

The 8th Euromedicom conference was hosted in Monaco in April and I had the privilege of attending this most exciting event where the leaders in the fields of aesthetic and anti-ageing medicine came together to share ideas. The congress took place at the Grimaldi forum in Monte Carlo which is situated on the French Riviera, about 25 minutes from Nice. Its exceptional location allows it to enjoy 310 days of sunshine per year and its position between mountain and sea, makes it an unforgettable destination. The Principality offers a wide range of facilities, having in a radius of 200 metres, several luxury hotels, night clubs, cinemas, luxury boutiques, and the most famous Casino in the world!

The following were noteworthy sessions of the congress and it focussed on what the future of aesthetic medicine will be:

Stem cells will be used extensively in anti-ageing medicine and since they are non-specific cells, they can generate healthy cells in ageing skin.

With advances in stem cell research, scientists can take youthful adult cells and stimulate them until they release certain signals. These signal indicators are then collected in a cream base that would be applied to the hands, face, and neck or any portion of the body.

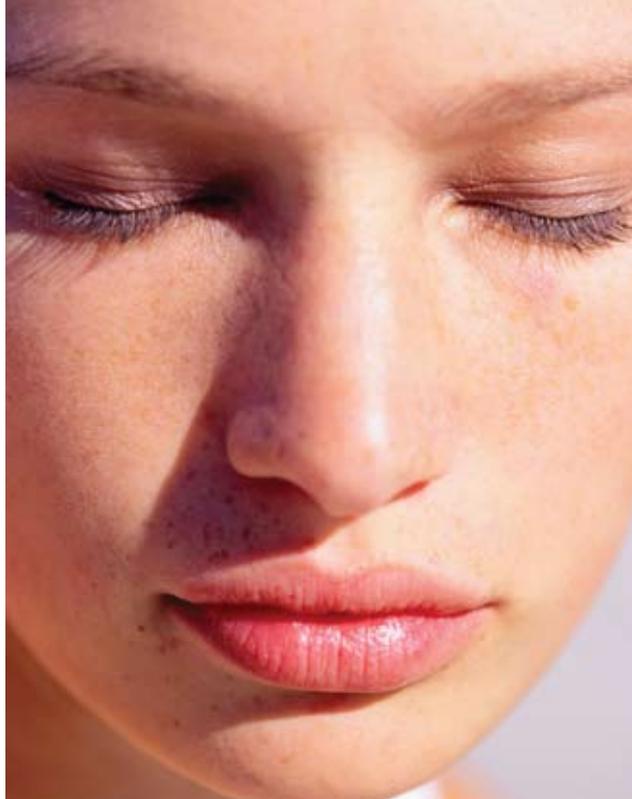
Nanotechnology is being heralded in some circles as the answer to a range of anti ageing problems as evidenced by the world's largest cosmetics company devoting most of their research budget to nanotechnology.

The technology uses nanosomes to push anti ageing ingredients deep into the dermis.

Nanotechnology also extends the range of ingredients that can be used in cosmetics. Many highly active anti ageing ingredients which would cause skin irritation in their raw state are coated with nanosomes and can be delivered to the underlying layers of the skin without causing inflammation.

Building on the demand of minimally-invasive procedures, "EyeJuvenation" will become a popular offering.

Coupled with the FDA approval of Latisse, which supports the growth of fuller, darker eyelashes, practitioners will offer a suite of



The Monte Carlo Make-Over

Dr Anushka Reddy reports

services and products focussing specifically on the eye, including Botulinum toxin for treatment of crows-feet and deep wrinkles between the brows, coupled with the use of dermal fillers such as Restylane® to fill deeper hollows below and around the eyes.

The new botulinum toxin on the block, AZZALURE®, manufactured by Ipsen, has been granted FDA approval for aesthetic use. It is indicated for the improvement of vertical lines between the eyebrows. AZZALURE® is available in the UK, the USA and most parts of Europe.

AZZALURE® is not available in SA yet but the Ipsen product, Dysport®, is, and the off label indication to treat facial wrinkles is offered by many doctors.

A new product called Novabel®, is already ushering in a new era in aesthetic dermatology. It is made from sea weed.

Unlike the hyaluronic acid based dermal fillers, Novabel® is a facial shaper, aimed at volumising and restoring the natural contours of the face.

Novabel® is a single product which can be applied safely to multiple areas. Treatment is said to be virtually painless without the need for application of topical anaesthetic creams, since very fine (30G) needles are used.

Unfortunately, the product is not available on our shores but should be making its way here shortly.

The latest safe technique when administering dermal fillers is to use a cannula (a thin blunt tube). This technique does not involve using a needle which is fantastic because there is no bruising or swelling and the most serious side effect of occluding a blood vessel becomes a thing of the past. Fortunately we do have the most widely used cannula available in SA. It is called the "Pixel" and it is used with Restylane® dermal fillers.

The take home message from the congress was very simple: It appears that more people are opting for non-surgical procedures because of minimal healing time, lower costs and major advances related to these procedures. It also appeared that the demand of the public for SAFE therapies to look and feel better and younger, had resulted in a program of educational sessions combining SAFE anti-ageing practice with non-invasive aesthetic techniques.