



ON THE UP

Gone are the days of looking fake and overdone, says Dr Natasha Chapman. The trend in aesthetics these days is a very natural look. Women (and men) want to look good for their age, and they want it to look as if they haven't had anything done.

The greatest growth in aesthetic treatments has been in patients looking for non-surgical skin tightening.

"It seems more and more patients are shunning plastic surgery, and even those who are prepared to go under the knife are trying to delay it for as long as possible. Treatments such as Ulthera non-surgical skin tightening have seen a huge increase in popularity in recent years. The fact that a treatment can be done in your lunch-hour with no downtime, and that effects develop gradually and are natural-looking, means that it has universal appeal to both men and women, in all population groups. Everyone wants to look as if they have just been on holiday – rested and rejuvenated," Chapman says.

Similarly, treatments such as Fraxel laser, which remove sun damage, even out pigmentation, tighten pores, and reduce fine lines and wrinkles, are growing in popularity across the board. "The trend is to have a great-looking skin that requires very little make-up. We are finding that women of all ages are looking for skin-rejuvenating treatments – everyone dreams of the soft, unblemished and smooth skin of their youth. More and more men are also becoming aware of these treatments, and ask for them specifically."

More people are also becoming aware of the preventive benefits of using Botox and fillers at an earlier age, and Chapman says they are finding younger patients asking for these. "The biggest growth in this area has been in our black clientele."

Dr Sly Nedic adds that, in her practice, she is seeing an increase in 3D face reshaping (3D Liquid Face Lift) for both white and black skins. This targets aging areas and delivers beautification of the face by putting the face in a golden ratio (divine proportions). "Every patient, regardless of ethnicity, wants to be the best version of themselves," she says.

Dr Maureen Allem notes that general rejuvenation treatments that treat skin sagging, skin tone and skin texture are all on the rise: peels, Laser Genesis, threads, Titania, Exilis, Titan and, of course, Botox and fillers.

From Dr Robert Gobac's perspective, the most popular treatments on the increase in the white and black population are anti-aging treatments, and treatments for the problems associated with aging. "Due to an increased life span, we are becoming more and more aware of the aging signs, especially visible ones (skin), and need to work against them. Our lifestyle is the result of better nutrition, increased health-hazards awareness and improved fitness, and therefore we are becoming aware and disturbed by the visible signs of aging that we feel unfairly match all other aspects of our daily lives. It is no longer an issue of population group, but rather generations, regardless of ethnicity."



- Rejuvenation Packages
- Wrinkles
- Pores
- Acne
- Acne scarring
- Pigmentation
- Laser Face Lift
- Volume loss
- Eye Bags / Circles
- Double Chin
- Sagging Jowls
- Medical Consultation
- Botox
- Pearl Laser
- Chemical peels
- PDT/LED
- Pearl Fractional
- Dermapen
- Dermamelan
- 3 D Skin Rejuvenation™
- Liquid face lift
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