

THE LIQUID JOB



A NEW NOSE WITHOUT THE NEED FOR THE KNIFE? COSMETIC SPECIALIST DR **RAINA ZARB ADAMI** BELIEVES IT IS NOT TO BE SNIFFED AT. THE TRAIL TO *NASUS PERFECTUS* HAS, INDEED, BECOME SIMPLER AND LESS PAINFUL. SO DON'T TURN YOUR NOSE UP AT TURNING YOUR NOSE UP ANYMORE!

Perhaps we haven't been blessed with the perfect snout, or through trauma, or some other mishap in life, we have thwarted what our parents' gene pool originally intended our nasal prominence to be. Traditionally, in the quest for *nasus perfectus*, the only option was to put a few months' savings aside, dig deep, take a couple of weeks off work and disappear from social circles, only to re-emerge with a perfect, pert nose... and, of course, vehemently denying the occurrence of any intervention upon interrogation.

The role of non- or minimally invasive procedures is looming as we grapple with the perception of risk associated with going under the knife for a notion as frivolous and superficial as outwardly beauty. In these days of economic strife, where we find ourselves forcibly tightening our belts, the choice is often governed by cost.

So, if you find the thought of a knife-wielding surgeon somewhat, well, invasive, fret not! This time, there will be no scalpel in their hands. A non-surgical alternative that involves reshaping of the nose – correcting contour imperfections, humps and bumps, droopy tip shapes and practically any deformity – has been developed and its popularity is gaining momentum by the minute. Think Tara Palmer Tomkinson's quick fix to restore her nasal bridge in time for the royal nuptials...

The main weapon of choice is a wide array of injectable dermal fillers [hyaluronic acid, or the longer-lasting calcium hydroxy apatite], with the occasional use of botulinum toxin to help lift the tip of the nose to reduce flaring of the nostrils. These fillers are carefully and easily injected in miniscule amounts in the problematic locations of the nose to give the aesthetic results required.

The truth is that the concept of injecting products into the nose to improve its contour and restore symmetry is nothing new. In time, various random materials, such as petroleum jelly, olive oil and silicon, have been

“THE ROLE OF NON- OR MINIMALLY INVASIVE PROCEDURES IS LOOMING AS WE GRAPPLE WITH THE PERCEPTION OF RISK ASSOCIATED WITH GOING UNDER THE KNIFE FOR A NOTION AS FRIVOLOUS AND SUPERFICIAL AS OUTWARDLY BEAUTY.”



tried, and subsequently ditched, owing to unfavourable ensuing complications.

Non-surgical rhinoplasty, as we know it today, originated about seven years ago in Brazil – where else? It is highly detail-oriented and perfection to the millimetre is usually attainable. It enables the patient to be awake, sit in front of a mirror and monitor the effects as the dermal filler is injected in incremental doses. Results are, therefore, scrutinised by two pairs of eyes – the doctor's and the patient's.

The procedure is just about painless as numbing cream is applied about 15 minutes before. Most dermal fillers usually have small amounts of local anaesthetic incorporated into the product. Results are usually subtle – you see, cosmetic doctors know you're not exactly boastful about your trips to their surgeries – although dramatic differences are certainly obtainable.

Plus, breathing won't be affected as the product is limited to the soft tissues on the outside of the bony structure. This procedure suits most individuals as virtually any nose imperfections are amenable to improvement using this method. It is becoming exceedingly popular in patients who have previously undergone surgical rhinoplasty and would like further improvement on the results. However, if it is a much smaller

nose you require, a very large bump removed, or a much smaller tip, you may have to resort to the knife.

Most hyaluronic acid fillers last between six to nine months. However, as the nose is quite a static structure, effects of the injected product are known to last up to a year. Hyaluronic acid is eliminated by the

“IT ENABLES THE PATIENT TO BE AWAKE, SIT IN FRONT OF A MIRROR AND MONITOR THE EFFECTS AS THE DERMAL FILLER IS INJECTED IN INCREMENTAL DOSES.”

body’s lymphatic system and kidneys over time. The procedure can be ‘topped up’, or revised, at any point in time.

Should you be unhappy with the result, it is reassuring to know the effects are only temporary. Should you be most displeased with the alterations of your nose, despair not. Hyaluronic acid is completely reversible with the injection of an enzyme, so any traces of the product may be wiped out in an instant, although this is not without its risks. A longer-lasting filler – calcium hydroxy apatite – remains in the body for about 18 months before it is broken down and re-absorbed. Alas, this product is not reversible.

Although deemed among the safest of interventions, occasionally, adverse effects, such as hypersensitivity reactions, do occur. Swelling and mild bruising in the early days are not uncommon either. Other rare possible complications include the formation of lumps, infection and compromise of overlying skin. Adherence

to post-treatment instructions reduces the risks of unwanted side effects and is vital to the success of the treatment, which is contraindicated in pregnant and breastfeeding women and in those taking any form of blood-thinning medication, including herbal treatments, as this will potentiate bruising. Care should also be taken in patients suffering from diabetes, or immuno-suppressive disorders. Antibiotics prior to the procedure would be most beneficial.

This liquid nose job, as it is often referred to, will set you back about a 10th of the price of surgical rhinoplasty and the procedure lasts an average of

15 minutes. In fact, it has earned itself the moniker “the lunchtime nose job” as there is no associated downtime and side effects are minimal. This is not to say, however, that you can just trip in off the street and demand the improved version of your nose stat. The consultation generally takes longer than the actual procedure. Patient expectations need to be defined with clarity and, likewise, that which can be realistically achieved must be understood without ambiguity.

Annoyingly, Mother Nature continues to bestow imperfections upon us every now and again. Oh well, luck has it that she’s allowed us to evolve to handle these quandaries with a discerning eye, plus a needle, or a knife. If Cinderella’s ugly stepsisters were around today, perhaps they wouldn’t have made the poor girl’s life such a living misery. No, instead, they’d have jumped into their horse-drawn carriage down to their closest clinic and into the realms of the non-surgical world for the lower-risk, lower-cost, improvement interventions. ■

Dr Zarb Adami specialises in aesthetic medicine and runs the Aesthetic Virtue Clinic in Knightsbridge, London. www.aesthetic-virtue.co.uk

Solaris

THE ULTIMATE SUNGLASS SELECTION



hundreds of models of top brands in stock

At Solaris we offer:

- Guaranteed quality
- Guaranteed protection
- Guaranteed comfort
- Guaranteed service
- 30-day price guarantee*
- 30-day exchange guarantee*
- One-Year Guarantee+*

*Terms & Conditions Apply