

HEALTH AND BEAUTY

Looking into the future

Cosmetic surgery - trends for 2010

This is how the experts see the future of aesthetic treatments

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Cosmetic surgery is more than ever an integral part of the enormous healthy and beauty industry. Not only is aesthetic medicine and plastic surgery increasingly mainstream, with more people choosing to go under the knife each year, but new techniques are being pioneered that create fresh reasons for many to see a cosmetic surgeon.

"Buttock implants are certainly going to be something new for 2010", commented Dr. Marco Vricella of Aria Medical Group,

based in Marbella and Gibraltar. "It's a well established cosmetic procedure in Latin America and I'm pioneering here in Spain".

This is just one of the many new tendencies in cosmetic surgery for the beginning of this new decade. Once the "boob job" was the classic procedure; or maybe a facelift. Yet now if one contacts a cosmetic surgery company, the list of possible procedures is as complex as the human body. In the world of 'nipple tuck' every part of the body is potentially something that can be enlarged, reduced or re-contoured, and made to look younger or sexier; little wonder that despite a worldwide downturn, people are still choosing to transform their lives through the skill and vision of a surgeon.

"Another new trend in sur-

gery," continued Dr Vricella, "is the auxiliary breast augmentation, which is ideal for women in the Mediterranean who like to sunbathe without a bikini top. This is where the implant is put through a small incision in the auxiliary armpit, so there is no visible scarring."

Dr. Roger Amar, of Amar Clinic in Marbella, agrees that "clients now want the most natural result with the minimal recovery time. People have very active lifestyles now, and cannot have long periods waiting to heal. It is important that a cosmetic operation uses techniques that are minimally invasive so clients can be active again quickly. Also, thankfully, very natural results are now requested by patients. I've been performing breast augmentations for many years, and putting the



TECHNIQUES. A WOMAN RECEIVES A BOTOX TREATMENT

implant behind the muscle gives a very natural look and combining this with using the auxiliary technique, scarring and recovery times are both reduced".

Dr. Amar has pioneered the

'FAMI' technique (Fat Autograft Muscle Injection) for natural looking cosmetic rejuvenation, where a client's own stem cells from body fat are used to create what he believes is a very natu-

ral looking facial rejuvenation. The surgeon considers that in 2010 the growing trend is for discrete cosmetic surgery. He continued, "our clients want to keep their surgery private. Although a

growing movement is for more and more men to have cosmetic procedures, like most women, they don't want others to know they've had an 'op'. So it's important that the result looks natural".

Dr. Vricella concurred, "sometimes, as a surgeon it is for us to tell the client what will best suit them. For example if a client comes to an aesthetic medicine consultation and wants a lot of

The fashion for the trout pout has definitely disappeared now

More men are having procedures such as hair transplants

filler in their upper lip, I counsel them against it. The fashion for the 'trout pout' has most definitely disappeared this year! The same is true for large breast augmentations for older women; this 'look' just ages them; as do aggressive face lifts with too much stretching that gives that tell-tale 'wind tunnel' look. The approach now is for surgery that doesn't draw attention to itself but instead draws attention to the natural beauty of the client".

As the western world continues to battle with weight gain and obesity, it is little wonder that this is now big business for the cosmetic surgery industry. Gastric bands and similar treatments can help start and accelerate weight loss, whilst cosmetic surgery procedures can be used to deal with the flabby, loose skin left behind after a significant reduction in body fat. "Body contouring is now taking

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place much more often," claims Dr. Vricella. "By combining classic procedures like thigh and arm lifts with tummy tucks, liposuction and other modern surgical techniques, there is the opportunity to perform a 'radical makeover' and give back to the client the body they thought they could never have again."

The industry is seeing that cosmetic surgery is not a one-off event for many people in their lives. Men are coming to surgeons more than ever and requesting common procedures such as hair transplants and then a little later in life eye bag removal surgery for example, for a younger looking face. Likewise a 21st century woman might go under the knife a number of times; firstly when younger to have, for example, a breast augmentation; then possibly in the mid thirties she will have aesthetic medicine treatments for facial rejuvenation, such as anti-wrinkle injections, fat fillers and lip enhancers. Once middle age has arrived, then possibly it will be time for a subtle face lift; and when this client reaches her late fifties, this same woman may opt for a breast uplift and additional facial rejuvenation.

Against this background of continual innovation, Cosmetic surgery treatments look set to be part of many of our lives for the years to come.