

A new era of cosmetic enhancements

Want to look your best? You're not alone.

Recent trends show that not only are cosmetic/aesthetic enhancements considered much more mainstream and common, they're also much more socially acceptable.

Seven out of 10 respondents to a survey by the Aesthetic Surgery Education and Research Foundation say that Botox Cosmetic and dermal fillers are an important part of their aesthetic routine, and nine out of 10 are more than happy to speak quite openly about it with close friends, immediate family and anyone who asks.

"Canadians have finally caught on to the fact that skin, especially faces, is a maintenance project; a lot like your teeth or your house," says Dr. Kent Remington, a dermatologist in a Calgary-based practice at the Remington Laser Dermatology Centre.

"We all sink, sag and wrinkle. Canadians realize that you get one face in life and it's worth keeping."

Dr. Remington, a member of the FACE Institute – a group of Canadian aesthetic physicians committed to the highest standards of safety and education in cosmetic enhancements – says people's goals to aesthetic enhancements are trending towards looking more natural. "The stereotype is of patients wanting to go from looking 50 years old to looking 30 years old, but patients just want to look outstanding for their age. We're not trying to make them look unnaturally younger; we're trying to

make them look great for their age."

Today's cosmetic enhancements are also trending towards non-surgical procedures.

"The thing that people want is to get good results or rejuvenations with either no surgery or minimal operations," says Frank Lista, a Mississauga-based plastic surgeon and director of The Plastic Surgery Clinic.

"Botox is the most frequent non-surgical procedure," he says. In fact, while Botox Cosmetic was performed in the U.S. five million times last year, the number one surgical cosmetic procedure – breast augmentation – was performed 307,000 times, according to statistics compiled by the American Society of Plastic Surgeons (ASPS).

Botox, a purified protein that relaxes muscles and reduces facial lines and wrinkling, now has a 19-year history in Canada. The ASERF survey found that the typical aesthetic injectable patient isn't from Hollywood, but rather is a married, working mother between 41 and 55 years of age with a household income of under \$100,000.

Dr. Lista says, more and more, people are also undergoing fat injection treatment. "We use a person's own fat, from an area where they have some to spare, and inject it into an area where they need fat; most commonly the face. As you get older, you lose fat in your face and become gaunt, which ages you."

Another emerging trend is

the use of a prescription injectable in combination with Juvéderm dermal filler, a coupling known as a Soft Lift.

A Soft Lift smoothes lines and wrinkles, and restores overall lost volume to the face – resulting in a "softer," refreshed appearance.

Along with Dr. Remington, FACE Institute member and Montreal plastic surgeon Dr. Arthur Swift is among Canadian pioneers performing Soft Lift treatments. He says combination treatments allow patients to stop chasing wrinkles and start approaching the appearance of their faces from a more global, holistic perspective.

"The Soft Lift is not just limited to wrinkle-busting or chasing folds. The idea is to maximize the patient's beauty potential. By combining several therapies, the sum of the parts is bigger than the whole and you can have an impressive effect without the downtime of surgery," says Dr. Swift.

He says the results of Soft Lift are very subtle, and patients still look like themselves. "They want to look like a better version of themselves, not different."

This approach is designed to address the "three Ds" of aging: deflation, deterioration and descent. "Adding volume is really the way things have evolved over the past few years," says Dr. Swift.

According to ASPS statistics, the top five surgical cosmetic procedures in 2008 were breast augmentation, nose reshaping, liposuction, eyelid surgery and tummy tucks. In



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

turn, the top five minimally invasive cosmetic procedures were Botox, hyaluronic acid dermal fillers, chemical peels, laser hair removal and microdermabrasion.

Dr. Lista says liposuction has gained in popularity not only because it is quite safe, leaves minimal scars and has a quick recovery – with more and more applications being discovered over time. "We are getting better at liposuction and people are starting to understand the potential of it, for example in breast reduction."

Dr. Swift says non-surgical procedures like Botox Cosmetic are becoming more frequent, especially when combined with Juvéderm to create a natural, rejuvenated look. He notes, "People feel confident about Botox. It has now been used for 19 years in Canada and is one of the most widely researched medicines in the world." ■

EXPERT INSIGHT

New treatments help address scars

Anyone troubled by an unsightly scar or deeply concerned about the cosmetic effects of surgery or the aftermath of a skin condition like acne can take heart. Cosmetic surgeons now have a truly broad range of techniques, medications and therapies to minimize or remove almost all of them.

"We do indeed have both surgical and non-invasive ways to deal with most existing scars and to prevent the formation of unsightly new ones," says Dr. Yvan Larocque, a Montreal plastic surgeon and president of the Canadian Society of Esthetic Cosmetic Surgeons.

He rhymes off various options at speed: topical gel silicone elastomers to decrease redness and elevation of recent scars, anti-inflammatory for hypertrophic raised scars, dermal filler injections or fat grafts for depressed scars, resurfacing of the skin by dermabrasion or lasers for acne scars, and reorienting scars so that they conform to natural skin lines, to name a few.

"The surgeon uses his skills, experience and imagination and plans treatment according to the physical characteristics of each patient because the healing process can vary," Dr. Larocque says.

Helping surgical incisions heal quickly and smoothly from the inside out is a key to prevent scarring, he adds. Tension must first be created within the subcutaneous tissues and then progress to the skin to minimize scarring.

That is where products like silicon gels play a key role, says Dr. Sean Rice, a Toronto plastic surgeon. Gels such as Dermatrix C and the soon-to-be-released Dermatrix Ultra

promote healing, reduce formation of scars and can minimize their appearance, he says.

"Silicon creates a barrier over the skin that helps the skin retain moisture and keep the scar supple and therefore less visible," he says. It is also thought to create oxygen tension, the silicon effectively lets the skin breathe and that too promotes rapid healing.

Gels are a relatively recent form of surgical silicon. It originally came in sheets, which were applied over things like burn wounds and held in place with compression bandages, explains Dr. Larocque. Sheets were limited in their applications because they could not be effectively applied to areas like breasts or faces.

"What you want is a product that is so easy to apply and use 24 hours a day and for three months or more that patients will use it regularly," says Dr. Rice. "I use gels like the Dermatrix line every day to prevent and reduce scarring."

The gel is simply smoothed on, much as sun screen would be, directly over the scar twice a day after the incision has substantially healed. That is usually three weeks after surgery. A noticeable improvement is usually evident after two months of use, Dr. Rice says.

Some of the new gels even contain extra healing promoting ingredients, he adds. Dermatrix C, for example, also contains Vitamin C as does the new Dermatrix Ultra.

"We may not be able to change the healing capacity of each individual, but we are now able to give the best chances of having an inconspicuous scar," says Dr. Larocque. ■

Charitable effort restores smiles

Cleft lip and cleft palate are among the world's most common major birth defects.

While in developed nations children born with these facial deformities, in which the tissues of the lip or mouth don't form properly during fetal development, are typically treated within the first weeks of their lives, in developing nations the afflicted are often left untreated, going on to live shunned and ostracized.

Moved by his experience with Operation Rainbow, a U.S.-based charity that sends doctors to developing nations to treat children suffering from clefts, New Westminster, B.C., plastic surgeon Dr. Kimit Rai took up the cause. In 1998, he formed Operation Rainbow Canada – a group that has so far helped nearly 1,800 children in Mexico, Lebanon, the Philippines, Cambodia and India.

ORC is funded solely by donations – 100 per cent of which support its missions.

Volunteer Al Lane says on an average two-week mission a team of four plastic surgeons, two anesthesiologists and 16 nurses will screen about 400 children, before treating suitable candidates.

"We treated 173 on the last mission, which was in Cambodia," he says.

Yet ORC does more than just help kids.

In addition to bringing its own supplies and leaving any remaining gear behind, ORC also teaches local doctors sophisticated medical techniques, promoting self-sufficiency.

To learn more, visit www.operationrainbowcanada.com.

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A: *FACEinstitute.ca for ways to bring back your youthful glow.*

You may have many questions about how facial aesthetic treatments can help, whether it's looking less tired or smoothing lines and wrinkles. Fortunately, there is now one website where you'll find all the answers. FACEinstitute.ca is a reliable source of information backed by a medical affiliation made up of Canada's leading cosmetic doctors. It covers everything from prescription injections to facial fillers to laser rejuvenation. You can also use the revolutionary new FACE Visualizer™ for a virtual makeover and create your own before and after pictures. And, most importantly, the site can help you find a qualified doctor you can trust. So before you get the treatment, get all the facts.

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Male interest in cosmetic enhancements growing

Male trends

When it comes to cosmetic enhancement trends, the old adage “What’s good for the goose is good for the gander” definitely applies.

According to recent statistics compiled by the American Society of Plastic Surgeons (ASPS), more men than ever before are seeking out both surgical and minimally invasive cosmetic procedures.

Where about one per cent of an average aesthetic treatment practice used to consist of male clients, today, the numbers of men undergoing cosmetic enhancement treat-

ments is growing.

Findings from ASPS’s 2008 National Clearinghouse of Plastic Surgery Statistics say that nine per cent of cosmetic procedures in the U.S. were performed on men.

Dr. Nowell Solish, a dermatologist in private practice and assistant professor of Dermatology at the University of Toronto, says he’s seen an increase in male patients.

“For many years you’d have the occasional male, but in the last few years it has increased exponentially,” he says. “Now we’re just shy of 10 per cent in my office.”

Frank Lista, a Mississauga-based plastic surgeon with The Plastic Surgery Clinic, has a higher-than-average percentage of male patients. “Thirty per cent of my practice is now men,” he says, adding that plastic surgery is more accessible now than ever before.

“When I first started my practice, people thought it was only for the rich and famous. Now they realize it is for everyone, including men.”

While it’s easy to picture a sophisticated metrosexual clad in a sleek suit heading into a consultation with a plastic surgeon, both doctors say that

stereotype is inaccurate.

“A lot of people have a preconceived idea of who these men are that are coming in, but they are just like the women I see – a real variety: everyone from investment bankers to Mr. Joe Public.”

Dr. Lista says men typically see him about a male breast reduction (gynecomastia), liposuction, tummy tucks, eyelid surgery or nose reshaping.

“The thing that is most common in my practice, and growing, is men wanting a male breast reduction. Men just don’t want to put up with it anymore,” he says.

Dr. Solish, a member of the FACE Institute – a group of Canadian aesthetic physicians committed to the highest standards of safety and education in cosmetic enhancements – says the most common treatments men seek are Botox, fillers and laser hair removal.

“Men aren’t coming to get their lips injected or look beautiful, they are coming to look relaxed and alert,” he says, adding that this is an important part of men feeling competitive in today’s tight economy and job market.

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Men are also trending towards Soft Lift treatments, which use a combination of the dermal filler Juvéderm and a prescription injectable to treat lines and wrinkles, while restoring overall lost volume.

“Men who want to stay in the business world want to look young and competitive. They want to look fresh and relaxed rather than tired or stern,” says Dr. Solish. “They aren’t looking for perfection, just to look a little bit better.”

Psychologically, both doctors note that men face unique challenges when it comes to seeking cosmetic procedures. “One problem is that men don’t discuss it with their guy friends. They are at a bit of a disadvantage,” says Dr. Lista.

Dr. Solish adds that he’ll often have his male patients wait in a private room rather than the main waiting area. “Many of them feel shy about it,” he says.

After time, however, Dr. Solish says the male patients he sees get over their concerns and quickly realize it is very normal to seek out procedures that will enhance their appearance. ■



Men too are increasingly seeking to enhance their appearance. The before and after photos above illustrate how a Soft Lift treatment addresses deep forehead wrinkles and frown lines – areas most commonly addressed among men concerned with looking tired or angry, even when they aren’t. PHOTOS: SUPPLIED

EXPERT INSIGHT

Cosmetic surgery – my opinion

By Elizabeth J. Hall-Findlay, MD, FRCS

Is it really fair to criticize people who pursue cosmetic surgery? It is easy for beautiful actresses such as Kate Winslet to deny that they would ever consider plastic surgery. But for the rest of us, it is normal to want to look better. But what is appropriate? Have we gone too far in the pursuit of appearance?

There is an interesting paradox in cosmetic surgery. The people who achieve the best results are the people who psychologically need it the least. Those of us who have practiced plastic surgery for some time (in my case already more than 25 years) will quickly recognize poor candidates.

Patients who are looking for a better social life, patients who blame their lack of success at work, or patients who are trying to save a failing relationship are the least likely to feel good about any cosmetic improvement. These are the patients who ask for more and more to the point that they begin to look alien. All you need to do is think of all the weird photos that you have seen in magazines where celebrities have over-filled “duck” lips or over-pulled facial “wind tunnel” skin. These are people who don’t look “better” but look “different.”

My best patients are comfortable with themselves and have realistic expectations. They just want to look “better.” Sometimes they have hooded eyelids that make them look tired. Sometimes they have turned down facial features that make them look sad. Sometimes they have breasts that are so big that they look matronly and unfit.

Our society does respond to people and things based on appearance. We appreciate beautiful scenery, beautiful art and beautiful objects. We like to look at attractive people. But – more than that – we respond to others with a physical perception of what they must be like based on their outward appearance. The wife of one of my patients complained that after I lifted her husband’s eyelids his friends all started to stay past midnight at their house. Previously they had all left early because they thought her husband was tired. If we think someone is sad or angry, we tend to avoid them. Should we condemn these people for wanting an appearance that better reflects how they feel on the inside? We all like to live in a



house where the porch is not sagging and the kitchen is modern and attractive. None of us likely actually “need” a new stove. Undergoing cosmetic surgery is obviously more complicated than renovating a kitchen or a bathroom or fixing the foundations of a well-loved house. But in many ways, cosmetic enhancement is a form of renovation, and it is important to carefully evaluate the risks versus the potential benefits. Living with a new kitchen may feel good, but it won’t help someone who does not feel good about themselves and it won’t save a failing marriage.

Although nothing we do in life is risk-free, plastic surgery is very safe. Modern improvements in anesthesia and surgery have made cosmetic surgery more accessible and more affordable. Patients can decide to renovate their bathroom, go on a vacation to Hawaii or invest in an improvement in their appearance. It is not a question of right or wrong – it is a question of what is right or wrong for that particular individual. Many of my breast reduction patients, for example, comment that their biggest regret was not having the surgery earlier.

I realize that there are excesses in all aspects of life and cosmetic surgery has received – and deserved – some bad press. It is important for patients to have realistic expectations about what they are really looking to achieve, and it is important for them to understand that they cannot look like someone else. They will still be the same person on the inside, and anyone expecting more than just an improvement in their appearance will be disappointed.

It is not only important for patients to understand what they are trying to achieve personally, but it is also important that they look for a fully trained plastic surgeon. It is very much a “buyer beware” world that needs better regulation from the College of Physicians and Surgeons of each

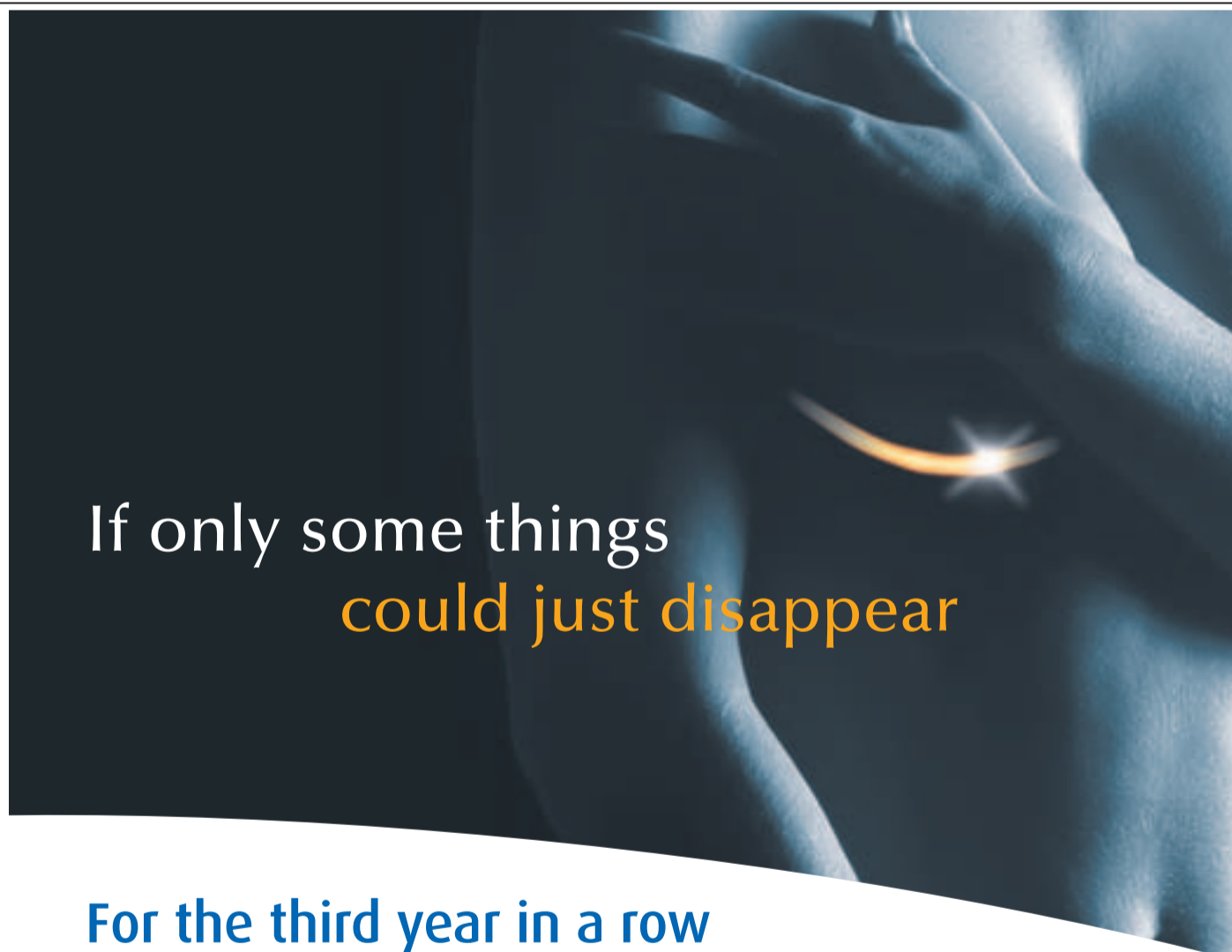
province. I am sure that most people don’t expect a Cessna pilot to be flying a 747, and we should expect that any surgery is performed by trained and qualified physicians. A weekend course is not enough. It is

not the equipment or the technology that makes the difference in achieving a good result – it is the person who is using the equipment that counts.

Cosmetic surgery has its place in our world, and it can

give people a much needed physical and psychological “lift.” It does, however, only give a physical improvement, which must be complemented by the personality of the person seeking a “renovation.”

Appearance should only be one of many compartments that constitute each person’s world – it cannot be a substitute for all the other important things that make up our soul. ■



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