

cosmetic culture

TAILORED TREATMENTS IN COSMETIC MEDICINE

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The greatest personal aesthetic concern of modern society is facial aging. Both women and men with a wide variety of skin types, from different ethnicities want to look as good as they feel, but sometimes no matter how young you feel your face tells a different story.

The ravages of sun exposure, lifestyles, pollution, weather, genetics, and natural aging all have an effect on facial appearance. In the past, plastic surgery was the only real option and was largely in the domain of the rich and famous, but today there are more options. Rapid technological advancements of non-surgical medical aesthetic procedures have reduced the “hide your face downtime” of surgical procedures, lowered the cost, and placed them within reach of more consumers. The emphasis is now on rejuvenation and maintenance, reserving major surgery for much later in life.

Navigating the ever-growing field of treatment choice can be overwhelming for the consumer. Faced with the media highlighting latest treatments, quick fixes and exotic products, it is important that patients do their research and know what they are trying to achieve. People of various ethnic backgrounds and genders experience all of these symptoms of facial aging to some degree:

- Superficial fine lines or wrinkles
- Rough skin texture
- Uneven skin colour/discolouration
- Skin dullness
- Skin sensitivity with aging
- Pore enlargement
- Dryness or dehydration

many) of the above aging worries and achieve desired results. Skin colour, ethnicity, skin type, medical history, current product use, needs, and expectations all influence optimal treatment and maintenance. Ethnicity is particularly important when deciding which treatment modality is best, and certain treatments—the use of light and lasers—should be very carefully chosen for darker skin types. Cosmetic treatments are tailored according to different skin types: Type I, Northern European Nordic white skin (fair hair and blue eyes) through to the Type VI (black African with maximal pigment), which never burns but tans darkly. The types between these two range through all ethnicities from Caucasian, Mediterranean and Asian, through to Native Indian, Hindustani and Hispanic. Common concerns with darker skin types are often blemishes of increased pigmentation due to UV exposure, inflammation or hormones. Treatments using light or laser (acne treatment, hair removal, scar treatment etc.) react differently to pigmentation in the skin and may not always have the intended effect on darker skin types. On the other hand, injectable treatments such as Botox and Hyaluronic Acid fillers can be used in all skin types, as these are not dependent on light or heat. When considering a product, keep in mind that several marketers of ethnic skin care products promote alpha hydroxy acids, despite the new knowledge that low pH AHAs are actually not very good for skin of colour. Ultimately, when looking into the benefits of cosmetic medicine, it is important to consult an experienced and qualified practitioner to discuss

A customized treatment plan, based on a personal consultation with an experienced practitioner, is the best way to address any (or

personalized treatment options.

Consumers should also be aware that in Canada there seems to be no clear regulation of spa's offering certain medical treatments. One must keep in mind that anyone considering medical spa treatments with prescription products, injections, some peels or ablative lasers ensure that an attending physician is present during the procedure.

Exciting new non-surgical cosmetic treatments are constantly in development, showing no sign of slowing down soon. Tailored programs are no longer just for women, but for many men, who enjoy the immediate benefits of non-invasive facial rejuvenation, without the downtime and visible effects of surgery.

Cosmetic medicine is becoming common practice for a number of people across Canada and beyond. Today, personalized treatments are designed to treat the image concerns of all races and genders—taking into account the specific aesthetic features of each individual in order to reach their greatest potential.

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