



BEAUTY TECH

Wendy Lewis reveals what's trending across the pond from IV vitamin drips to stem cells for hair loss



In America, the old want to get young again and the younger want to stay young. Fortunately, there is enough on offer to satisfy even the most discriminating clientele.

You are what you eat, or in some cases, what you don't eat. Young Hollywood is buying into the idea of clinics offering customized IV drips infused with vitamins, minerals and other forms of nutrients transported directly to the cells as a complement to oral supplements and a healthy (aka starvation) diet. Each IV treatment can be customized with select ingredients to target the individual's needs. Aethern®

Advanced Nutrition Skin Beauty Program (Biorganic Pharma, Barcelona) entered the market with a new way to transform your skin from the inside out. Their innovative nutritional collagen-based formula created with 14 special ingredients in one drinkable 25 ml dose that is equivalent to swallowing 25 vitamin tablets. The system is launching at leading cosmetic dermatologist Dr. Ava Shamban's new spa, Skin X Five, in the Pacific Palisades, and will be available only in clinics and medical spas.

Many practitioners are now combining topical growth factors with energy based treatments to enhance the skin

rejuvenating results of lasers and skin tightening devices. The 3 product range from Defenage® (defenage.com) was developed by a PhD scientist and focuses on molecular specificity to stimulate stem cells that live in the hair follicles. Defenage products turn on the stem cell (your body's own wound healing process) resulting in the creation of proteins from a young cell, and a slew of leading dermatology researchers are championing

this technology.

Sciton's HALO (halobysciton), the world's first and only hybrid laser, is arising as the treatment of choice for glowy skin among the red carpet set. This novel system combines two wavelengths, ablative and non-ablative, to the same or different microscopic treatment zones to provide ablative results, with the lighter downtime of non-ablative treatments so it is customizable to precisely



target the skin damage that needs help. Halo combines deep dermal rejuvenation with epidermal renewal for a combined synergistic effect that takes years off a dull, sun damaged complexion in just a few days of redness and flaking.

The FDA approved injectable drug from Allergan, Kybella® (mykybella.com), is getting a ton of attention for its ability reducing chin fat. It is a synthetic form of deoxycholic acid, a naturally occurring molecule that breaks down fat. After a series of injections – as little as two and as many as six – fat gets dissolved and your jawline looks younger, slimmer and more defined. It works for women as well as men and is an alternative to liposuction without the surgery. On the horizon, Topokine Therapeutics that was acquired by Allergan, is working on a topical agent for the treatment of undereye bags. Applied to the lower eyelids once nightly, the experimental drug XAF5 penetrates the skin and acts on fat cells to shrink puffy fat deposits.

But fat cells do have their place, and a new technology called Kerastem Hair Therapy (kerastem.com), says it's on your head to grow hair. The method is CE marked and currently undergoing a multi-center clinical trial in the USA. It uses your own naturally derived stem and regenerative cells found in fat of the hips and thighs to treat female and male early stage hair loss.

The holy grail of aesthetic treatments is a real cure for cellulite, which most women, even size zero supermodels, have. Regrettably, most cellulite

treatments have not stood the test of time and rarely come with serious scientific studies to prove that they actually work. The most recent cellulite solution is Cellfina® from Merz Aesthetics and it's making a splash for destroying dimples with clinical data that shows duration of results of two years, the longest of any FDA cleared treatment to date. It is a clever device that treats the structural cause of dimples, the connective bands woven throughout fat in the thighs and buttocks that pull down the skin and create puckering. Cellfina works to reduce the tension so skin bounces back to a smoother surface with a few days of downtime.

If you've got a scar, Stratpharma from Switzerland (stratamed.com) may have the answer. Stratamed® can be found in dermatologists' and plastic surgeons' clinics used for speedy healing of surgical scars. It can be used immediately after cosmetic surgery or laser treatments applied straight away like a liquid bandage in a tube. Wounds heal quicker and better, which means less scarring, reduced risks of infection, and a better cosmetic outcome.

The first step is admitting that you have a problem; I am seriously 'app-dicted' and this one caught my eye. A new beauty app by ModiFace (modiface.com) uses a live video simulation technology that shows how skincare products will look on your own skin. Created by dermatologists, this unique face and skin mapping technology facilitates details of the skin to be analyzed and shown as life-like visualizations. How cool is that?



Do you have a question for Wendy Lewis? Email her at ASK@totallyaesthetic.com today and she will come back to you asap! Find out more beauty and aesthetic facts here on her website www.beautyinthebag.com