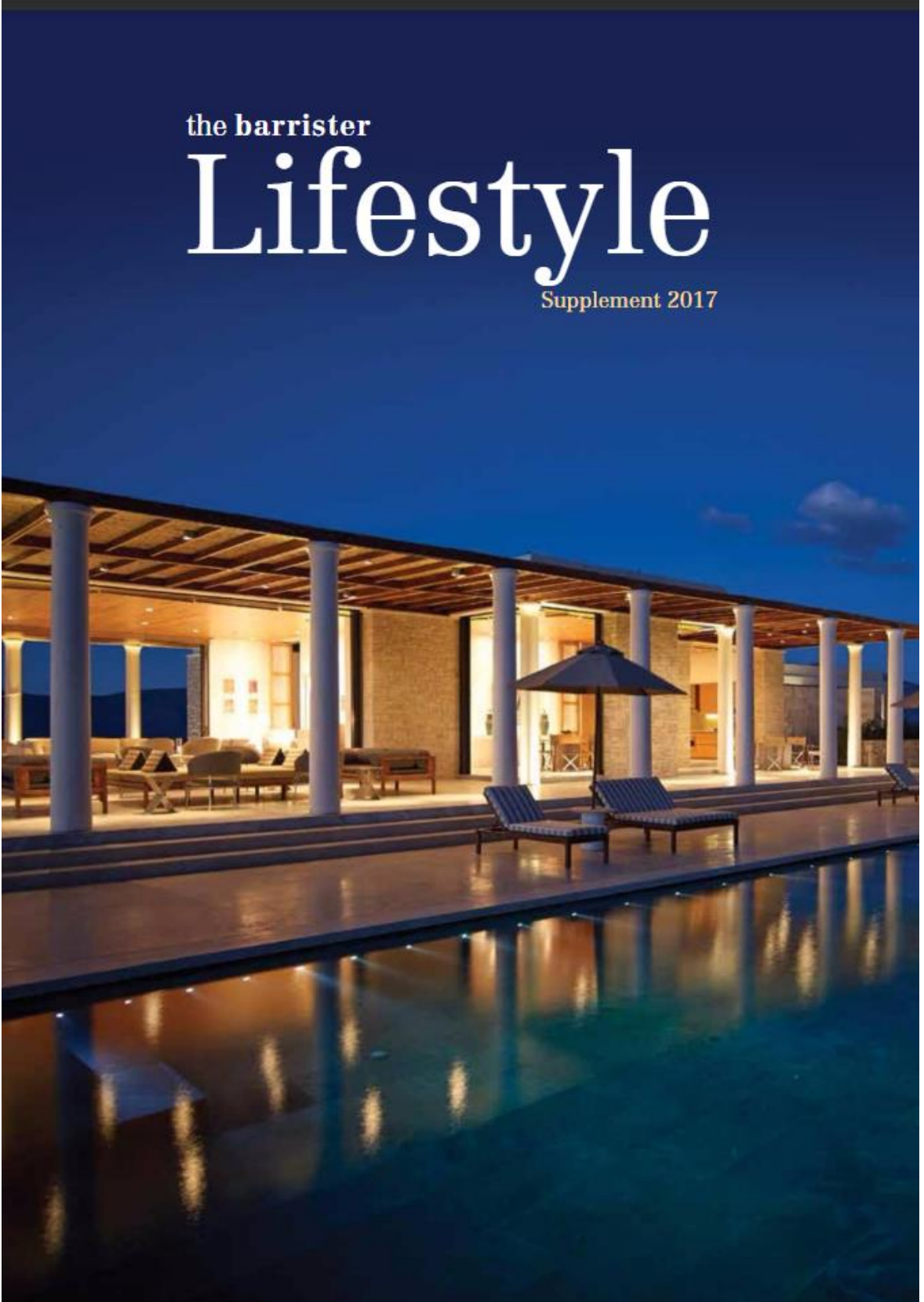


Barrister Magazine
March 2017
Circulation: 100,000

the barrister
Lifestyle
Supplement 2017



the barrister Lifestyle Supplement



Enhance Your Image the Natural Way

By Oscar Caine

A recent BBC poll found that 32% of all women are considering cosmetic surgery. Among those under 35, the number rises to 45%. No surprise therefore that since 2014 there has been a yearly increase of 13% across all cosmetic procedures. Yet incredibly the £3.6bn UK cosmetic surgery industry remains one of the least regulated areas of medicine.

One industry expert who is concerned by these dangerously inadequate regulatory frameworks is Dr Bernard Hayot, a French practitioner whose groundbreaking work in aesthetic medicine has made him a favourite of A listers the world over.

"Most people consider cosmetic procedures to be surgical treatments, such as breast augmentation and rhinoplasty which, of course, are performed by highly trained cosmetic surgeons," says Dr Hayot. "However, the vast majority of cosmetic procedures are non-surgical, which anyone can carry out. Thus we find Botox, dermal fillers and electrolysis, which can definitely carry risks if undertaken by non-medically trained personnel, increasingly being undertaken in beauty salons and hairdressers or by mobile therapists."

Dr Hayot runs three clinics in Paris that between them have revolutionised the industry by taking a medical approach to beauty treatments. He has now opened his first UK clinic, Epilium & Skin, located in the heart of London, in

which every procedure is carried out by highly trained personnel.

Whilst safety is naturally of paramount importance, it is not the only aspect that is setting London's first French medical beauty clinic apart from the competition.

"At Epilium & Skin it is all about 'L'embellissement', making you more beautiful the natural way," says Dr Hayot. My desire is to make my patients become a better version of themselves. I am not trying to make them look different, or like a celebrity. I am not even trying to make them look 21 again. My goal is to help them make the best of the features they already have."

An industry pioneer - he was the first to introduce Botox to Russia and among the first to bring it to France - Dr Hayot is also an ophthalmologist doctor by training. It was his experience of working in the fields of both eyelid surgery and aesthetic medicine that first led him to take a fresh look at facial rejuvenation. In particular it was his meeting with fellow groundbreaker Dr Sydney Coleman that changed his way of working forever.

Explains Dr Hayot, "The industry belief had always been that ageing was due to an excess of skin. Until that is surgeons such as Dr Coleman discovered that the biggest cause was in fact a decrease in fat volume. As the face loses its roundness so skin

appears to sag, and jowls and folds start to appear."

However, as Dr Hayot reveals, even once the cause was identified, the industry still struggled to find the most effective way of remedying the problem. "For years, the technique for reversing this effect was fillers made from synthetic hyaluronic acid. However, because the material used is less fluid than natural fat, the procedure is more likely to cause the ubiquitous Hollywood 'cat face'. What's more these traditional fillers last for a maximum of a year."

Rejecting the traditional methods that result in those inexpressive and frozen features, overly-high eyebrows and tightly-stretched faces that stare out from the pages of magazines and newspapers, Dr Hayot instead uses LipoStructure® (the procedure invented by Dr Coleman) and other revolutionary techniques whereby a patient's own body fat is used to plump up sunken areas of the face or to add volume. Not only is there zero risk of



rejection, but results can last for 10 years or more.

At Epilium & Skin he uses this procedure not only to sculpt the face in imperceptible ways to give a more refreshed and youthful look, but to correct problems such as hollowness around the eyes, or even to reduce the appearance of scars.

Aside from LipoStructure®, other signature aesthetic medicine treatments at Epilium & Skin include The Vampire Facelift®, a non-surgical procedure that uses a patient's own blood; CoolSculpting by ZELTIQ to reduce unwanted fat without surgery; mesotherapy, an injection treatment that delivers nourishing substances to the layers of the skin where cell repair and growth occurs, and state-of-the-art medical laser hair removal that offers clients a permanent solution.

Whilst Dr Hayot himself specialises in eye and face rejuvenation, the clinic also employs a team of experts, not only in aesthetic medicine but surgical procedures, from breast reduction and augmentation to hair transplants. All of Epilium & Skin's aesthetic physicians have been trained by the doctor, whilst every cosmetic surgeon is a graduate of plastic and reconstructive surgery, and an authority in their particular field.

Dr Foued Hamza for example is a cosmetic sculptor with an international reputation. He has been practicing cosmetic surgery for over 20 years and is ranked as one of the best in his field. At Epilium & Skin he specialises in body contouring procedures, including

liposuction, breast surgery and the Brazilian Butt Lift. The latter combines liposuction and body contouring with buttock augmentation and is tipped by experts to be one of this year's most sought-after procedures, following a 500% increase in demand.

Also part of the team here is Dr Jean Marc Chardonneau, the inventor of Veinwave, a revolutionary technique developed specifically for the treatment of fine thread veins, psoriasis, rosacea and angioma (red spots). Unlike other treatments that can be painful and result in weeks of bruising and scabbing, Veinwave causes little more than a slight redness which fades after a few hours. Extremely effective at treating problem areas, results can be seen instantly. It can also be applied to all areas of the body.

Concludes Dr Hayot, "The opening of Epilium & Skin in London is very exciting for me. I am really looking forward to introducing our French medical techniques to a new audience. I think of myself as an art restorer, and I don't want anyone to see the tracks of my work. As Oscar Wilde so famously said, 'Beauty is in the eyes of the beholder.' And I like to look at my patients and make them more beautiful."

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