



# Prevention is better

Australia is at the forefront of aesthetics trends, driven by our sun damage-driven anti-ageing culture.

A TREND THAT has emerged in the last few years gaining ground is making use of preventative non-surgical injecting techniques for maintenance of structural facial support, according to Dr Irene Kushelew, a fellow of the Faculty of Medicine of the Australasian College of Cosmetic Surgery (ACCS).

“Basically this means treating people at a younger age rather than when structural changes ageing changes are significant,” says Dr Kushelew.

“As we notice minor changes in drooping of the corners of the lip or brow droop we can begin to provide a support to these areas with small volumes of fillers and thereby delay the ageing process. If it is already severe on presentation it can still be treated but may require more treatment with fillers and larger volumes.

“Also, there have been recent trends involving detailed

treatment of specific areas. For example:

1. Corners of the mouth
2. Lip border
3. Upper lip lines
4. Cupid’s bow
5. Philtral column (vertical groove in the middle area of the upper lip)
6. Body of lip

“Likewise, there are specific eye rejuvenation techniques that involve targeting specific points. Together, all these techniques involve much more detailed analysis and treatment of specific areas of the face that can result in an overall aesthetic improvement before radical changes become necessary.” 

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SUNSCREEN IS THE most important weapon in the skin anti-ageing arsenal. New-generation liposomal sunscreens increase sun protection and provide deeper pigmentation protection from the UVA rays that cause it, according to Dr Gabrielle Caswell, cosmetic physician, skin cancer expert and president of the Cosmetic Physicians Society of Australia (CPSA).

“In addition, it doesn’t wipe, swim or sweat off and is comfortable to wear,” she says, predicting this as a major

breakthrough of 2015, and cites Australia’s Allmedic brand as a market innovator.

“Sunscreens usually fall into one or both of the following categories; physical or chemical,” she says.

“Physical sunscreens literally create a barrier between the skin and the sun’s rays.

“Chemical sunscreens are absorbed by the skin and protect it from the sun from the inside.

“Chemical sunscreens absorb UV light, preventing it from being absorbed into the skin and imparting damaging effects.

“Physical sunscreens provide a blockage to UV light, reflecting and scattering the light away from the skin.

“The main difference with the liposomal formulation is that it enables the delivery of the UVA and UVB-blocking components into the upper layer of the skin, potentially increasing the duration and effectiveness of the sunscreen.”

Liposomal formulations contain small, man-made particles that are capable of encapsulating many compounds - including those that are UVA and UVB-protective.

As they are a biologically compatible lipid particle, they can pass through the upper surface of the skin to deliver the sunscreen. 

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