

face ■ ■ ■

Fill the Difference

Dr Ayham Al Ayoubi was the first surgeon to introduce Ellansé to the UK. Here he explains why this groundbreaking new filler is so special and talks us through a couple of unique treatments he can offer using the product

Dermal fillers are one of the biggest growth areas in facial aesthetics, as women are starting to realise that you don't necessarily need to have a facelift to knock several years off your age. Ever since collagen first hit the market in the early 1990s and was found to be effective – if a little problematic – in the battle against ageing, pharmaceutical companies the world over have been embroiled in a race to create the perfect filler.

Since the launch of Restylane in 1996, the majority of dermal fillers have been made from hyaluronic acid – a substance naturally produced within the body, which breaks down over time. HA fillers have many advantages: you don't need to perform a skin test prior to treatment, as you did with collagen, and they can be easily dissolved if you don't like the effect.

However, although hyaluronic acid is much more durable than

collagen, it still only lasts for six to nine months, which is great when you're trying a treatment for the first time, but can get expensive over the course of a few years.

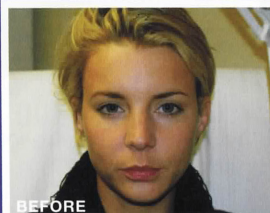
I'm keen to offer my patients as wide a choice as possible, so in my clinic I offer all the major filler brands, as well as the injectable volumising treatment, Sculptra, and am always on the look-out for the next big thing. In March last year, I discovered Ellansé, a brand new dermal filler

that offers all the benefits of HA but lasts for up to five years.

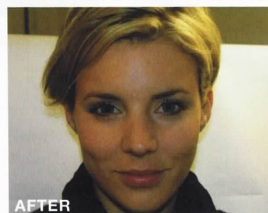
Breaking boundaries

An advanced version of current options on the market, Ellansé is the first filler of its kind to treat under-eye bags and dark circles, which are not usually treated with dermal fillers. Not only are the results instant, but this all-natural, water based anti-ageing treatment also stimulates the body's own collagen production to deliver smoother, plumper

“ Ellansé is the first of its kind to treat eye bags and dark circles ”



BEFORE



AFTER

The above photos are courtesy of Dr Ayham Al-Ayoubi



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To book an appointment with Dr Ayoubi,
please call **0208 342 1100**
or send an email to **info@lmaclinic.com**

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looking skin and long lasting, natural looking results.

Made from poly-caprolactone (PCL), a well-known totally bioresorbable soft medical polymer, Ellansé retains its volume for between three and five years, before being totally resorbed and removed from the body, with no residues of any kind left behind.

I was so impressed with the results possible from Ellansé that I decided to introduce it to my practice, and I have had great success with it since. Because of its unique contouring and sculpting capacities, I realised that you can do things with it that are not possible with other dermal fillers, and so I started to experiment with new ideas.

Dimple creation

Dimples are caused when the facial muscle is shorter than normal; it pulls on the skin and forms an indentation on your cheek – particularly when smiling. They are a genetic trait, so you either have them or you don't, but over the past few years, with celebrities such as Cheryl Cole hitting the spotlight, they have become a very desirable facial feature.

If you know facial anatomy very well – my background is as a facial plastic surgeon – then it is possible to create an impression of a dimple through non-surgical means, and Ellansé is the ideal product with which to do this.

First of all I ask the patient to perform a series of facial manoeuvres, such as whistling, clenching and smiling, while I study the face to see where the muscles are sited and how they move. This shows me where to create the dimple.

I then inject Ellansé around the area to create a circular ring deep in the dermis. An

indentation forms in the middle of this ring, which mimics the effect of a dimple. If you did this with HA fillers, they would just dissolve with facial movement, but Ellansé's make-up means that it will become more defined with the process of inflammation.

Because the effects of Ellansé are long lasting, wrinkles are still filled when Sculptra starts to take visible effect, and because both products work to stimulate your own collagen production they complement each other perfectly, giving you



Before and after dimple creation. The above photos are courtesy of Dr Ayham Al-Ayoubi

“ The non-surgical facelift is the holy grail of facial aesthetic treatments ”

Non-surgical facelift

The non-surgical facelift is pretty much the holy grail of facial aesthetic treatments. Realistically, at the moment, the effect can only be created with a combination of temporary dermal fillers and injectable volumisers, such as Sculptra, but the problem is that the effects of Sculptra, whilst impressive, take a few months to show, by which time the wrinkle-filling benefits of an HA filler will have worn off, so you have to start again.

I have found that Ellansé is the perfect partner for Sculptra to create a true injectable facelift: Ellansé instantly gives a dramatic improvement in the treatment of fine lines and wrinkles on the face, whilst Sculptra will work over a period of months to significantly enhance the shape of the jaw line and the volume of the face.

an incomparably plumped up, dewy-looking glow, which will last for an astonishing four to five years.

Facing the future

I will continue to seek out the best new treatments to offer my patients, because I want to be able to provide a truly exceptional service and give patients the face and body they have always dreamed of. For now, I think Ellansé is the best product on the market to provide both instant and lasting results, without the pillow-face effect.

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Available from: Dr Ayham al-Ayoubi is Principal of the London Medical & Aesthetic Clinic. For more information and a full range of treatments offered, call 0208 342 1100 or visit www.lmaclinic.co.uk

Info

FIND A PRACTITIONER @ WWW.COSMETICSURGERYTODAY.CO.UK OR CALL 0845 0514460

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Cosmetic Surgeon – London

The Experts



About Face

Mr Ayham Al-Ayoubi is an international leading surgeon in SmartLipo and Sculptra. Known as the 'King of SmartLipo', for his legendary laser body sculpting, he is the leading SmartLipo MPX trainer surgeon in the UK. Patients travel from all over the world to have Mr Al-Ayoubi perform SmartLipo.

Mr Al-Ayoubi uses his own advanced techniques in various aspects of laser surgery many of which have now been adopted by numerous plastic surgeons and cosmetic doctors including scar-free breast and neck lifting.

Dr Ayoubi introduced Smartlipo into the UK in 2006, Smartlipo MPX in 2008, BodyTite in 2009 and Smartlipo Triplex in 2010. In addition he introduced Ellansé and SmartSkin Performa CO2 Laser in 2010.

"Enhancing but preserving our natural beauty"

Areas of Expertise

Body: LAL - laser assisted liposuction • Smartlipo and Bodytite

Face: Sculptra - non-surgical full face lifting • Ellansé and Juvéderm • Laser neck lifting

Skin: SmartSkin and SmartXide laser skin resurfacing

Breasts: Macrolane and traditional breast enhancement

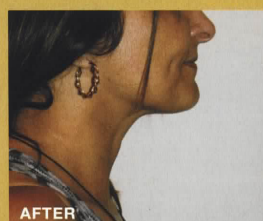
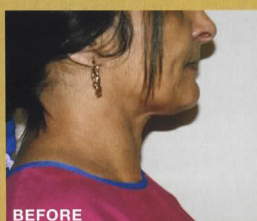
Medical Qualifications
MD, MS, DLORSC (London)

Associations

- The European Society of Aesthetic Surgery
- The European Academy of Facial Plastic Surgery
- The International Academy of Body Contouring and Laser Lipolysis

Contact Details

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