



Fixes for hair loss, snoring

POLLY SIMONS

WHEN it comes to cosmetic treatments, it's women who get all the attention - but what about men? Issues such as hair loss, snoring and sleep apnoea traditionally affect more men than women, yet when it comes to these conditions, many men believe they have to 'like it or lump it'. Not anymore. Thanks to a new series of non-invasive treatments, hair loss and snoring are now easier to treat than ever.

"We're doing around 20 treatments a week for men with hair loss and that number is increasing as more people become aware of it," says Dr Beaini, director of MD Cosmedical Solutions. He tells us about these popular procedures.

THE PROBLEM: THINNING HAIR

The fix: Although it affects up to 40 per cent of men aged 35 and older - and up to 55 per cent of men aged 55 and above - hair loss is still a major concern for many men. "Some men accept it really well and just shave it off, but for other men, it can be really embarrassing - they don't want to go bald and they'd do almost anything to stop it happening," Dr Beaini says.

While hair implants get a lot of press, they're often very expensive and can look obvious. The alternative, Dr Beaini says, is platelet-rich plasma (PRP) treatments,

which use your own blood plasma to stimulate the stem cells in the hair follicles, slowing hair loss and encouraging new hair growth.

"There's no downtime and because you're using your own stem cells, there is no risk," Dr Beaini says.

A sample of blood is taken from the patient, which is then centrifuged to separate the red blood cells from the plasma. This plasma is then re-injected into the scalp, strengthening existing hair and re-stimulating follicles that have shrunk and diminished over time.

Who does it suit? The majority of patients are in their 30s and 40s and have lost hair or it is starting to thin - the treatment works best if there is still some hair, or if hair was only recently lost.

Time needed: Treatment time is between 30 and 45 minutes. Expect to see results after the second or third session. If hair loss is hereditary, you may need top-up treatments every 12 months.

Cost per treatment: \$650 a session, with three treatments usually needed.

THE PROBLEM: CHRONIC SNORING AND SLEEP APNOEA

The fix: While snoring affects both sexes, 90 per cent of the patients Dr Beaini sees are men, usually at the request of a spouse who is sick of sleepless nights and their



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

Treatments for hair loss and snoring are now easier and more painless than ever.

partner's bad temper in the morning. Snoring can also be a sign of potentially deadly obstructive sleep apnoea, in which the sleeper's airways become blocked, stopping breathing and interrupting sleep up to hundreds of times a night.

Sleep Eze treatments use laser technology to tighten and strengthen the tissue at the back of the mouth and nose which strike each other and vibrate when people snore. The laser is used to heat the soft tissue, stimulating the creation of collagen and tightening the tissue so it's not so prone to vibration.

"It's a comfortable procedure and there's no downtime - you can go straight back to work afterwards," Dr Beaini says.

Who does it suit? The majority of men who seek treatment at Dr Beaini's surgery are between 40 and 70 years old, although given that snoring and sleep apnoea usually worsen with age, "it's best to nip it in the bud" and tackle the problem as early as possible, Dr Beaini says.

Time needed: Each treatment takes about 20 minutes, with most patients needing a series of three treatments held two weeks apart. You should notice the full improvement within three months of the first treatment, with "top up" treatments to maintain skin strength every 12 to 18 months.

Cost per treatment: \$2500 for three treatments (seniors discounts apply).

NEW Snoring Treatment

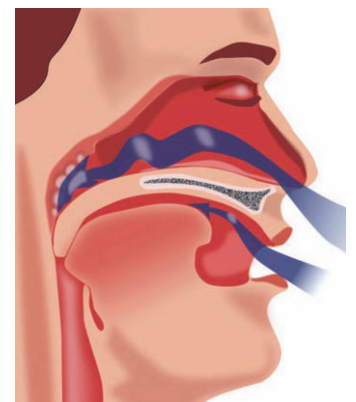


SLEEP EZE TREATMENT

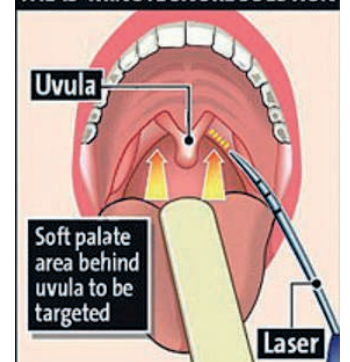
Snoring & Sleep Apnoea
Laser Treatment

Sleep Eze Snoring Laser

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- Long-term life changing results
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All treatments performed by Dr Buddy Beaini (MB, BS, DCH, Fellow ACAM) & his medical team

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SYDNEY CBD | WAHROONGA | CANBERRA
SHERATON HOTEL OFF M1 BARTON

P. 1300 885 808