

## MAKING THE CUT

(no more)

With newer technologies in the market, cosmetic surgeries are becoming less invasive. **Tanya Datta** speaks to experts to know more

**W**ith tremendous advances in the use of lasers, fillers and botulinum toxins, plastic surgery has become less invasive than ever. If the buzz is to be believed, members of the International Association for Physicians in Aesthetic Medicine (IAPAM), USA, say that there will be a continuous rise in non-invasive cosmetic procedures this year. Procedures that once required extensive surgery and recovery time are being replaced by smaller incisions and less time under anesthesia.

Cosmetic surgeon Sunita More has seen an upsurge in the number of people who have started coming to her for such procedures. "There are a lot of new technologies that have come into the market, and thanks to shortened recovery time people are more than happy to try them out. The most common ones are the Thread Lift, Ribbon Lift and the Thermage, all of which are skin-tightening procedures with minimal incisions. A recently-introduced fat reduction non-surgical method too has come up



© Adrianna Williams/Corbis

The Thread Lift procedure uses minimal incisions (above and below)

called Liposonix. It uses high intensity ultrasound waves to easily destroy fat cells without causing harm to other skin layers or organs."

Comparing the results of both surgical and non-surgical methods, cosmetic and plastic surgeon Meenakshi Aggarwal states, "It's important to note that results for such non-surgical techniques are definitely not as long-lasting as surgical ones, but because the downtime is low, patients have given preference to such procedures. I have started using a new non-ablative radio frequency procedure to tighten the skin around the jaw, mouth and nose. It contracts and tightens the collagen with no tissue damage. One needs at least four to five sittings for better and long-lasting effects." She adds, "For best results patients should use botox and fillers around the eyes and cheeks and the radio frequency procedure around the jaw, mouth and nose."

Newer procedures come with high prices, no doubt. A New York specialist, Dr Doug Steinbrech, has come out with a new facelift that costs a whopping \$35,000. City surgeon Dr Mohan Thomas says, "There



Thinkstock photo: Getty Images

Liposonix promises to reduce fat using ultrasound waves

are a lot of lasers and ultrasound machines that are extremely expensive, so the treatment cost is proportional to that."

Talking about the new non-invasive procedures, he says, "Recently, a product called Vital was launched, which revitalises the skin once it is injected. It sticks a lot longer and the best part is it draws fluid from the surrounding tissues and keeps the skin looking fresh and young. There are also a couple of new fat reduction techniques in the market like Cryolipolysis, in which the lipids in fat cells freeze and then slowly dissolve into surrounding tissues. However, the results from this procedure are not immediate."



© Kean Tiedje/Corbis