

YOU! YOU! YOU!



“Not squeamish about blood are you, Edward?”

PLATELET INJECTIONS: THE NEW BOTOX?

Your own blood (euch!) could be the next best thing to a fountain of youth

There’s a new anti-ageing treatment in town, and it’s about to change the face of cosmetic procedures as we know them. Named “facial rejuvenation” or “plasma replacement therapy”, it uses your body’s own enzymes and platelet-rich plasma to stop you from ageing.

Would you try plasma replacement therapy?

NO

“I don’t believe in unnecessary cosmetic treatments. I’d rather give blood to someone who actually needs it, like the Australian Red Cross Blood Service.”

Catherine, 22

YES

“I want to look my best. It’s using what’s already inside my body, so I’d like to think I’d be improving on what I’ve already got.”

Christine, 25

“I did it!”

Melissa, 25, was brave enough to give the procedure a go

“After looking at photos of myself, I noticed I had a double chin. I’m not a big girl, but my face was looking a bit jowly, so I decided to try plasma replacement therapy. I had injections around my chin and jawline – they were a little uncomfortable but didn’t really hurt. About three weeks later, my jawline was firmer, and I had less loose skin. People started commenting on how good I looked. I see it as a preventative measure and will be having another treatment next year.”

What’s the procedure? “A vial of blood is taken from your arm, like when you donate blood,” explains Nicole Belle, cosmetic injector at facetoday.com.au. “The vial is spun around incredibly fast so the red blood cells and the plasma separate. Plasma is responsible for tissue regeneration and collagen production. It’s removed from the vial and injected into parts of your body that need smoothing out, such as your face, neck or hands. It stimulates your cells

to start growing collagen and elastin, so your skin looks young, fresh and plump.”

Is there evidence it works? “Plasma injections have been used for medical purposes for years,” says cosmetic physician Dr Mazza of starcosmeticmedicine.com.au. “It’s great for healing wounds and repairing skin grafts, so doctors realised it could work for cosmetic purposes, too.”

What’s the cost? “Around \$400,” says Belle. “If you’re in your twenties, you should only need a treatment once a year.”

How quickly will I see results? “Within about three weeks,” says Dr Mazza. “The procedure lasts about an hour.”

Are there any celebrity fans? Kylie Minogue and Madonna are both rumoured to love the treatment.

Is it really the new Botox? “It’s different,” explains Dr Mazza. “Botox relaxes your muscles to get rid of existing wrinkles. This treatment actually helps skin heal itself, so it prevents ageing in the first place. It’s the most important cosmetic procedure since Botox.”

Where can you get it? Nationwide. Visit www.cosmeticphysicians.org.au to find a reputable clinic. **Katherine Chatfield** □

*SOURCE: NSW COMMITTEE OF INQUIRY INTO COSMETIC SURGERY, 1999. PHOTOGRAPHY BY NICOLA GROSELL/FIGAROPHOTO/SHAPEN MEDIA

P S . . . A whopping 23 per cent of Australians who’ve undergone a cosmetic procedure are women between the ages of 25 and 34.*