

Tuck without the nip

While cosmetic treatments may not yet be considered an acceptable subject for civilised after-dinner conversation, there is no doubt that the Irish attitude towards the occasional nip and tuck has changed dramatically in recent years, writes **Cormac Curtis**

AS TREATMENTS in the area of cosmetic surgery become increasingly advanced and, more importantly, less invasive, the idea of aesthetic enhancement is, in turn, becoming more accepted in the nation's mindset.

Dr Peter Prendergast, medical director of the Venus Medical Beauty Clinic in Dundrum, is one of the most experienced cosmetic doctors in the country, and has seen just how far the field has advanced over the past few decades.

"Cosmetic medicine and surgery are rapidly developing fields, so there are always advancements in new procedures and technology," he says.

"The trends and developments reflect the demands of the public, and, since most people want quick results without downtime, procedures such as fractional laser skin resurfacing, titan skin tightening, ultrasound-assisted liposuction and newer

thread lifts represent some of the advances."

"Less invasive procedures don't replace more invasive cosmetic surgery, but they offer significant advantages for people with busy lives."

Having received advanced training in aesthetic medicine from the USA, France, Singapore, London and Hong Kong, Dr Prendergast has practised in over 30 clinics across Ireland and the UK, and has seen how attitudes towards cosmetic procedures have changed.

"In the last few years there's been a huge surge of interest in cosmetic procedures in Ireland. In my experience, people have become very accepting of these treatments, particularly non-surgical procedures that can be performed quickly and without much discomfort."

"Nowadays people pop in to get botox on their lunch-breaks and go straight back to work - many don't tell their friends, or even family, so privacy is still very important."

Dr Prendergast realised his ambition to establish a dedicated cosmetic clinic in Dublin in 2005, with the open-



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ing of Venus Medical Beauty. Since then it is clear what procedures are most popular: "Botox is one of the most popular procedures at our clinic. We use it to soften lines in the upper part of the face, relax muscles around the mouth, and also to reduce excessive sweating in the armpits and palms."

"The most popular surgical procedure is VASER LipoSelection, a new method of body contouring that removes fat using ultrasound," he explains.

The principle behind VASER LipoSelection, is that by emulsifying fat before removal, less damage is incurred on the delicate tissues, making for a quicker and easier recovery.

VASER LipoSelection is "tissue selective", meaning it can target the large soft fat cells and break them apart with ultrasound energy, while largely preserving the surrounding tissues. This results in less bruising, bleeding, and pain during the recovery. VASER LipoSelection offers a comparatively shorter and less painful recovery than other methods of liposuction.

As Venus Medical Beauty is the only clinic in Ireland offering this procedure, Dr Prendergast has a varied client base.

"We have clients from all over the country, and even some from the UK, who fly in for some of our specialised procedures. We also have satellite Venus Medical Beauty Clinics in Belfast, Cork, Galway, Donegal, Sligo, Waterford and Kerry."

One of the more interesting developments, in terms of client base, is how the traditional male/female balance has changed.

"About 10% of our clients are male, but this is increasing all the time. Almost all the procedures performed at our clinic are suitable for both men and women. LipoSelection can also be used to reduce male breasts."

"Before undergoing a cosmetic procedure all patients should be assessed by a doctor and the risks and benefits explained," he says.

For further information contact Venus Med on 01 2962747 or www.venusmedicalbeauty.ie