

body language

July/aug

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The UK Journal of
Medical Aesthetics
and Anti-Ageing
www.bodylanguage.net

SCAR THERAPY
Non-surgical reduction

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Brighten dark circles

HYDROXYACIDS FOR
ANTI-AGEING SKINCARE

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CORRECTING OTHER PRACTITIONERS' MISTAKES

On the market

The latest products in aesthetic medicine, as reported by Helen Twinam

UNDER THE MICROSCOPE

OXYNERGY

You can understand why cosmetic companies are so keen to promote a painless alternative to a botulinum toxin. If all consumers had to do to look younger was to massage a cream into their crow's feet or glabellar lines, a cosmetic company would have a huge hit on its hands—one that would start queues of anxious women at every beauty counter in the land. OK, they might have to invest more time to see the results, but they wouldn't have to keep revisiting clinics for injections every three months.

Were that true there would be one large reversal in fortunes for aesthetic practices. From a business perspective, you can rest assured that such topical treatments are still in the realm of science fiction.

Oxynergy Paris Lift BTX Serum is one of the new breed of creams touting its efficacy as a purveyor of youthful appearance. Oxynergy's marketers describe the formulation as a sub-medium peel that infuses the skin with "Botox-like peptides" and phytosebum, providing a "safer, cheaper, and milder alternative to Botox". Oxynergy leaves the skin looking "smoother, plumper and more radiant."

They go on to claim that the serum reduces the depth of wrinkles on the face caused by the contraction of muscles of facial expression, "especially in the forehead and around the eyes".

Users must massage the gel into cleansed skin morning and night around expression lines and wrinkles. The marketers claim that the serum increases cellular oxygenation and replenishes nutrients and moisture.

Our testers followed the directions for use, massaging it dutifully into their facial crevices before going to bed and after getting up in the morning. The results?

Frankly, the serum didn't do much, and certainly it could not be compared with Botox. "I had expectations that this product would help me, particularly as its BTX associates itself with Botox. But



I couldn't see any real difference after a month. You are supposed to see a difference more quickly than that."

Our verdict: as a sector we have to be careful about offering such products in our practices. Cosmetic lotions will rarely match the results produced by a pharmaceutical product. We have to be vigilant when names carry associations with recognised products that *do* work.

There may not be passing-off allegations to answer to, but you will certainly have disgruntled consumers on your hands, when the products don't produce anywhere near the results they were expecting, particularly when it is priced

at £59 per 30ml jar.

Koreesa Group, stockists 0845 299 7662

W: koreesa.co.uk.

STYLAGE

Bruising and inflammation are a minor but common side-effect of treatment with dermal fillers.

Stylage is a hyaluronic acid filler cross-linked with mannitol, an antioxidant found in fruits and vegetables. It reduces the effects of free radicals and minimises bruises and swelling during treatment, says distributor Medical Aesthetic Group.

During intradermal injection, the invasive movement of the needle through the skin provokes an inflammatory response. Free radicals are produced, which damage cells and attack hyaluronic acid molecules. The injected filler can therefore deplete quickly, says MAG.

By adding manitol to the filler formulation, intradermal skin trauma is reduced and results can last up to 12 months, says MAG. The product is not broken down in the hours following injection, so the smoothing effect is immediate and long-lasting, claims the distributor.

The filler, developed by Vivacy Laboratories in France, can be offered to patients



who lead healthier lifestyles—drinkers and smokers who produce a large amount of free radicals, and who have previously been "uncorrectable" can receive the treatment, says MAG.

The filler is available with lidocaine to reduce pain during the procedure.

Medical Aesthetic Group 02380 676733;

W: magroup.co.uk



CUTERA EXCEL V

While vascular treatments are the cornerstone of many dermatology clinics, different laser systems may be required in the practitioner's office to tailor treatment to individual patients.

The Cutera Excel V laser system is a workstation that can treat most vascular lesions and superficial pigmentation.

Its handpiece delivery system provides a range of spot sizes from 1.5–12mm in 0.1mm increments and its design enables physicians to observe immediate vessel response and adjust parameters as needed. The Excel V provides high energy in short pulses, even with a large spot size, says Cutera.

The workstation features a 532nm KTP laser for superficial vascular lesions and two 1064nm Nd:YAG laser modes, for diffuse redness, rosacea, scarring and deeper vascular conditions.

The Excel V includes variable contact cooling through a sapphire window, allowing the practitioner to adjust the contact temperature. The window allows the physician to see vessel response immediately after treatment.

Cutera +41 (0) 43 233 73 73;

W: cutera.com