

# BOTOX



## The Liquid Face Lift

*Johannesburg-based aesthetic physician, Dr Anushka Reddy, discusses a revolutionary new face-lift procedure that does not require surgery.*

**S**AGGING CHEEKS, DEEP CROW'S feet, or even a neck 'wattle' can add decades to your appearance – from which your skin won't 'bounce back' like it used to-as you age. Face lift surgery is one option for restoring your youthful looks, but now anti-ageing specialists are finding new ways to restructure the face so that you don't have to go under the knife. The "Liquid Facelift" is fast becoming one

of the best options for facial rejuvenation without surgery. A Liquid Facelift involves the use of advanced dermal fillers, usually in combination with BOTOX®. The new group of 2nd generation, advanced dermal fillers includes Juvederm™ Ultra, VOLUMA®, Radiesse®, and Sculptra®. Plastic surgeons and aesthetic physicians can now target key areas of the face to create a smooth and contoured appearance.

Dr Anushka Reddy from Medi-Sculpt Clinic notes: "Not every patient who seeks to correct facial ageing wants or requires a face lift. Today's patients are extremely active and may not want to undergo invasive surgery where they are unable to work or play for several weeks. With this alternative, many patients can achieve a desired look without the downtime associated with a surgical facelift."



# BOBBI BROWN



She started a make up revolution in 1991 with a handful of lipsticks and a simple philosophy "Women want to look and feel like themselves, only prettier and more confident." Make up artist Bobbi Brown's dream was realized when she debuted her line of cosmetics - just 10 brown based lipsticks - at Bergdorf Goodman in New York City. Today Bobbi Brown cosmetics can be found throughout North America, Europe and Africa.

Take one look at her line today and it's clear, Bobbi's mission remains the same - to give women options. Her skin tone correct foundations, concealers and powders complement complexions rather than make them look unnaturally pink. Her shades for eyes, cheeks and lips run from natural to high impact.

Visit your nearest Bobbi Brown studio today and meet the Bobbi Brown make up artists - let us show you "The secret to beauty is simple - be who you are".

Edgars Claremont, Tygervalley, V & A Waterfront, Gateway, Westville, Menlyn, Sandton, Eastgate, Melrose Arch.



Salon D'Élegance - They aspire to satisfy every client's need for a fabulous well-being experience while fulfilling their primary function as a multi-discipline hair, nail and beauty salon.

The experience of being pampered and the creation of a sense of personal well-being ("me time") is as important an aspect of the service they offer as the styling of hair, skin and body care, massages, nail-care treatments or retailing of products.

On entering this elegant salon you would experience a relaxed and casual atmosphere while the ladies maintain a strict code of professionalism.

The salon facilities aim to create a visually striking and elegant environment promoting a sense of calm and peacefulness. This is achieved by a tasteful, understated monochromatic interior décor.

We understand that beauty is really in the eye of the beholder, and that our visual assessment of any environment most often solidifies the remainder for any experience - first impressions are lasting!

★ Tel: 021 554 1604 ★ email: [salondelegance@telkomsa.net](mailto:salondelegance@telkomsa.net) ★ [www.salondelegance.co.za](http://www.salondelegance.co.za)★



In some patients the goal is to lift or contour specific facial features. For example, bags can be masked under the eyes by using Liquid Facelift techniques; eyes can be opened up and eyelids lifted; jowls can be lifted and diminished; natural shape can be restored to flattened cheeks or temple areas and corners of the mouth can be lifted. The above two pictures show the remarkable difference before and after a liquid face lift. The bags under the eyes were masked by filling the tear trough deformity with Juvederm™ filler. The eyebrows were lifted with Botox injections and filler. The nasolabial folds were softened with additional fillers (Juvederm™). The cheeks were augmented with Juvederm™. The marionette lines, (which cause the corners of the mouth to droop), were corrected and the corners of the mouth lifted with Juvederm™ filler and Botox. And finally, the jowls were masked by filling the pre-jowl sulcus with VOLUMA™. The goal was to soften the look of this 50 something year old lady without her having to undergo any surgery. And since the results are so dramatic yet natural, it's common for patients who've had "Liquid Face Lift" procedures to say they've received compliments on their appearance – yet without other people knowing that they had anything done. In some instances, the results can be so uplifting that they change an individual's life and self esteem. As with any cosmetic medical procedure, results vary from patient to patient.



**Most frequently asked questions regarding the procedure:**

**What Is The Liquid Face Lift?**

The liquid face lift is a non-surgical procedure designed to lift or to contour specific facial features. It is done by a combination of advanced facial fillers and Botox injections.

**Why Is It Called A Liquid Face Lift?**

It is so called because BOTOX® and fillers, which are essentially liquid in nature are used to achieve a lifting effect which would result in the, plumping, filling, smoothing and re-contouring of the face.

**How Is The Liquid Face Lift Performed?**

A Liquid Face Lift involves the use of advanced dermal fillers, usually in combination with BOTOX®. The dermal fillers used provide more enduring results than earlier products. The new group of advanced dermal fillers include Juvederm™ Plus, Radiesse®, and Voluma®. In addition BOTOX® is used to relax and diminish wrinkles. It is also used in conjunction with the dermal fillers to provide added lift and to help the endurance of the dermal fillers.

**How Long Will The Treatment Take?**

The entire treatment can take between 30-40 minutes. A local anaesthetic is required for the fillers but you can return to normal activities immediately afterwards.

**When Will I See Results?**

Results are visible immediately with the fillers. The effects of BOTOX® will take up to 10 days after which you will see a marked improvement in wrinkles.

**How Long Will The Effect Last?**

Results can last anywhere between 12 to 24 months with the fillers, after which time it will gradually revert to their pre-treatment appearance - however this varies from person to person. The

effects of BOTOX® can last up to four months but this also varies from person to person. After subsequent BOTOX® treatments, results can last even longer.

**How Can I Maintain The Effects Of The Liquid Face Lift?**

Speak to your doctor who will prescribe an appropriate skin care regime.

**Are There Any Side Effects?**

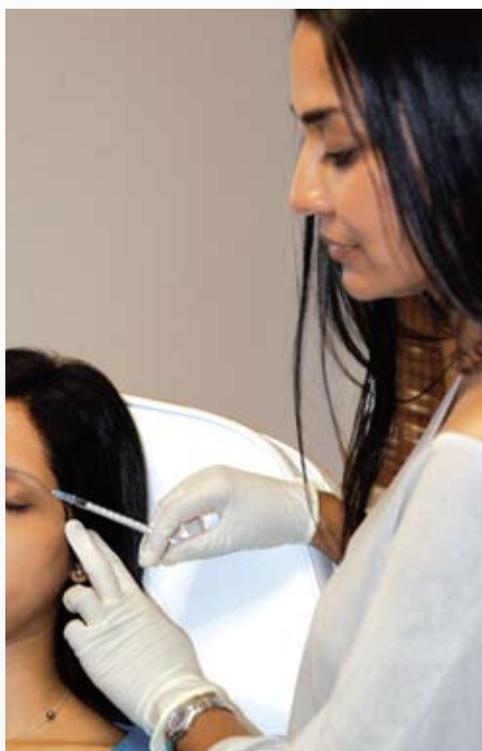
BOTOX® and the fillers have an established safety profile. Side effects are usually visible within the first few hours after treatment and may include bruising, redness and swelling. These effects are usually mild and disappear shortly after treatment.

**Who Is The Best Candidate For The Liquid Face Lift?**

Ideal candidates are realistic men and women who are beginning to notice gaunt, sunken features and suffering from loss of tissue volume causing wrinkles, lines, and folds. These patients should have good skin texture and elasticity, be in good physical and psychological health and ideally non-smoking. Most patients are in their mid to late thirties – but can also range up to people in their fifties and sixties. Age does not matter; what does matter is whether you have lost facial volume and want to plump your face to a more youthful appearance.

**What Is The Cost?**

Costs at the Medi-Sculpt Clinic may vary depending on the quantity of the fillers and BOTOX® used and can vary between R5 000 – R20 000. 📍



For a FREE Face analysis and consultation log onto [www.sutramagazine.net](http://www.sutramagazine.net) and send us your details with the heading: Face analysis.

INSPIRED BY A  
NOBEL PRIZE-WINNING  
DISCOVERY



## A world innovation in moisture

Skin has its own hydration network called aquaporins, which channel and distribute water from cell to cell. A limited number of aquaporins means a reduced moisture level. More aquaporins leads to optimal moisturisation in the skin. New Eucerin AQUAporin ACTIVE was inspired by the Nobel Prize-winning discovery of aquaporins: it activates this network\*, so moisture is optimally distributed - even in deeper epidermal skin layers. The result is instantly soft, supple and fresh skin. \*In vitro test

**Eucerin**<sup>®</sup>

MEDICAL SKIN SCIENCE  
THAT SHOWS