



10 questions to ask yourself when considering having FILLERS

If your face cream just isn't cutting it any more and you're considering other options, here are the key things to think about...

1 What kind of change am I looking for?

Most of us don't want something dramatic. It's not about trying to look like a 20-year-old; it's just about looking your best for the age you are. If that's your aim, facial fillers are an option worth exploring. They can be used to revitalize many different areas of your face – to lift your cheeks and enhance the curve of your cheekbones, to plump out hollows around your eyes, to bring back fullness to your lips, or to

give definition to your jawline. The beauty of fillers is that you can have the subtlest of tweaks – so could offer you an alternative to a facelift, avoiding the invasive and expensive surgery.

2 Am I spending a fortune on face creams?

A good skincare regime is non-negotiable if you want to look your best as you age, but let's face it, even the best face creams can only do so much.

They can undoubtedly improve the outer layers of your skin, but what they can't do is replace the volume that is lost from our faces as we get older. That's why JUVÉDERM® facial fillers can be such an effective solution. Made from hyaluronic acid, they combine with the water in your skin to restore lost fullness and subtly enhance the contours of your face. They also improve the appearance of lines and wrinkles, and improve your overall skin quality by adding moisture back where it is needed.

3 How do fillers actually work?

Facial fillers are an injectable, but it's key to remember that they work in a completely different way to muscle relaxants – the other major type of injectable. Muscle-relaxing injections release tension from the muscle underneath a wrinkle, whereas facial fillers literally "fill in" a wrinkle. There are many different types of filler but what they have in common is that they work to plump out lines and restore lost volume to the skin.

4 Am I choosing the right kind of filler?

Fillers can be permanent or temporary. A permanent filler provides lasting results but might not be a good choice for you – particularly if you've never had fillers before. Non-permanent fillers still have long-lasting results, but because your body is able to break them down over time, eventually the results will fade. All JUVÉDERM® fillers are temporary, with results lasting up to 9-24 months, depending on the type of treatment you have. No one filler can do everything, so JUVÉDERM® offers a range of formulations with different consistencies, to treat different concerns and areas of the face. All of them are made from hyaluronic acid – a sugar in your body found in your connective tissues, including your skin. What's unique about JUVÉDERM® is that it uses a patented technology that allows the hyaluronic acid gel to blend with the tissues beneath your skin, giving you a result that still looks like you. As

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the world's leading brand of hyaluronic acid filler, it has a long track record – over 32.7 million syringes of JUVÉDERM® facial fillers have been sold around the world.

5 How do I find the right practitioner?

It's essential to find a qualified medical aesthetic practitioner to perform your treatment – they should be a member of the British College of Aesthetic Medicine or the British Association of Cosmetic Nurses. They also need to be an artist to give you a beautiful and balanced result. "The artistry is a very important part of the job," says expert surgeon and global beauty lecturer Dr Jonquille Chantrey. "It's so important to understand a patient's wishes and to be sympathetic to their individual character. From a technical perspective, that is where an artist's skill is needed, to restore and enhance their beauty." Dr Chantrey advises seeking out a practitioner who understands this artistic aspect, and asking to see case studies of patients they've treated.

6 How long does it take and how soon will I see results?

After you've had a thorough consultation to discuss what you want to achieve and go through all your options, treatments generally take around 30 minutes. Unlike with invasive surgery, with JUVÉDERM® facial fillers you'll be able to enjoy your revitalized look straight away.

7 What will the treatment be like?

When you are ready, your practitioner will sanitise your treatment areas to prepare them for the injections. There might be a slight stinging or discomfort at the site of the injection, but JUVÉDERM® products contain a built-in anaesthetic, lidocaine, to make the procedure more comfortable. Each injection is short, and after every injection, your practitioner will massage the area to ensure that the filler is placed properly and smoothed into your skin. A bit of swelling and redness at the injection points is normal but this will

promotional feature

soon subside. Your practitioner may want to schedule a follow-up appointment a couple of weeks later, to make sure you are happy with the results.

8 Will I need any recovery time?

After your treatment, you should be able to carry on your day-to-day life without disruption. Healing time varies, but any initial swelling or redness should subside within a couple of days. Your practitioner may ask you to avoid prolonged exposure to sun or to extremes of hot and cold.

9 How long will the results last?

With JUVÉDERM®, results last up to approximately 9-24 months, depending on what type of you treatment you have and which product from the JUVÉDERM® portfolio is used. If you decide not to have a top-up, any remaining hyaluronic acid will be absorbed into your skin without trace, and the effects will fade away.

10 Why am I considering this treatment?

As with any big decision, it's never a good idea to undertake cosmetic treatment in reaction to something – be that a milestone birthday, or separation from a partner. The only reason to have facial fillers is because you want to do it for you. It's a big decision – but that said, having a facial filler treatment could become very normal indeed, as around 5 million women are currently considering it.

Find a clinic near you and arrange a consultation with an expert aesthetic practitioner to find out if Juvederm is right for you at juvederm.co.uk



Coming next month:

w&h beauty editor

Fiona McKim attends

an appointment with a qualified medical aesthetic practitioner to find out what's really involved.

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