

face



when less is more

Newcastle cosmetic surgeon **Dr David Bullock** outlines the advantages of non-surgical procedures to treat signs of facial ageing. Gillian Samuel reports.

Advances in product technology are making non-surgical facial rejuvenation a viable alternative to surgical procedures for more and more people, according to Newcastle cosmetic surgeon Dr David Bullock.

The ageing process inevitably brings changes that affect how people feel about their appearance. 'We all have something that we dislike about our face, whether it's the start of cranky frown lines and lines around the mouth, or thinning of the lips,' he says.

He says that these days, although there are surgical solutions to these problems, it's important to remember that temporary treatments can often be as effective in reducing some of the signs of facial ageing that bother people most.

Dr Bullock adds that a further benefit to these rejuvenating treatments is that they are usually office-based procedures that can be performed during a lunch hour, with minimal discomfort and little or no downtime.

In terms of convenience, cost, discretion and disruption to normal life, non-surgical procedures offer significant benefits compared to more invasive procedures.

He says he uses a combination of treatments to correct the key signs of facial ageing.

'For non-surgical rejuvenation, in general we use Botox to treat the upper half of the face – crow's feet, frown lines and the horizontal lines on the forehead.

'In the lower half of the face, we usually use dermal fillers to treat fine lines around the mouth and cheeks, or to rejuvenate or increase the size of the lips.'

Collagen, Restylane and Esthélics are all used as fillers,

he says, but he prefers Juvéderm for a number of reasons. Juvéderm was released in Australia in February.

Promoted as a 'new-generation' filler, Juvéderm contains cross-linked hyaluronic acid gel in a smooth formulation that has a chemical structure resistant to dispersing in water. This makes it less likely to break down when injected into the skin, creating a 'beading' or 'cording' effect.

Dr Bullock says he finds it longer lasting than other fillers available and there is less incidence of swelling than with other hyaluronic acids.

'Juvéderm is a softer gel, which enables me to create a finer edge to lips and to fill finer lines around the mouth and eyes. I often use it to fill the tear trough under the eyes.'

He says the consistency allows him to use the filler with greater precision and has enabled him to treat areas that tend to incidence of complications, especially around the eyes, where he says Juvéderm is particularly good for treating fine lines. 'It produces a nicer result with less swelling and less risk of lumpiness.'

In cases where people have severe facial sagging, he says surgery is the only effective option, but for most people non-surgical procedures will achieve the results that they are seeking.

'Dermal filler coupled with the use of Botox can rejuvenate most faces at significantly less cost than surgical procedures, across all ages,' he says. 'Using Botox and fillers is an art, and with skill they can produce subtle and natural-looking results which can even postpone the need for surgery.' **acsm**

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BEFORE



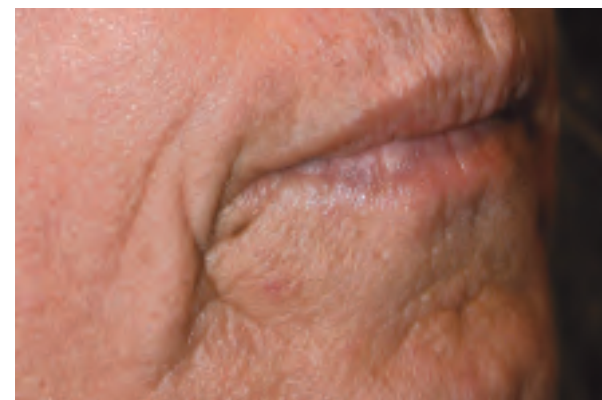
AFTER Juvéderm treatment by Dr Bullock for plumping lips and fine lines



BEFORE



AFTER Juvéderm treatment by Dr Bullock for plumping lips and fine lines



BEFORE



AFTER Juvéderm treatment by Dr Bullock to correct lines around the mouth

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