



HEALTH REPORT

THE NEW CHEEK CHIC

Is there no end to our quest for the perfect smile? Apparently not, now that more women are going under the knife for a dimple job. Thanks for that, Cheryl (whose lovely dimples are totally natural, we hasten to add – for legal reasons!)

Nothing kicks off a surgery trend like a celeb. A young Kelly Brook caused a surge in boob jobs, J-Lo kick-started the bum-implant movement and Ange had women running to their surgeons for lip plumpers. Now that Chezza is back on screen and lighting up the *X Factor* judging panel with her mega-watt smile, guess what? We all want her dimples. But would you be prepared to go under the knife for them?

Sam Lewis, a 24-year-old secretary from London, was first in the queue. “When I was growing up, I always felt jealous of my sister’s naturally cute dimples,” she says. “My cheeks felt plain in comparison so, when I read about dimple surgery, it seemed a relatively straightforward procedure so I booked myself in.”

Dimpleplasty typically involves being put under general anaesthetic and requires an overnight stay in a clinic. A surgeon makes a small incision in the skin on your cheeks, to create a little depression, and a stitch is administered to keep the skin indented. Once the stitch dissolves, permanent scar tissue will remain to form a dimple.

“It’s a growing trend,” says Dr Ayoubi, Facial, Plastic and Laser Surgeon from The London Medical and Aesthetic Clinic. “I’m seeing more and more women coming in and asking for dimples. They give the face definition and make an ordinary smile look more interesting. While some people are lucky enough to have them naturally, more and more are opting to create them artificially.”

Naturally (pardon the pun), as with most cosmetic surgery trends, the quest for designer dimples began across the pond in the US. But British women, inspired by beauty icons like Cheryl and Sienna Miller, have since jumped on the dimple wagon. UK clinics have reported an 11% increase



HELLO SWEET CHEEKS!

Cheryl’s not the only celeb making dimples on-trend this season...

- Leighton Meester, 24, has the cutest dimples and we’re almost as envious of those as we are for her impressive wardrobe.
- Sienna Miller, 28, has one dimple deeper than the other, proving that beauty doesn’t have to be symmetrical.
- Miranda Kerr, 27, the Victoria’s Secret model and wife of Orlando Bloom, has dimples that are as much a trademark as her enviably long legs.
- Jessica Simpson, 29, has confessed to loving her ‘butt chin’ (otherwise known as a cleft chin) and it clearly hasn’t done her any harm.
- Olivia Palermo, 24, might play the villain in *The City*, but she looks nothing but angelic thanks to her cute dimples.

in young women visiting cosmetic surgeons to enquire about dimpleplasty.

For anything between £2,000 and £6,000, you too could have Cheryl’s dimples. Sounds simple, but is it worth the risks? A growing number of British surgeons have expressed fears that the long-term effects of the procedure are still, as yet, unknown. Many fear that designer dimples could look unsightly with age, as the face begins to droop.

“What you’re essentially doing with dimple surgery is creating a permanent scar or dent in the face,” warns consultant cosmetic surgeon at The Harley Medical, Riccardo Frati. “The procedure is still too new and the industry has not yet seen the full effects of what can happen to the face in the years after the operation. And, if patients aren’t happy with the result of the surgery, it would be very difficult to correct.”

Sam was one of the lucky ones. After extensive research, she booked in with surgeon Dr Ayoubi at The London Medical and Aesthetic Clinic to have a dimpleplasty last year. She was advised against the incision technique and instead opted for a high-strength filler called Ellanse, which is injected into the cheek to create a ‘false dimple’ effect, at a much lower cost of £700. “There was no pain or recovery time,” says Sam. “I was at work the next day and I had noticeable but subtle dimples right away. I was told I might want to go back a week later for a second injection if I wanted more defined dimples, which I did. I was amazed at how natural they looked. My new dimples will last five years and I couldn’t be happier with my own Cheryl smile.”

Despite Sam’s delight with the procedure, some US women have reported permanent, unsightly facial scarring. Ultimately, you have to ask yourself whether the risks to get dimples like Cheryl’s are worth it. Frankly, we say it’s a lot cheaper and safer to buy the shampoo and get her glossy hair instead. Because you *are* worth it. ■