

# Turn Up the Volume

**Dr Ayoubi of the London Medical & Aesthetic Clinic believes that wonder product Sculptra really does provide a non-surgical facelift and here he explains how**

Our preoccupation with the body beautiful means that we are increasingly body conscious and determined to stay fit and healthy for longer but while losing weight can be good for our waistband it isn't so good for our face.

The pattern to losing weight is that you first lose it from your face, then your breasts and lastly the buttocks but when you put it back on the very last place you put it back on is your face and that lost plumpness can age you quicker than anything else. I'm not advocating that you should start eating junk food but people with plumper faces tend to have fewer lines generally than thinner people.

This is compounded by the collagen levels in our skin depleting as we age. It is collagen that gives that glow and soft plumpness we associate with youth. From about the age forty, collagen goes into sharp decline.

I perceive that there are three routes of treatment to tackle the signs of ageing in the face.

## **Invasive facial surgery**

This is actually contraindicated for those who've lost a lot of fat or collagen as facelifts will actually make the problem worse. Incisions are made either in front or behind the ear and then the skin is drawn back so

you're actually losing tissue in the area where it needs more – the mid-face. Facelifts are really great for people who have excessive skin or droopiness due to gravity.





## Natural Beauty

Mr Ayham Al-Ayoubi MD. MS. DLORSC (London). ENT, Facial Plastic and Laser Surgeon. The leading SmartLipo and Sulpra surgeon in the UK.

He is recognized as an innovator of non-surgical, no scar breast lifting surgery techniques in facelifting and laser body sculpting. He introduced SmartLipo from Italy into the UK in 2006 and the revolutionary new SmartLipo MPX from the USA into the UK and Europe in 2008.

Mr Ayoubi has developed his own advanced techniques in various aspects of laser surgery including SmartLipo with suction. Patients travel from all over the UK and the world to have Mr Ayoubi perform SmartLipo.

**“to fulfil my motto: the better we look, the better we feel**

### Medical Qualifications

Surgical training at The Royal College of Surgeons of England in 1998. MD (1990). MS(1994). DLORCS (London - 1998)

### Associations

- The European Academy of Facial Plastic Surgery
- The European Society of Aesthetic Surgery
- The British Association of Cosmetic Doctors
- The British Association of Otolaryngologists, Head & Neck Surgeons

### Areas of Expertise

- ENT, Head and Neck Surgery
- Facial Plastic Surgery
- Non-surgical cosmetic procedures especially Sulpra
- SmartLipo with suction and Laser Body Sculpting
- All aspects of laser treatments

### Contact Details

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**Q** What attracted you to aesthetics?

**A** I have an artistic flair and a passion for the aesthetics where I can apply my philosophy to enhance but preserve our natural beauty.

**Q** What is the most important thing you've learned from your patients?

**A** To deliver the results they desire, providing they have realistic expectations, and always being mindful of enhancing their natural looks from the outset.

**Q** What is your best anti-ageing advice?

**A** Have a healthy lifestyle and good skincare: preventing before correcting! And definitely avoid smoking.



**SmartLipo results for the neck, chin and body**



## Ageing across the decades

### In your 20s:

Collagen production slows down and then becomes dormant. This is an ideal time to start Sculptra to keep the collagen reserves active and for skin tightening.

### In your 30s and 40s:

Sculptra is ideal for long lasting line and wrinkle correction and enhances cheek volume and stimulates collagen in a natural way.

### In your 50s and onward:

Sculptra is ideal to restore facial contours and volume and correct facial laxity and improve the jaw line and other areas and patients can achieve full facelifting without the need for aggressive surgery with the results lasting up to five years.

## Dermal fillers

Mainly based on hyaluronic acid, dermal fillers give instant results, are very safe and improve the area you're treating in predictable ways.

But the disadvantages are that they only last for six to nine months maximum and they only improve the area that they are injected in – they don't have any effect on the rest of the face.

## Injectable volumiser

Sculptra is an injection with a difference; it is based on lactic

acid which is a natural product found in our muscles. When you exercise you produce lactic acid which produces inflammation – this inflammation is the body's way of telling you to slow down. When it is injected in the face this inflammation has been found to stimulate your production of collagen.

It is suitable for use all over the face except the forehead or upper lip. The technique is totally different to fillers which are injected superficially into the area you're treating – the depth

depends on the fold being filled – whereas Sculptra is injected very deeply underneath the dermis into the facial muscles.

It also differs from dermal fillers because there are no instant results – in the first day or two after the treatment there is a plumping effect due to the fluid which has been injected but this dissolves over the next two or three days. This is when Sculptra starts to work.

## The magic of Sculptra

Sculptra falls in the class of a stimulatory product that creates its effect through encouraging neocollagenesis when injected. It differs from traditional static fillers such as hyaluronic acid and collagen, because as a stimulatory product it causes the growth of fibrous tissue or collagen within the body, which then results in volume restoration gradually.

The Sculptra particles show signs of breaking down around six to nine months and are gone by nine to twelve months but the results can last up to five years if you are a non-smoker – it lasts about three years for smokers.

Both the natural method of volume restoration and the persistence of results of up to five years mean that this product is taking the cosmetic clinic to a different level because you can offer the patient such an advanced treatment with long-lasting results in a safe environment.

**CS&AM**

**Available from:** For a full list of all the procedures that Dr Ayoubi performs and to book a consultation with the London Medical & Aesthetic Clinic visit [www.lmaclinic.com](http://www.lmaclinic.com) or call 020 8342 1100

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