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DR BUDDY BEAINI
MD COSMEDICAL SOLUTIONS



FAST FACTS

- **Who:** MD Cosmedical Solutions by Dr Buddy Paul Beaini MB. BS (NSW Uni). DCH. FACAM
- **What:** Non-surgical aesthetic treatments and plastic surgery treatments in cosmedical medicine
- **Where:** Clinics in Sydney CBD (Sheraton on the Park Hotel), Wahroonga and Canberra
- **More:** mdcosmedicalsolutions.com.au or 1300 885 808

Small changes, big results

MOST of us have something we'd like to change about our appearance, whether that's firmer skin, a few less wrinkles or reining in our wingnut ears.

But if you have been put off by the thought of the lengthy hospital stay - not to mention the eye-watering expense - of fixing them, it's time to think again.

Thanks to developments in laser and surgical techniques, today's generation of facial fixes often involve only a few hours in the treatment chair and little to no time off afterwards.

“New-generation treatments give improved results, with procedures performed in the clinic, under local anaesthetic and with no risks of scarring,” MD Cosmedical Solutions director Dr Buddy Beaini says. Better yet, a few small tweaks can be a permanent solution.

Dr Beaini walks us through a few of the most popular options:



IF YOU WANT TO FIX ...

WRINKLES AND SAGGING SKIN

Wrinkles may be a sign of wisdom, but that doesn't mean you have to like them.

The Astarte Threadlift can help by boosting the skin's natural scaffolding system and lifting loose skin around the face, brows, jaw and neck. “It's nearly as good as, or better than, a (traditional) facelift,” Dr Beaini says.

After an initial consultation, special dissolvable threads are inserted into the subcutaneous layer under the skin, lifting the skin and anchoring it upwards and outwards. At the same time, the threads trigger the skin's natural collagen and elastin production, building new self-supporting connective fibres that eventually replace the dissolved threads.

“The risks are minimal and the procedure gives a nice, natural look rather than the plastic look of some surgical lifts,” Dr Beaini says.

Because it's a non-invasive treatment, the procedure is a popular stopgap between anti-ageing salon treatments and a surgical facelift. Usually only one treatment is needed, although those with severely sagging skin can opt for a series.

Expect the procedure to take around an hour, with some bruising and tenderness for up to seven days afterwards.

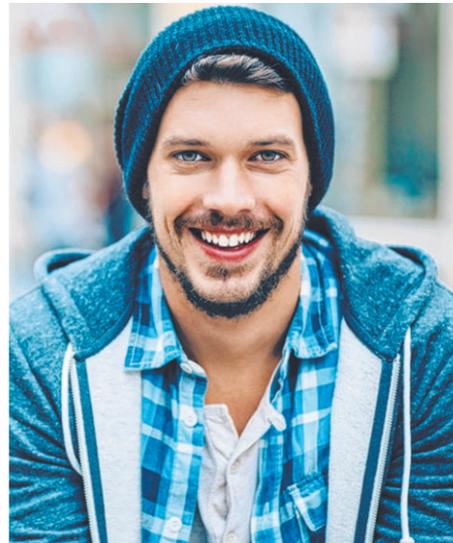
How long will it last? Between three to five years, with “touch-up” threads added as necessary.

IF YOU WANT TO FIX ...

DROOPY EYELIDS

They say the eyes are the window to the soul, but bags beneath your eyes, drooping eyelids, sagging eyebrows and wrinkles around the eyes can all work together to give your face a permanently sad, tired or unwell expression.

More than 25 per cent of people are prone to eyelid hooding, with some cases so extreme that the overhanging skin can



Feel confident about putting your best face forward with new-generation treatments for wrinkles, droopy eyelids and bat ears.

obstruct or cause heaviness over the eyelid, making it hard to see.

“A lot of ladies in their 40s and 50s complain that they can't put their eye make-up on properly when their skin loses elasticity,” Dr Beaini says.

Blepharoplasty, or eyelid hooding surgery, can help by removing excessive folds of skin on the eyelids and giving the eyes a fresher, more wide-eyed look.

During the procedure, a local anaesthetic is administered before a small incision is made in the crease of the eyelid. The skin folds are then removed and the incision stitched up.

The treatment takes about an hour, and patients can drive home afterwards.

“They can hide behind sunglasses for about a week while the area is a little red and bruised, but after a week it's easy to hide with make-up,” he says.

Within four or five weeks, Dr Beaini says

the scar should be practically invisible.

How long will it last? Effects should last around 15-20 years depending on severity and skin condition.

IF YOU WANT TO FIX ...

UNSIGHTLY BAT EARS

Prominent ears can often be a source of shame for their owners - just think of all those caricatures of Barack Obama. “They are a problem as they are unsightly and may be asymmetrical. They can create much embarrassment to the individuals, with teasing at schools causing psychological distress and loss of confidence,” Dr Beaini says.

But while surgery has long been an option, traditionally this has necessitated a general anaesthetic, hospital stay and a lengthy recovery period.

“A lot of people are very self-conscious about their ears, but find surgery too extreme,” Dr Beaini says.

New-generation treatments do away with the scalpels, using a permanent stitch to replicate the fold in the ear that people with prominent ears are often missing, and pin the ears back.

Thanks to the local anaesthetic, patients can even provide feedback on ear positioning during the procedure. “This is a simpler procedure and the results are excellent: there's no cutting and only 1-3 days of downtime in most cases, and the results are natural looking,” Dr Beaini says.

While the minimum age for the procedure is 12 (the ear is still developing in younger children), Dr Beaini says the most popular age for treatment is around 18 to 25. “But we've had patients all the way up to 85,” he says.

Expect the procedure to take about two hours, with some swelling or bruising for up to a week afterwards.

How long will it last? The procedure is permanent, with the ear naturally moulding to its new shape over time.