

UK'S FINEST!

Ms Angelica Kavouni MD FRCS EBOPRAS

On the UK's specialist register and member of EBOPRAS, Angelica has become one of the UK's most requested female cosmetic surgeons. A regular TV and print media commentator, Angelica has become known for her minimal scarring facelift, Silhouette Soft threadlift and breast surgery.

With retirement age becoming an increasingly distant prospect, women are feeling pressure to stay relevant in the work place for longer and are keen to shed the 'invisibility cloak' of middle age. Sadly, ageism seems to be alive and well in the workplace and especially affects working women.

Anti-ageing is the fastest growing area within the beauty sector, driven in the main by 40+ year olds and numbers are no longer dominated by 'ladies who lunch'. Women from all sectors of industry, professionals and non-professionals are seeking 'tweaks' and, if performed expertly, no one need know.

WOW NOW asks leading UK plastic surgeon Ms Angelica Kavouni about this 21st Century phenomenon and her solution - the Career Facelift™.

'What my patients want,' she explains, 'is not to try to look ridiculously young, but to inhabit the "no age zone", where they could, in the right light, be almost any age between 35 and 55.' Their age should almost be the last thing you think about when you meet them.'

Do you believe the ageing process really affects women negatively in the workplace?

During consultations and chatting to my patients I notice a common thread which really has become a bone ride worry for many of the women I treat - the need to feel more confident at work and to maintain the respect of co-workers. I'm sure these feelings are experienced by women throughout the work spectrum. Within my patient group those most affected by it seem to be the high flying executive level women who have had to jump through hoops to get to the top - and want to stay there. It's not about looking 20 again but 5-10 years younger - which is perfectly achievable.



You have developed the 'Career Facelift'™ - what is it? Career Facelift™ doesn't depict one isolated treatment but is more of an umbrella term to make it more identifiable for women and often involves a combination of treatments, both non-surgical and lesser invasive therapies. It's important to have flexible treatment plans for individual problems but broadly the Career Facelift™ involves the 3 R's: Re-place, Re-store, Re-vive. Facial rejuvenation no longer relies on one solution to fix all such as a surgical facelift, the modern way is to blend a number of treatments to produce a natural, younger look.

Re-place lost volume with carefully placed hyaluronic acid fillers and/or Platelet Rich Plasma.

Re-store firm taut skin around the jawline and mid-face - Silhouette Softlift and/or radio frequency skin tightening.

Re-vive skin texture and remove sun-damaged pigment with Fraxel laser.

Which non-surgical combinations are most popular with your patients? Patients generally seek to redefine their jawline and subtly replace lost volume. The Silhouette Softlift restores the natural jaw contour and redefines the cheek bones whilst PRP (Platelet Rich Plasma) injections help to bolster supportive collagen stores and subtly plump and smooth the skin.

Silhouette Softlift: new generation threads which can be placed around the face, forehead and neck. They're performed in the office under local anaesthetic and usually take around 30mins to complete. These poly-L-lactic acid threads are completely absorbable and each shaft has eight absorbable cones, which help to anchor loose skin and hold it in place. The thread(s) is gently inserted in the hairline and, as the thread moves forward, the patented cones attach to subcutaneous tissue. Angelica then applies a little tension to the thread, resulting in a subtle lift.

PRP: Concentrated, protein rich, powerhouse plasma cells are isolated from a patient's blood sample and then re-injected into perceived problem areas for plumping, lifting and rejuvenating the face.

Do men have the same concerns? Amongst the men I see in my practice, yes they definitely have the same feelings of invisibility as they age but it doesn't seem to hit them at such a young age. Their confidence appears to falter around the 50 - 60 year age mark. The beauty of the Career Facelift™ is that it can be tailored for all skin types and ages and a growing number of men visit my clinic for advice and treatment plans.

How do consumers know which treatment is the right treatment? The market is swamped with devices and treatments found in clinics and salons on every street corner, so I can understand how confusing it can be for women seeking to turn back time (even a little). The key is to find a practitioner you trust. Every month there appears to be a new device launch. I tend to shy away from the 'next best thing' in anti-ageing and fall back on the tried, tested and scientifically proven solutions. Patients know they are receiving the best and most effective treatments at the Kosmesis Skin Clinic.

Do you envisage a time when surgical facelifts are no longer needed? This is an exciting time for plastic surgeons as we have so many treatment options available to us - no longer do progressive cosmetic surgeons have to rely solely on surgical solutions. I think surgical facelift - especially the short scar facelift, will always be an option because it's the most effective way to remove excessive loose skin. There is a point however when the degree of skin laxity becomes too great for non-invasive procedures, but surgery can definitely be delayed ■

Kosmesis Skin Clinic embodies Angelica's lifetime professional dream of being able to offer head-to-toe patient care, focusing on the increasing synergy between surgical and non-surgical anti-ageing solutions.

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