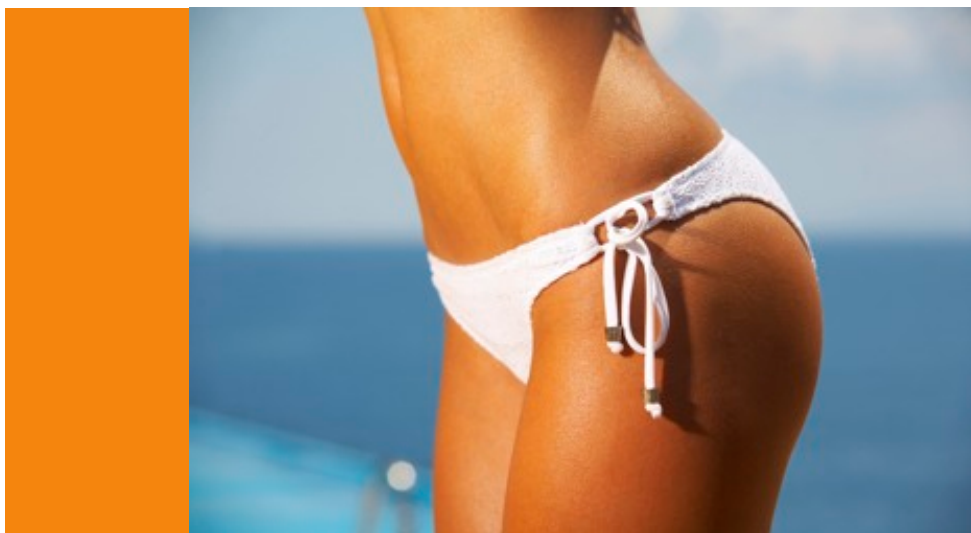


# VENUSTALKS

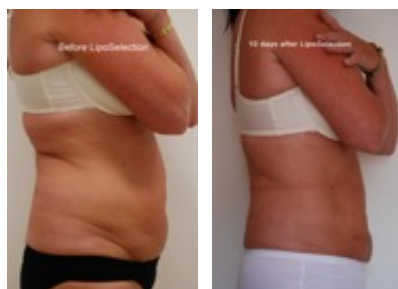
VENUSTALKS Summer 2007



## The Lipo Revolution

### Vaser LipoSelection is Revamping the World of Body Contouring

The modern woman is endlessly intrigued by the intersection of beauty and technology and the possibility it bears. As technology continually renews itself with novel expressions, the beauty savvy are always on the lookout for better ideas. Vaser LipoSelection is the new choice for body contouring that could render all others obsolete.



before

10 days after

Venus Medical Beauty is a Dublin based clinic specialising in cutting edge, minimally invasive cosmetic procedures, and has recently added LipoSelection to its repertoire of treatments for subtle beauty enhancement. While at first the difference between LipoSelection and regular liposuction may seem a mere matter of semantics, the patented Vaser ultrasound technology and precision oriented equipment are truly revolutionising the practice.

Developed by Sound Surgical Technologies LLC of Colorado, Vaser LipoSelection uses ultrasound energy to emulsify fat before removing it from the body in a process similar to that of extracting a cataract from the eye.

This method offers some distinct advantages over traditional liposuction techniques, including easier recovery, more precise body shaping, and less overall tissue damage.

A doctor makes a tiny incision, filling the area with a saline solution, and inserting a thin probe that vibrates at a rate of 36,000 times per second. The probe emits ultrasonic waves that break up the fatty tissue, essentially liquefying the fat for easier removal. Fat is then removed using thin probes called cannulae, with a mixture of suction and massage.

What makes Vaser different is that this ultrasound technology is “tissue selective”, meaning that it can target the large, soft fat cells and break them apart while leaving the surrounding blood vessels, nerves, and connective tissues relatively intact. Traditional liposuction may remove the fat effectively but it does so indiscriminately, which can have a negative impact on the surrounding tissues. This means LipoSelection involves less pain, bruising, and swelling than is typical of liposuction.

The best candidate for LipoSelection is someone of relatively normal weight with stubborn fat deposits that are resistant to diet and exercise. Skin tone and elasticity are also important factors to consider, as the skin’s ability to conform smoothly to the new body contours will affect the overall aesthetic appearance. A specially trained doctor at Venus Medical Beauty will provide a consultation to determine whether someone is a candidate for LipoSelection.

Aesthetically speaking, LipoSelection equipment is designed for precision in body shaping. Excellent results are achieved in reshaping large areas such as abdomen, love-handles, saddlebags, thighs, hips and male chest. Since LipoSelection is tissue selective,

delicate areas such as inner thighs, knees, chin and calves can also be safely and effectively treated. Unlike some of its competitors, LipoSelection can yield striking results in just one treatment, making it the veritable holy grail of body contouring.

before

19 days after





## Face Lifting without Scars: Venus Doctor Pioneers New Thread-Lift Procedure in Ireland

Have you ever looked at yourself in the mirror and lifted your eyes, brow, jowls or neck a little? Just a centimetre or two takes years off! You look so refreshed, so youthful; if only it would stay there! Perhaps you are curious about face, brow or neck lift surgery, but don’t fancy the idea of having a general anaesthetic, enduring weeks of swelling and bruising or visible scars. Now there’s a real alternative. Dr Peter Prendergast at Venus Medical Beauty trained under one of the best surgeons in the world, bringing a revolutionary new thread lift procedure to Ireland. The results are subtle but beautiful, and with none of the

scars or bruising associated with open surgery, could it be the little lift you’re looking for?

**Lifting with threads**

The Serdev suture lifts are ingenious methods that lift mild or moderate drooping of the face, neck and brow, without the need for open incisions. Developed by Professor Nikolay Serdev, the Bulgarian surgeon listed as one of the 100 Best Cosmetic Surgeons in the World, these delicate procedures beautify instantly by lifting the upper, mid and lower face using special threads passed under the skin.

**The Difference**

There are important differences between Serdev thread lifts and other thread lifts such as Contour-Threads, Aptos threads and Featherlift. Other thread lifts often require incisions and involve passing multiple sutures (threads) into the fat of the face and neck. These threads have tiny barbs branching from either side, so when they are retracted, fat and skin is lifted too. Lifting fat may provide a temporary lift, but the longevity of results is unpredictable since fat is relatively weak tissue.



Dr. Prendergast & Dr Serdev

Serdev lifts require no incisions, only tiny punctures that are not visible. Special elastic threads are used which lift the SMAS--a thin but strong layer that covers the entire face and neck. Lifting this layer and securing it to firm structures is the cornerstone of the Serdev thread lifts which provide subtle lifts that improve contours and proportions, restoring a younger and fresher look.

Venus Medical Beauty is the only aesthetic medical clinic in Ireland performing Serdev thread lifts. Dr Prendergast performs the procedure under local anaesthesia so it is painless. “The Serdev thread lifts provide instant beautification for those who want to look better, brighter or a few years younger without undergoing major surgery”, explains Dr Prendergast. “People can have this procedure and get back to their normal activities immediately. Typically there is no bruising or swelling and very little discomfort afterwards.”



Before



After

Serdev thread lifts are only performed in the Dublin clinic. A consultation is required first to determine suitability.



Before



3 weeks after

## Coming Attractions!

### Cosmetic Surgery Retreat in Italy

We're partnering with world-famous cosmetic surgeon Prof Alberto Di Giuseppe in Italy to offer you even more. If you're interested in breast augmentation, breast reduction or lift, tummy tuck, eye-bag removal, face lifting, nose reshaping or other cosmetic surgery, contact us for more details.



### Advanced Programmes for Enhanced Results

Venusynergy programmes will be available at Venus Medical Beauty soon. A combination of treatments addressing all aspects of aging, Venusynergy will provide even more impressive results than each procedure in isolation. For example, Venusynergy Neck will lift sagging muscle and skin, tighten loose skin and reduce fat under the chin using a combination of advanced thread lift procedures, Titan skin tightening and Vaser LipoSelection or lipodissolve. Venusynergy Hands will reduce sun damage and pigmentation on the hands and hydrate and plump skin using MesoGlow and Photogenesis procedures. Details of all Venusynergy programmes will be available on the new Venus Medical Beauty website soon.





**Professional  
Teeth Whitening**

~~€450~~

**special offer €299**

**only on Saturday August 18th at  
Venus Medical Beauty-Dublin**  
Heritage House, Dundrum Office Park,  
Dundrum, Dublin14

**01-2962747**

Limited availability: Book Early to secure appointment

\*\*terms and conditions apply