



# Style

Special Double Edition

July 2008



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## No-Knife Facelifts

## Hot Homme

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Everyone knows that to eliminate saggy skin at the neck, a jawline being swallowed up by a growing double chin or other tell-tale signs of aging, you've got to go under the knife. There's nothing quite like a facelift to wipe away all traces of drooping skin.

But those days could well be a thing of the past. Women today want quicker, less expensive and less invasive procedures — no more painful sutures, bruising and post-op swelling — and new medical technologies are feeding this demand. Not long ago, implants and fillers like Botox injections were considered revolutionary. Then, they became something to order with

lunch. Now, even these have been overshadowed by the new generation of painless procedures.

New players in the lucrative beauty market have gone on to introduce a new breed of painless alternatives, backed by a radio frequency procedure that would not have been possible some 20 years ago. Provided by local establishments such as OFs and Aura & Miracles, the treatments offered are similar to the patented Thermage ThermoCool procedure that's become hot in the US and Europe. They all share the same premise: The delivery of radio energy waves deep into facial skin to tighten its surface. Over several months, the contours of your face become more well-defined

(hello cheekbones!) and your skin will feel firmer.

All this seems to be in line with what the experts are saying — the true enemy is not gravity, but loss of tissue as we age. This process starts when you hit your 20s, when you begin to lose some mass around the eye sockets, the side of the nose and the cheekbones.

In your 30s and 40s, the soft tissue also begins to diminish and slacken, causing certain supporting muscles to become more active, which invariably leads to the creation of wrinkles. And as you edge toward your 50s and up, the loss is more rapid and your face increasingly looks shrunken.

# The Next Big Thing

Women as early as their mid-30s are already asking for facelifts, although most are not prepared to undergo surgery until they hit their 40s, says well-known plastic surgeon Hui-fay Wu. Industry players here estimate that several hundred women a year choose to go under the knife in the name of recapturing their youth.

But it seems more are discovering that there are easier ways. The OFs Group's medical director Dr SK Tan says its Thermage LRF, touted as Singapore's first painless non-surgical facial rejuvenating procedure, has spread in popularity through word of mouth. Regular clients come from their pool of existing clients who trust their treatments and are keen on trying out newer procedures. Most of these women are in their mid- to late 30s and up, and usually embark on a course of five treatments. For them, results have been shown to last for at least a year or more and, thereafter, they have the option to go for future sessions as an annual touch-up.

Meanwhile, younger women are also opting for the procedure because it also treats specific

areas of the face, most notably the area around the eyes, which is usually a very difficult area to treat with any procedure. Because they have minimal problems, changes are less significant, but they benefit from the procedure because it serves as prevention against future sagging.

It is recommended that the Thermage LRF procedure is done over three to four sessions spaced two weeks apart, each one lasting 20 to 40 minutes. Results will vary, depending on the client's age, the area treated and skin laxity. But the beauty of this treatment is the fact that it can be combined with others such as Botox, IPL/FPL, non-ablative lasers and use of clinical skincare products. Studies have shown that collagen stimulation as a result of such treatments can last more than 18 months.

Boutique wellness centre Aura & Miracle's Endermologie for Face is a similar treatment that was inspired by Endermologie for Body, a technology approved by the US Food and Drug Administration that facilitates body contouring, firming of skin and taking inches off the waist. The procedure helps to

revitalise the dull, tired-looking skin and wrinkles by stimulating the productivity of collagen. The revolutionary process can also size down double chins and fleshy cheeks and is said to work against gravity to slow down the aging process and give sagging muscles back their former tautness.

"Regular clients include anyone — from working professionals to ladies of leisure, from the 22-year-old to the tai-tai pushing 63," confirms Aura & Miracles director Sueann Lye. "Our client base has changed. Younger women in their 20s have already started requesting it. What can I say? Women want to look younger regardless of their age."

Lye adds that Endermologie for Face promises a natural facelift not only by helping in the production of collagen, but also by helping your facial muscles exercise. There are no injections or downtime, and clients are able to see results after five sessions. "Clients who have aging skin should do the treatment once a week and gradually reduce to once a month. Each session is like a pampering process — very therapeutic," she says.

# Blade, Bottle or Botox?

How do you decide between a conventional facelift and a painless facelift? Here are some things to consider according to the experts.

## SEVERITY OF FACIAL LAXITY AND WRINKLES

If these are not really that severe, you might want to put off a conventional facelift and consider less invasive alternatives. Otherwise, surgical treatments may still be your best option because procedures involving radio frequency would not be useful on severe wrinkles or sagging.

## SURGICAL AND ANAESTHETIC RISKS

A facelift can give dramatic results. However, should a mishap occur, the results can be permanent unless further corrective surgery is performed.

## POST-SURGERY RECOVERY TIME

There is no post-procedure downtime when it comes to painless facelifts. In other words, you could go for a session at lunch and nip back into the office afterwards to finish the rest of your report. Conventional surgery, on the other hand, means you will do well to apply for two weeks' leave beforehand.

## PERSONAL DESIRED RESULTS

Painless facelifts are a good choice for those who are averse to surgery. However, the results are more subtle and gradual and not as dramatic as post-surgery revelations. Basically, they provide more convenience and minimal downtime with good short-term results. Results for traditional facelifts last long-term, but carry greater downtime and risk.

## Directory



**Aura & Miracles**  
402 Orchard Road, #05-13 Delfi Orchard.  
Tel: 6333-8707

Its Endermologie for Face treatment revitalises dull-looking skin, reduces signs of wrinkles and stimulates collagen production to help you achieve firmer facial contours, and smoother and younger-looking skin. A session lasts 30 minutes, or you can choose a package of \$1,200 for 10 sessions.



**Urban Wellness**  
1 Selegie Road, Shaw Centre, Level 27  
Tel: 6767-2282  
Fax: 6767-9999  
Web: [www.urbanwellness.com.sg](http://www.urbanwellness.com.sg)

This spa offers the Tense Face Lift, a procedure that stimulates the face's 16 neuromuscular points, resulting in fuller, firmer and lifted facial contour. A session lasts 60 minutes, and a minimum of 10 weekly sessions are recommended. Each session is priced at \$200, and a 10-session package costs \$1,800.



**Dr. Madhukar Poo Joo**  
23 Green St, #02-0001 Green Square Central at 188 Orchard Road, #110-01 Green Square  
Tel: 6333-8888 or 6755-1588  
Web: [www.madpoo.com](http://www.madpoo.com)

The Dr. Poo Thermiflex LIFT is a non-injecting procedure that stretches your facial muscles to tighten and firm the skin by the thermal restructuring of the skin's dermal collagen matrix. It utilizes Radio Frequency (RF) technology to contract facelifts and wrinkles. Three to four sessions spaced two weeks apart, each one lasting 20 to 60 minutes, is recommended. Each session costs \$600.