fractional: This is a new laser treatment that can address sun-damaged skin in one treatment. Fractional laser pulses place tiny holes in the skin. Columns of dam-

aged tissue are selected, leaving surrounding skin intact. It stimulates collagen regeneration in the treated parts, plumping the skin and reversing sun damage. Many patients see results within a week.

Hair removal: The best laser hair removal system on the market for all skin types is Cutera CoolGlide, a handpiece that cools your skin as it glides along. It permanently removes even the coarsest hair on the chin, back or chest.

THERMAGE - NEW IN SA

A clinically proven radio frequency procedure, Thermage is the only single-treatment, non-invasive procedure on the market, and can be used on all skin types.

Like Titan, it heats the innermost layers of skin, tightening collagen and stimulating the formation of new collagen, which results in tighter skin and an overall younger-looking appearance.

Results can be immediate, though like Titan will more likely appear over several weeks as new collagen grows.

It can only be done by a medical doctor (a plastic surgeon is recommended), and costs on average between R10 000 to R20 000, more if large areas are being treated.

MEDICAL FACIALS

Carboxytherapy: Injecting tiny amounts of CO₂ beneath the skin to stimulate collagen production and improve facial sagging and dark eye circles. It can also help to endow you with a more open-browed expression, sleeker jawline, neck and décolleté.

Mesotherapy: Delivering active ingredients into the middle layer of skin by micro-injections, to hydrate and firm the skin up, making it look more youthful.

Chemical skin peels: Trichloroacetic acid of varying strengths is used to exfoliate the top layers of skin. It improves the appearance of superficial fine lines, wrinkles and uneven pigmentation. This is a quick, lunchtime procedure.

HOMECARE TIPS

A man's skin is about 20 percent thicker than a woman's, so they're less vulnerable to the sun. But you are still prone to dehydrated skin, especially if you shave daily. Use good shaving and skincare products, especially if you work outdoors a lot.

Shave in the direction of the hair growth, otherwise you'll encourage ingrown hairs.

Use a balm rather than an astringent after shaving. It's much gentler on the skin.

WHERE TO GO

SKIN & BODY RENEWAL: Has branches in Joburg, Pretoria, Cape Town and Stellenbosch. Call 0861 263 972 or see www.skinrenewal.co.za or www.bodyrenewal.co.za.

The signature treatment at Skin Renewal clinics is called 3D Skin Rejuvenation, and it addresses all the most common conditions of ageing - age spots, sun damage, fine lines, wrinkles and lax skin. It includes three procedures: Titan LimeLight and Laser Genesis. From R3 000 per treatment.

MEDI-SCULPT CLINIC: In Ruimsig. Call 011 958 2261 or visit www.medisculptclinic.co.za.

During this month and April the clinic is offering a special, including Botox of forehead, frown lines and crow's feet. From R3 000. Note that laser treatments are not available.

8TH SENSE in Sandton. Call 011 894 6418 or visit www.8thsense.co.za. This practice offers all skin rejuvenation procedures, including Thermage.

PRECISION AESTHETICS in Linksfield. Call 011 485 3393 or visit www.precision-aesthetics.co.za.

Offers all procedures, including Thermage.

MELROSE AESTHETIC CENTRE in Melrose Arch. Call 011 214 9940 or visit www.age-less.co.za.

The centre is offering 10 percent discounts on a range of new skin rejuvenation procedures for men and women.



Two Days Only

75% OFF Selected Fashion

50% OFF Selected Cosmetics

don't miss out

16 & 17 March 2011

9am to 9pm

While stocks last.

STUTTAFORDS

SINCE 1858

Only at Cresta, Eastgate, Menlyn Park, Sandton City, Gateway & Canal Walk.

www.stuttafords.co.za Follow us on [facebook](#) & [twitter](#). AVAILABLE AT SELECTED STORES WHILE STOCKS LAST. E&OE.

