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Bottoms up! The facelift is old hat, the tummy tuck's yesterday's news - the latest craze is the bum lift

But will British women really be flocking to have fatter bottoms? Dr Ayam Al Ayoubi, a Harley Street cosmetic doctor, says: 'I have seen a 50 per cent increase in demand for Macrolane in the bottom, though it is normally South American or Afro-Caribbean women wanting it done, as the look is desirable in their cultures.'

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by Leah Hardy

**C**OSMETIC surgeons may be worrying about business dropping due to the recession, but one Miami-based surgeon is actually pinning his hopes on the market 'bottoming out'. His name is Constantino Mendota and he's the inventor of the Miami Thong Lift, the latest way to a shapelier rear view which was presented this week at the conference of British Aesthetic and Plastic surgeons (BAAPS) in London.

According to Mendota, a Harvard-educated surgeon who learned his techniques in plastic surgery-oriented Brazil, there's been a steady rise in numbers of women seeking a curvier bottom, like that of Miami's famous resident J.Lo.

He also says five per cent of his Thong Lift clients in Florida are from Britain, and he expects demand to grow.

'Buttock enhancement is instinctively attractive to men,' he says. 'Women are wearing tighter clothes and if you wear a thong bikini on the beach, nothing is left to the imagination.'

Previously, the standard way to create a rounder higher bottom was with silicone implants, similar to those used for breast enlargement. But as top plastic surgeon Rajiv Grover, president-elect of BAAPS, explains these could be risky. Implants have a tendency to move and, if they get infected, they have to be surgically removed.

So instead, Mendota uses grafts of fat liposuctioned from the tummy or stomach, purified and then painstakingly injected - using a large needle - into the layers of muscle of the buttocks, changing their shape from flat to a super-curve and high, like Beyoncé's behind.

The difference between this and other sorts of fat augmentation is that the surgeon injects fat between layers of muscle, so there is more blood supply to the fat and less risk of die.

The scars left by the incisions needed to inject the fat are hidden, says Mendota, in the grand canyon where the thong goes, hence the name of the procedure.

Trials have been very slim, he sends them away to gain enough fat for the procedure.

Because the fat belongs to the patient, there is no risk of rejection. The procedure will last several hours and can be done under a local anaesthetic.

Grover says there are advantages to fat transfer over other procedures, such as injections of a new thick hyaluronic filler

BOTTOMS UP!



Rear view: Women want perfectly perky curves

in the UK as the best way to create a rounder bottom. 'Macrolane is temporary and, in some patients, may only last six months before being absorbed - and this may or may not be an advantage - fat is permanent.'

'Fat also contains stem cells which can turn into new tissue, so fat transfer creates new collagen which improves the skin's texture and thickness.'

But he warns the procedure is not risk-free. 'It needs to be done by a very experienced surgeon, in a hospital, in sterile conditions with good aftercare - if you get an infection it could cause a very large abscess.' Grover also points out that fat transfer is never 100 per cent predictable and some transferred fat will die.

'Fat transfer is most successful when used in small quantities, as it needs to be surrounded by healthy tissue so it develops its own blood supply. Without that it will die and be re-absorbed by the body.'

If that happens unevenly, you could end

up with one buttock larger than the other. 'There will also be bruising and swelling that can last for months.'

'You will have serious hips for some time after the procedure.'

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'But Macrolane is a bit disappointing as it doesn't last as long as we hoped and it is an expensive treatment. I have seen a greater demand for bottom lifting - as opposed to buttock enhancements - and I believe that with a laser to tighten the skin, a little bit of Macrolane filler and some radio frequency to smooth the skin, which gives amazing results.'

Mendota insists his Thong Lift is 'about

WE RECOMMEND DAY TO NIGHT EYESHADOW DUOS



Nars Duo Eyeshadow in Rajasthan, £23, narscosmetics.co.uk  
SMOOTHs over lids easily and works with an understated shimmer.



Rituals Duo Eyeshadow in Sapphire Secret, £14.90, rituals.com  
AN IMPRESSIVE palette that works for any occasion.



Models Own Duo Eyeshadow in Ditsy Olive, £5, asos.com  
PURPLE brightens the eyes and sheers a good highlighter.



YSL Ombres Duo Lumiere in No. 27, £27, Yves Saint Laurent, 020 729 8738  
AN EFFECTIVE brush and great colours that give a rich, blue look.

DON'T BOTHER



The Body Shop Baked Eye Colour in Jade, £9.50, thebodyshop.com  
THE colours are way too sparkly to wear in the day.



Topshop Eyeshadow Duo in G000 contrast for different occasions, but the silver isn't visible enough.

having a shapelier bottom, not a bigger bottom,' but visitors to his website ([www.constantinomendota.com](http://www.constantinomendota.com)) might disagree. Before-and-after pictures show a dramatic transformation from a flat rear to a shapelier rear view to something approximating a couple of beach balls in a thong.

Cosmetic surgeon Angelica Kavouni, who has performed buttock enhancements in the UK, says: 'I have done fat transfers, but never on this scale - these bottoms are huge.'

'To have enough fat to transfer on this scale, patients would have to be a size 12, she warns. 'What I usually see are size six or eight girls who want big bottoms - this is unrealistic.'

Although the cost of surgery is not cheap - around £4,000 - maybe the Bridget Joneses among us may soon be asking: 'Does one team look like enough then?'

**Rear admirable**  
The type of fat that accumulates around the hips and bottom may offer protection against type 2 diabetes