



# THE *future* OF anti-ageing

Thirteen years ago, Botox was hailed as the quick fix for wrinkles. Today, it's joined by scientifically devised creams and other advanced treatments. **Sheree Mutton** investigates.

**E**VERY YEAR, BILLIONS of dollars are spent by cosmetic companies searching for the key to eternal youth. The global market for anti-ageing products is forecast to reach \$352.7 billion by 2020, says a report by Global Industry Analysts.

According to the Cosmetic Physicians Society of Australasia's (CPSA) annual survey, one in two Australians worries about looking older. A CPSA spokeswoman, Dr Catherine Porter, says the anti-ageing industry and attitudes towards cosmetic procedures have changed in the past five years.

"Patients now have more options than ever before, particularly when it comes to more advanced treatments, such as wrinkle-relaxing injections," she says.

"We have also seen a rise in both the popularity and acceptance of anti-ageing treatments in recent years. The latest CPSA survey found over three-quarters of Australians feel non-surgical cosmetic procedures are an acceptable option to address the signs of ageing."

It seems as technology advances, so does our willingness to experiment with various anti-ageing treatments. "We continue to see improvements in technology, making treatments more effective and, in many cases, less invasive, meaning relatively little down-time depending on the type of treatment," says Dr Porter.

For those of us who prefer to avoid fillers and light-based therapies, or who want to prolong the results of a treatment, topical skincare products are recommended.

"We know that some women are very interested about their radical efficacy and are looking for some cosmetic products to extend their results. And some women still hesitate to go for it and prefer a cosmetic proposal with a multi-step action to get more progressive results," says Elisabeth Bouhadana, L'Oréal Paris Global Scientific Communication Director. She says that, in the next year, more products with active ingredients that penetrate deeper in the epidermis will arrive on the market.

Researchers at Elizabeth Arden have shifted their focus to restoring a healthy appearance of the surface layer. "Our research has shown >

*Three-quarters of Australians feel that non-surgical cosmetic procedures are an acceptable option to address the signs of ageing.*  
— CPSA SURVEY

GETTY IMAGES. IMAGE POSED FOR BY MODEL NOT ASSOCIATED WITH THIS STORY.





that the stratum corneum [outermost layer of the epidermis] is even more important than we once believed,” says Art Pellegrino, the Vice-president of Research and Development at Elizabeth Arden. “Not only is it the skin you see, but it also acts as skin’s barrier to the environment and the doorway to your skincare routine.”

San Francisco-based dermatologist Dr Vic Narurkar, a past president of the American Society of Cosmetic Dermatology and Aesthetic Surgery, says topical products are effective in targeting many anti-ageing concerns. “Skincare has advanced dramatically, with cosmeceuticals showing greater efficacy for a variety of conditions such as melasma [patchy brown discoloration of the skin], photo ageing [damage caused by ultraviolet light], fine lines on the face, as well as non-facial skin, such as the hands, neck, décolletage and body.

“Looking youthful no longer requires going under the knife,” he says, adding that “combined treatments with fractional

lasers such as Fraxel and Clear + Brilliant with topical antioxidants have been a major breakthrough, as these allow greater delivery of cosmeceuticals.”

So what ingredients should we be looking out for in anti-ageing products and will you get the same results with products at lower prices?

Dr Narurkar says there are significant differences between products and it’s not just based on cost. “Typically, cosmeceuticals which are available in physicians’ offices [prices range from \$65 to \$300] have more evidence-based studies – clinical trials showing efficacy.” Moreover, the quantity of ingredients and the delivery system are important.

“Many cheaper creams do not contain enough concentrations of active ingredients and lack the delivery systems necessary for effective results. Ingredients that will be popular include topical vitamin C, natural skin brightening agents such as resorcinol and licorice.”

Yet Sydney dermatologist Dr John Sullivan argues you can still find a good-value anti-ageing product with effective ingredients. “Generally, more expensive products may have a more refined cosmetic design, feel or smell and a person feels valued when given such an expensive present,” he says. “However, they do not have greater clinical benefits on skin ageing compared to many better value products. Many cosmetic companies produce product ranges that span the full price range. These can contain very similar ingredient contents. Higher price does not usually reflect higher concentrations of beneficial ingredients.”

Looking further into the future, Marie Enna-Cocciolone, Chief Executive Officer and founder of Inskin Cosmedics, says the

industry will continue to launch active ingredients that pinpoint the signs of ageing.

“They will be similar to a GPS tracking system, whereby they interact with a specific cell or part of the DNA to trigger a specific reaction. Active ingredients will be biomimetic [‘bio’ meaning life, ‘mimetic’ to imitate], they will mimic the make-up of the skin, the cellular pathway, and trick the skin into believing it is young and hence act accordingly,” she explains. “Ageing never looked so good – the future is bright.” >

## ANTI-AGEING ALL STARS

- 1. Lancôme** Visionnaire Nuit, Beauty Sleep Perfector, 50ml, \$139.
- 2. Clarins** Double Serum Complete Age Control Concentrate, 50ml, \$120.
- 3. Olay** Regenerist Miracle Boost Youth Pre-Essence, 40ml, \$39.99.
- 4. Restylane Skincare** Restore and Rejuvenate Night Cream with NASHA Technology, \$59.99.
- 5. L’Oréal Paris** Revitalift Filler [HA] Revolumising Serum, 16ml, \$49.99.
- 6. ILUKA By Natalie Imbruglia** Luxe Facial Polish, 90ml, \$29.99.
- 7. Trilogi** Age-Proof CoQ10 Booster Oil, 20ml, \$43.95.
- 8. Elizabeth Arden** Prevage Anti-Aging Wrinkle Smoother, \$99.
- 9. Elucent** Anti Ageing Day Moisturiser, Restore and Protect with SPF 30+, 95ml, \$49.99.
- 10. La Roche-Posay** Redermic C, normal to combination skin, 40ml, \$54.99.
- 11. Garnier** Miracle Sleeping Cream, 50ml, \$19.95.
- 12. Nivea** Cellular Anti-Age Skin Rejuvenation Night Cream, 50ml, \$27.99.





# Cosmetic treatments FOR beginners

For some women, an anti-ageing serum won't work the wonders they're hoping for. So where to begin with cosmetic treatments? We've decoded them for you, but beware – many come with risks.

**F**OR THOSE WITH minor sun damage and pigmentation, there are treatments that can improve the appearance of your skin and don't involve the more invasive procedures necessary for deeper lines or more severe pigmentation. Try these:

**1 PEELS** This involves a professional applying a solution (usually containing glycolic acid or lactic acid) to remove a layer or layers of the skin. Remember, the strength and type of skin peel should be tailored to your individual needs.

**RESULTS** Peels can help diminish dark spots to reveal a brighter complexion. Sydney dermatologist Dr John Sullivan says superficial peels "have minimal down-time with maybe some transient redness, dryness and skin flaking the following day."  
**COST** \$80 to \$150 for superficial or light peels, about \$1000 for deeper peels.  
**RISKS** Skin irritation, scarring and infections are some of the risks associated with peels.

**2 MICRODERMABRASION** During a microdermabrasion treatment, a machine for exfoliation gently removes the outermost layer of dead skin cells from the epidermis.

**RESULTS** Texture is improved to give you a more glowing complexion, but it usually only has minimal or temporary benefits.

**COST** \$150 to \$200 per treatment.

**RISKS** Redness and discoloration in the skin may occur. Minor scarring and risk of an infection are low.

**3 INTENSE PULSE LIGHT (IPL)** Intense pulses of non-coherent light are used to rejuvenate skin. The procedure, which involves short bursts of light, is like being flicked with an elastic band, but is tolerable. "IPL is good for general sun damage, uneven pigmentation, redness and capillaries along with skin rejuvenation," says Dr Sullivan, adding that "results are best when repeated several times".

**RESULTS** Down-time following IPL can vary depending on a person's skin type, the nature of the problem and treatment parameters, but tends to involve a sunburn-like reaction for a few days and dry peeling skin.

**COST** \$400 to \$700 per treatment for full face.

**RISKS** Redness, bruising, blistering and skin discoloration.

For those with deeper wrinkles, lines, try these:

**4 ANTI-WRINKLE INJECTIONS** Injections of botulinum toxin, known as Botox or Dysport, reduce wrinkles on the forehead and around the eyes. It helps to relax muscles and stop the skin wrinkling, and can also be used on the armpits (to help with excessive sweating), face, hands and feet.

## Always seek advice

Before any cosmetic treatment, always seek advice from a dermatologist or professional from a reputable clinic about the risks and benefits. For those opting for surgery, such as a facelift, always have a consultation with a surgeon to discuss the risks and costs involved with the procedure and your expectations.

**RESULTS** There's almost no down-time, but the results only last for three to four months, so on-going injections are necessary.

**COST** \$100 to \$350 for the forehead.

**RISKS** Bruising, headaches, swelling and, rarely, infections, allergic reactions and eyelid drooping.

**5 SKIN FILLERS** Hyaluronic acid fillers will help plump up skin, giving you a more youthful look. Unlike Botox, they fill the line or creases, rather than relax the muscle underneath.

**RESULTS** Often you will have some pain and swelling, but immediate results are visible and they can last up to 12 months.

**COST** Costs can vary depending on the area being treated, but usually start from \$385.

**RISKS** Allergic reactions, an infection or small bumps might occur where the filler was injected.

**6 FRACTIONAL LASER** This type of laser is a more intense treatment. It's often used to treat visible sun damage, including hyperpigmentation and premature ageing. A topical analgesic is applied before the treatment because it is quite painful. "Ablative or stronger laser devices, such as fractionated and resurfacing lasers, can have greater benefits for more severe sun damage, but have greater down-time and risks," explains Dr Sullivan.

**RESULTS** It creates fresher and smoother skin, but be prepared for redness, swelling and peeling for up to seven days afterwards.

**COST** Fractional non-ablative resurfacing can cost from \$700 to \$1500 per treatment. Fractional ablative resurfacing usually costs \$1800 to \$2500 and upwards.

**RISKS** Itching, swelling and redness are common, but scarring, infection and blistering may occur in rare cases. >



*"Ablative or stronger laser devices can have greater benefits for more severe sun damage, but have greater and risks."*

– DR JOHN SULLIVAN





GETTY IMAGES. IMAGE POSED FOR BY MODEL NOT ASSOCIATED WITH THIS STORY.

# *The extreme measures*

Going under the knife for the sake of beauty is as extreme as it gets. Even cosmetic surgeons say that with the rise of high-tech injectables and peels they are becoming the “last resort”. Yet what new options are out there?

**I**T SEEMS THAT when it comes to looking younger, it’s all about the eyes. One of the most popular procedures is the eyelid correction (blepharoplasty), which lifts the upper or lower eyelid. This type of surgery removes or tightens sagging skin, giving a more youthful appearance.

Similarly, a browlift corrects drooping brows and minimises frown lines by making small incisions in the hair above the forehead. Muscles are partially removed between the eyebrows to improve the look of wrinkles.

Yet, the most extreme measure of all is still the facelift or rhytidectomy. “Facelifts have changed remarkably over the years and have become more supplanted by modern techniques,” says facial cosmetic surgeon, Dr William Mooney.

“Patients don’t want to spend weeks recovering when they can achieve equivalent results with less invasive techniques.”

However, according to Dr Mooney, the down-time is about the same because

today’s techniques are more invasive, but he says, “the outcome is far better than years before”.

Some surgeons now use the MACS (Minimal Access Cranial Suspension) facelift. Also known as the mini facelift, it is a surgical procedure to correct sagging facial features and uses a new technique that offers a short incision (usually in front of your ear and along the hairline) and a quicker down-time period of seven to 10 days. Although some argue that it doesn’t replace the traditional facelift, this procedure can also help remove deep creases that appear between the nose and mouth and sagging of the cheeks and chin.

“In the ’70s and ’80s, facelifts used to be the go-to procedure,” says Dr Mooney. “However, increasingly, this is becoming the last resort as better results can be achieved or equivalent with a combination of treatments, such as cosmetic injectables and new non-surgical techniques.

“My philosophy is ‘less is more’. Aim for a natural look. And prevention is the best cure.” #

## *Treatment timeline*

**20S AND 30S** – Most women have fine lines and often some sun damage, but few wrinkles. Treatments including IPL, microdermabrasion and peels might be beneficial to improve skin tone and texture, along with topical products containing antioxidants or retinol.

**LATE 30S AND 40S** – Wrinkles become more prominent around the eyes and mouth, and on the forehead. Injectables or dermal fillers are popular to reduce the appearance of wrinkles.

**50S** – We all know that wrinkles become deeper. A combination of treatments may prove to be beneficial, including fractional laser to fade dark spots and injectables and fillers.

**60S AND OLDER** – Regular injectables and fillers every four to six months will improve the smoothness of the skin. Some may opt for plastic surgery, including browlifts or eyelid correction (blepharoplasty).

*Before you think of surgery, think of simple techniques such as improving your skin, replacing lost volume and addressing your health in general, and preventing on-going damage.*  
– FACIAL COSMETIC SURGEON, DR WILLIAM MOONEY