

VENUSTALKS

VENUSTALKS Summer 2008

The Boob Jab!

New Scarless Breast Augmentation arrives in Ireland



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If you ever considered breast augmentation or a breast lift, you would have entertained the idea of having major surgery, a general anaesthetic, scars, and a period of recovery. Now a new injectable product by QMed—the makers of Restylane—offers beautiful natural breast augmentation and enhancement without surgery. It's called Macrolane.

Macrolane is a natural, clear, soft gel substance made of hyaluronic acid that is structurally very similar to hyaluronic acid fillers such as Restylane and Teosyal used to fill lips, wrinkles and cheeks in facial rejuvenation. Hyaluronic acid is found naturally throughout the body so allergic reactions are rare. Macrolane is injected underneath the breast tissue, instantly creating fuller, natural looking breasts. This is done under local anaesthesia so no pain is experienced, and the procedure takes only about half an hour. Macrolane is

not a permanent filler and lasts about 18 months. At that time, a smaller top-up procedure brings the volume back to the desired level.

The ideal candidate has relatively small breasts without excessive ptosis, or drooping, of breast tissue; for example, someone who is an A cup and wants to become a B or C, or a B cup who wants to be a C or D.

Macrolane is made of a natural substance and there is no evidence that it has any adverse effect on breast tissue, and it does not interfere with the clarity of mammograms. Dr Prendergast, our medical director, was chosen by QMed as one of only five doctors in Ireland trained to use Macrolane for breast augmentation and body contouring. For more information on breast enhancement with Macrolane or to book in for a consultation with Dr Prendergast, call us today.

Dr Peter Prendergast founds new association for Irish Cosmetic doctors



Dr Peter Prendergast, medical director of Venus Medical Beauty, recently founded a new association called the Irish Association of Cosmetic Doctors (IACD). The aim of the IACD is primarily to advance safe and ethical practice of cosmetic medicine, through proper regulation to the benefit of patients and doctors. “Cosmetic medicine is a newly developing branch of medicine but it is not regulated. We plan to represent cosmetic doctors in Ireland in future discussions with the government as new regulations are proposed, to improve this service to patients in Ireland. We will always strive for excellence in

efficacy and safety in cosmetic medicine”, explains Dr Prendergast. The IACD will also endeavour to provide open access to information for patients, allowing them to source appropriately trained and experienced doctors. A new website will be launched soon (www.cosmeticdoctors.ie) and will be a portal for patients and doctors interested in cosmetic procedures. Details of doctors specializing in cosmetic medicine will be available on the website, as well as information on procedures and the cosmetic industry.

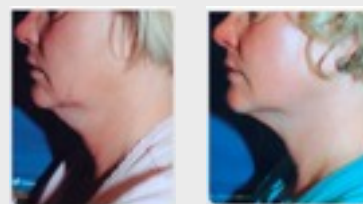
Skin Tightening with Titan

How does the Cutera Titan work?

Titan utilizes a safe, infrared light to heat the dermis well below the skin's surface. This heating can cause immediate collagen contraction resulting in tighter skin. During the procedure, the skin's surface (epidermis) is protected through continuous cooling with the Titan handpiece. After the procedure, new collagen growth results in further tightening with the improvement of lax skin, folds and lines.

What areas respond best to the Titan procedure?

Patients have been successfully treated on many areas of body where skin is lax. Loose skin along the jaw line, under the chin, the abdomen and upper arm have responded particularly well to the procedure.



Schedule your consultation now to find out if you are a good candidate for the Titan procedure

Summer Contours: Comparing fat-reduction procedures for body contouring



cumference of an abdomen, for example, is a couple of centimeters at best. These non-invasive body-contouring technologies include Ultrashape and Velashape.

If you have a small pocket of stubborn fat and don't mind the thought of a few quick injections, Lipodissolve might be for you. If you are suitable, your doctor injects a substance called phosphatidylcholine—a soy derivative—directly into the fat. The down side of this is that there is some degree of redness and swelling for a day or two, and usually a few treatments are required to get a significant reduction in the volume of fat.

Another widely marketed fat-busting procedure that uses a laser to break up fat is called Smart lipo. This minimally invasive procedure is done under local anaesthetic through a couple of small incisions. The disadvantage is that because the laser used is so gentle and small, it is not suitable for large areas, such as full abdomen or thighs, produces only moderate results, even in experienced hands, and results take months to be seen.

Every day you'll hear something new has arrived to remove unwanted fat. A miracle wrap, anti-cellulite cream, a new laser. They offer quick effective results with no discomfort and no downtime. When, after crates of cream and weeks in a wrap or dozens of visits having laser treatment to zap the fat, you realize you're not going to get the results liposuction offers, what else can you turn to? Leaving traditional liposuction aside, since you're not keen on being put to sleep or on suffering for weeks with bruising and discomfort, what are the other options and how do they compare?

Non-invasive procedures (needle-free, anaesthetic-free) are popular because they don't require needles or punctures. However, expect several treatments and modest results at best. Some of these devices have been proven to work, but the reduction in cir-

Last year Venus Medical Beauty introduced VASER Liposelection to Irish patients. This is a new form of body contouring that uses ultrasound internally to break up fat before it is removed through gentle suction. The major benefit of liposelection over traditional liposuction is that the recovery afterwards is remarkably quick, with less bruising and swelling and less pain. The difference between liposelection and Smart lipo is that liposelection is ideal for small as well as large body surfaces such as thighs, abdomen, back and male breasts. Another advantage of vaser liposelection is that it causes more skin tightening than other technologies as the ultrasound stimulates the skin from underneath. Liposelection provides smooth results and the recovery period is usually just a couple of days, quick enough for you to get back to your life and enjoy the summer!

Slimmer Body for Summer!

Better contours in days, quicker and easier recovery than liposuction.

VASER Liposelection is a new method of removing fat and contouring the body that produces results in days guaranteed. Vaser ultrasound selectively destroys fat, under local anaesthesia, so bruising and swelling are significantly less than traditional liposuction. The recovery is quick and you can return to your normal activities after a day or two. Only VASER trained surgeons perform liposelection at our medical clinic, ensuring consistently good results in a medical environment.

CALL us today to arrange a free consultation with the surgeon to discuss your wishes and see if you are suitable for VASER Liposelection.



The “liquid face-lift”: Sculptra launches in Ireland



Sanofi Aventis have officially launched the facial volumising agent sculptra in Ireland. Although cosmetic doctors in Ireland have been using Sculptra for a few years, the product was not available through distributors here until now. Our medical director, Dr Prendergast, is on the Sculptra advisory board for Sanofi and recently met with representatives to discuss the introduction of Sculptra to the Irish market on a wider scale. Sculptra, or poly-L-lactic acid, is a useful product that is injected under the skin throughout the face to stimulate collagen. After 3-4 treatments, skin plumps up and volume increases, leaving a fresher, rejuvenated appearance with less lines and softer contours.