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**The Cheryl Cole phenomenon**

It is no exaggeration to say that over the past year, the former Mrs Ashley Cole has become the nation's sweetheart, with the press poring over her every move. And whilst there is no denying that Cheryl is beautiful, there is one aspect of her face that would not always have been considered so desirable.

Dr Ayham Al-Ayoubi, of the London Medical and Aesthetic Clinic, says he has a method to create dimples without the use of a scalpel.

"If you know facial anatomy very well then it is possible to create an impression of a dimple through non-surgical means. My background as a facial plastic surgeon means that I'm well equipped to do this.

"First I ask the patient to perform a series of facial manoeuvres such as clenching and smiling, and study the face to see where the muscles are and how they move. Then I know where to put the dimple.

"I then inject a filler called Ellanse around the area to create a circular ring deep into the dermis so it doesn't create any lumps – an indentation forms in the middle of the ring that mimics the impression of a dimple. If you do this with HA fillers they will dissolve with the facial movements, whereas Ellanse will become more defined with the process of inflammation."

**Dimple me up:**

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[Faded text from the magazine article]