

A Soft Lift for Fall

Injectible cosmetic treatments add a fresh look to a fall makeover

It's fall, and with the changing season comes that familiar sense of new beginnings. And this year, it's the total look that counts. From fashion's structured jackets and big-waisted belts, to makeup's defined cheek bones and bold, full lips, fall renewal means a head-to-toe makeover.

Little wonder that fall is also one of the most popular seasons for cosmetic enhancements such as prescription injectables, hyaluronic acid dermal fillers, microdermabrasion and laser skin resurfacing.

"The fall is the biggest, busiest time of the season," says Gail Niell, a dermatologist and proprietor of Ontario-based Woodbridge Dermatology and Laser Centre. "It's time to put away the summer clothes, and renew and repair tired skin. I find a lot of people come in during this time of the year."

In fact, recent findings by the American Society of Plastic Surgeons show that cosmetic treatments have increased by 90 per cent since 2000.

Leading the way with over five million treatments in 2008 is Botox Cosmetic, the only botulinum toxin type A injectable cosmetic treatment approved by Health Canada to treat forehead wrinkles, crow's feet and vertical frown lines between the eyes. Following closely behind are hyaluronic acid dermal fillers and laser skin resurfacing.

But, according to Dr. Martin Braun, owner of the Vancouver Laser and Skin Care Centre, it's not just about treating one line or wrinkle – it's about the overall signs of aging. And one treatment in particular is gaining momentum for fall.

The treatment, called Soft Lift, combines Juvéderm, a hyaluronic acid dermal filler, with a prescription injectable to smooth lines and wrinkles, while also restoring lost fullness in the face.

For her fall update, 61-year-old Sandra pursued injectable cosmetic treatments she'd been considering for quite some time. "It's a beautiful time of year, but I felt dragged down," she says. "I had Botox and a dermal filler, Juvéderm, and have experienced a huge improvement in how I feel about my appearance. You can't do that with clothes, makeup or even a different hairstyle. Now the whole picture is complete."

Juvéderm is made with hyaluronic acid – a sugar that occurs naturally in the body – and helps restore lost facial volume, minimize fine lines, and enhance thin lips. When used with a prescription injectable in a Soft Lift treatment, the results can be long-lasting and natural-looking. This combination, says Dr. Braun, can have a very powerful impact on how people feel about their appearance.

Sandra's recent work to lose weight had resulted in

people asking her if she was ill. Dr. Niell says this is quite common, because as we age, we lose the fat stores in our cheeks, resulting in a hollowed-out, tired appearance. "There are the three Ds that define how we age: deterioration, descent and deflation," she says. "Now we are able to address descent and deflation with simple and safe injectable

treatments in our office."

"Before, I felt that the person looking at me in the mirror wasn't the person that I was. I drive a sports car, cut an acre-and-a-half of grass every week and love to dance with my husband and swim with my grandchildren. That's me," says Sandra.

Now, Sandra says rather than sunken cheeks and

wrinkly lips, she sees soft, full cheeks and lips that look amazing. "It's hard to even express how good I feel."

"People really do undergo cosmetic enhancements for themselves, no one else," says Dr. Braun.

He says now, people view these kinds of procedures as part of their maintenance routine. "Now you can do light-

based therapies and injectable cosmetic treatments to maintain the appearance of your skin and face over time."

And this new beginning for Sandra is definitely one she will enjoy for a long time to come. "There is no downtime, and you look so refreshed. I plan to continue to look after myself this way long after fall." ■



The before and after photos above illustrate the results of a Soft Lift treatment. A combination of the dermal filler Juvéderm and a prescription injectable is used to smooth fine lines and wrinkles, and restore overall lost volume. Among the benefits: a natural-looking, refreshed appearance. PHOTOS: SUPPLIED