



AGELESS BEAUTY

Juvéderm®

Attractiveness is about making the most of who you are. Could facial fillers help you to achieve the natural-looking appearance that you want?

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There are lots of great things to celebrate about getting older – like having more freedom to do the things you enjoy – so we all want to look our best for as long as we possibly can. In fact, since we're all living longer these days, looking after ourselves makes even more sense.

We already work to tick off healthy lifestyle boxes by not smoking, exercising wisely and eating a diet rich in fresh fruit, vegetables and protein to nurture both an inner and outer glow. We know that adopting a regular skincare routine that hydrates and shields against sun damage also goes a long way to maintain a healthy, radiant complexion. But modern advances in beauty mean there are more options you can consider – it's all about making the right choice for you.

More and more women are having facial fillers to give their looks a lift – and it's not difficult to see why. A recent survey* was conducted by Allergan, the makers of Juvéderm®, a leading brand of facial fillers, and the survey showed that over 90% of those who were treated with facial fillers were satisfied. Best of all, with today's natural-looking results, only you'll know why you're looking so well.

“
Ageing well is
about being
the best version
of yourself
”

PUT YOUR BEST FACE FORWARD

» We know that as we age, surface lines and wrinkles become more visible. Yet a loss of volume, which gives skin its plumpness and firmness, can also cause your face to look tired.

In a further survey** carried out by the makers of Juvéderm®, 85% of women noticed these changes in their skin after menopause – which over half of them blamed for a slump in confidence about their looks.

One way to take your beauty routine to the next level is with facial fillers. Customised to subtly lift, define and refresh your features where you need it most, they can help you to look the way you want to.

revitalise

your natural beauty with a tailored treatment plan

» With today's sophisticated skincare treatments, the way you age really is your choice. If you're considering facial fillers, you'll want to know exactly how they work.

Juvéderm® facial fillers are clear, colourless gels made from hyaluronic acid (HA), a naturally-occurring sugar that can help keep skin hydrated, plump and youthful-looking. The body manufactures its own HA, but as we age its production slows. Frown, smile and laughter lines deepen, and lip and marionette lines become more visible. Our face loses firmness and volume, and skin loses its glow.

Over-the-counter moisturisers can't penetrate deep enough to moisturise skin long term, so Juvéderm® fillers are injected under the skin to help replace lost volume, soften lines and refresh your looks for up to 24 months, depending on the product. Thanks to rigorous clinical testing, Juvéderm® fillers are effective and well tolerated. Your practitioner will use the products to tailor a treatment to fit your needs, subtly refreshing your features where they're ageing most. So you can be confident in the results - and that you're seeing the best version of yourself smiling back in the mirror.

FIND A PRACTITIONER

For fresher, natural-looking results, an in-depth consultation with a trained practitioner is crucial. If you want to learn more about Juvéderm® facial fillers and get specific advice on how the treatment can revitalise your looks, this-is-me.com has a tool to help you locate qualified practitioners in your area.

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Which of these women do you think has had facial fillers? Turn the page to find out...



*BENEATH THE SKIN OF BEAUTY RESEARCH, 2011



72%
say that
improving
self-confidence
is what makes
them care
about their
appearance*



Juvéderm®

enhance

your image and define your features precisely where you need to

*...in fact all these women have had facial filler treatments. Here's what they thought:**



Lorraine, 47

'My face was starting to droop, which showed up in photographs. I'm delighted with my cheek fillers. As you get older, things need tweaking. This isn't rebuilding, just subtle enhancement - people say I look so well, even though they're not sure why'



Pamela, 59

'Around my mid-40s I thought I looked tired and a bit saggy, but a facelift sounded scary. I now have fillers in my cheeks and nose-to-mouth lines, and feel so much more confident after a top-up. Even though they're not obvious, I get compliments. Anything that makes you feel better about yourself is worth having'



Hannah, 35

'I've had fillers in my lips and cupid's bow three times now and I love the results. I haven't found it painful or scary at all. If I'm not feeling too great about myself, that subtle change - nothing too dramatic - gives my confidence a boost'



Carol, 50

'My friends looked fantastic after having fillers and I wanted to keep up with them. I was so thrilled with the results between my brows that I had my nose-to-mouth lines done, too. My frown lines used to bother me so much that I had a fringe cut to hide them. Now I've changed my hair back and people say I look great for my age'



Helle, 36

'I'm very sporty but, although I have the body I want, my face lacked volume. Last year I had my nose-to-mouth lines done, then this year, under my eyes and in my cheeks. No one knows - they just say how fresh and young I look. I'm 36, but I feel I look 28. They say as you age, the choice is face or body... I want both!'

look *the way you feel on the inside. You have choices to enable you to be the best version of yourself*



Dr Sherina Balaratnam is one of the country's top aesthetic practitioners, with almost 10 years' experience in aesthetic medicine.

Q WILL THE TREATMENT BE PAINFUL?

A The smooth consistency of Juvéderm® allows your medical practitioner to administer the filler easily. The addition of Lidocaine, which is in some products, to reduce injection pain means a more comfortable experience.

Q HOW LONG WILL THE RESULTS LAST?

A There are two main types of facial fillers available: permanent and temporary fillers. Juvéderm® is a temporary facial filler, and the treatment results can last up to 24 months depending on product, and this is consistent in my clinical practice.

Q HOW MUCH WILL THE TREATMENT COST?

A The price of each treatment may vary according to the volume of product that is required to achieve the desired effect.

Q CAN I STILL USE MY REGULAR SKINCARE AFTER THE TREATMENT?

A Your practitioner will advise you on aftercare. You may be

advised to stop wearing make-up for up to 12 hours. You may also be told to avoid the sun, as well as saunas and steam rooms, and not to have facials for two weeks. There may be some mild tenderness, swelling or bruising around the injection sites, but this is usually temporary and quickly settles.

Q HOW WILL I KNOW IF FACIAL FILLERS ARE RIGHT FOR ME?

A A practitioner will have an in-depth consultation with you to assess your medical suitability for the treatment, and to understand your needs and expectations. It is important during this consultation that you specifically discuss which facial features you would like to address. The treatment options will be discussed with you to ensure that you understand your treatment plan and that it meets your expectations.

Q HOW CAN I MAKE SURE THAT I FIND A GOOD CLINIC?

A To help you choose a practitioner, visit this-is-me.com

Now that you know the facts about facial fillers, why not use this list to help you decide if you need to take your anti-ageing skincare to the next level? It's worth considering Juvéderm® if..

- » You've noticed that your face is beginning to show signs of tiredness or stress, and you feel less confident about the way you look.
- » You moisturise regularly, but feel you need something longer-lasting to tackle forehead and frown lines, nose-to-mouth creases or those marionette lines at your mouth corners that seem to pull your smile downwards.
- » Your cheeks are starting to lose their youthful plumpness, which makes your face look drawn. You feel you could do with a subtle lift.
- » Your lips appear thinner than they used to, which makes your mouth seem harder and less sensual. You need something to warm up your smile.
- » You want instantly refreshing, natural-looking results that will help you to appear as vital on the outside as you feel on the inside.

Juvéderm®

It's not about turning back the clock, but about choosing to age the way you want to

