

JUST *a tweak*

Quick and convenient, non-invasive cosmetic treatment is becoming an increasingly popular pick-me-up for those on the go

WORDS ALANA SCHETZER

A little freshen-up can be a big confidence booster, so it is no wonder non-invasive cosmetic treatments (NICT) — or “tweakments” — are on the rise.

And while the words “cosmetic treatments” may foster ideas of scalpels and extreme nips and tucks, tweakments are all about creating a fresh appearance and can be performed relatively quickly with minimal downtime, sometimes only a couple of hours.

Ronald Feiner, from the Australasian College of Cosmetic Surgery (ACCS), says these treatments are becoming increasingly popular, with Australians spending more than \$350 million on Botox alone every year.

“Far and away, the most popular options are injectables, including muscle relaxants, fillers and tissue fillers (also called dermal fillers),” Dr Feiner says.

“Then we have laser treatments and thread treatment, for non-cutting facelifts, and various topical chemical peels and needling.”

Dr Feiner says growing demand is a simple result of changing social expectations.

“We’re living longer, people are working longer and people want to look their best,” he explains.

“Just 25 years ago, there weren’t that many non-invasive cosmetic treatments available, so if you wanted some sort of enhancement, all you could do was either go to the hairdresser and wear nice clothes and make-up, or go to the other end of the scale, which was a facelift.

“People are taking advantage of what’s available to them.”

TREATMENTS AND TECHNIQUES

And there are plenty of available options.

While anti-wrinkle injections remain by far the most popular treatment, facial sculpting is gaining traction, the Cityskin Cosmetic Clinic’s Jonathan Brown says.

The same technique can also be used for “bra fat” dissolving, which reduces the bulge that can appear in the armpit area when wearing a bra or crop top.

“The focus should be about how the treatment makes you feel,” Dr Brown says. “Having tried it (NICT) myself, it just makes



you feel fresher and brighter, and that's quite empowering, the difference in how it can make you feel."

Treatments are not exclusive to the skin — there are plenty of options for teeth, too.

Dental Boutique Melbourne cosmetic dentist Reuben Sim says fixing gaps between teeth, discolouration, mismatched or uneven tooth sizes and chips and cracks are among the most common requests.

Dr Sim says more people are chasing a picture-perfect smile, thanks to the ever-increasing popularity of social media, while others simply want to boost their confidence.

"Porcelain veneers are definitely becoming more popular, given the versatility of porcelain veneers to correct many dental concerns," he says.

"Everyone deserves to be confident in themselves and have the freedom to express without having to worry about what their teeth look like when they smile."

LESS IS MORE APPROACH

As we start a new year, Dr Brown predicts "it's about the lower face and jawline area", with demand for treatments, such as double chin dissolving and dermal fillers to define the jawline, expected to soar.

Dr Brown also believes patients are leaning towards a "less is more approach".

"Everything you have done has a knock-on effect to the area next to it, so if you plump the cheeks too much, the temples can look hollow, and often doesn't look good.

"We're dissolving a lot of work that's been done elsewhere and starting again. I think people will be leaning towards the more natural look in 2020."

While downtime for NICT is minimal, Dr Feiner says they are still medical treatments and carry some risk, such as possible infection, swelling, bruising and tissue damage.

The ACCS is calling for more enforcement of regulation, saying there are too many inexperienced and unqualified practitioners — some illegally importing injectables through the internet or carrying out the procedure without a legal prescription from a doctor.

Dr Feiner says blindness can and does occur when dermal filler is injected in the wrong place. "It's really important that people see a qualified practitioner who has college affiliation and has undertaken a dedicated course and passed their exams," he says.

"For any kind of cosmetic treatment, including injectables, make sure you have a consultation with a qualified doctor so you can discuss your concerns and have an examination."

HOT

- ✦ Teeth whitening
- ✦ Double chin dissolving
- ✦ Bra fat dissolving
- ✦ Not feeling ashamed or hiding the fact you have had treatments

NOT

- ✦ Excessive filler or injections that create a "pillow" face effect
- ✦ Overly filled lips, or "trout pout"



IT'S ONLY NATURAL

Three easy steps to help keep your skin looking its best



HYDRATE

Drink a lot of water throughout the day to help ward off dry, tight and flaky skin. Well-hydrated skin is more plump and resilient.



CLEANSE

Make sure you are using the right cleanser for your skin type, otherwise the natural barrier may be stripped, resulting in irritation.



ENHANCE

Use a face mask weekly. The choice of masks and their benefits has grown in recent years, so do your research and find what works for you.

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