

## Counteracting the Wrinkles and Creases of Aging

by James Careless

Dr. Arthur Swift ([www.drarthurswift.com](http://www.drarthurswift.com)) is a professionally-certified Plastic Surgeon who has been practising in Montreal for the past 21 years. In that time, he has seen much advancement in the treatments used to counteract the effects of ageing. One of the most effective, and the most non-invasive, has been the advent of 'fillers'. Initially used to plump out specific wrinkles and folds in the skin, fillers are now an important tool in restoring a face's youthful resiliency and appearance.

"As people, we all suffer from the Three Ds as we age," says Dr. Swift. "I'm not talking about Divorce, Debt and Death, I'm referring to Descent, Deterioration and Deflation. Think of it this way: When we are born, we are like balloons, with our features full of collagen, fat and other flesh-plumping substances. As we age, we lose this plumpness, we deflate. Using naturally-sourced fillers that are injected under the skin, we can counteract this deflation. That's why this form of non-invasive treatment is really a form of restoration, rather than alteration."

There are a number of advantages to using fillers such as Restylane, which is made by Medicis Aesthetics Canada.

"Restylane and other fillers provide almost instant gratification for patients, since any swelling passes within 24 hours; leaving the face naturally plumped and youthful," Dr. Swift says. "As well, these fillers are soft in appearance and feel. For the person who has been injected, the result is a younger-looking face that is smooth and natural-feeling."

"These fillers last from four months to a year before another treatment is required," he continues. "I consider this to be an advantage, since it allows me to keep the restorations in pace with a person's natural aging process. Even with treatment, people's features do change over time. The essence of effective treatment is to counterpoint fillers and other remedies in context of those changes, to create the most natural, believable look possible."

Fillers can be derived from a number of natural sources. In the case of Restylane, its substance is made up of hyaluronic acid. "Also known as Hyaluronan, hyaluronic acid is an important substance that occurs naturally in our bodies," says Dr. Swift. "Hyaluronic acid's chief quality is that it binds with water, keeping it in place. In this state, hyaluronic acid serves as cushioning and lubricants in our joints; it is what keeps us from creaking! Hyaluronic acid also plumps out our flesh, again by binding with water. As time passes, our bodies lose this helpful ingredient. Injecting Restylane merely helps to restore the previous balance, allowing water to once again stay under our skin for a more youthful – and one might say more accurate – appearance."

Fillers are just one treatment option provided by Dr. Swift. As a certified plastic surgeon, he and his team can offer patients a full range of cosmetic choices. They include face lifts, eyelid surgery, and forehead/brow lifts; laser skin resurfacing, hyaluronic acid and Botox; nose, chin and cheek surgery; breast augmentation or reductions, and liposuction. "Our role is to help patients who want to redefine their appearance in choosing the most appropriate, safest and potentially successful treatments possible," he tells the Gazette. "This is why I like using fillers such as Restylane, because they are minimally-intrusive, safe and effective."

Medicia is the leading independent speciality pharmaceutical company in the United States. Its primary focus is on the treatment of dermatological and podiatric conditions and aesthetic medicine. In this last field, Medecis is dedicated to helping patients attain a healthy and youthful appearance and self-image. Besides Restylane, the company has leading branded prescription products in a number of therapeutic categories, including acne, fungal infections, psoriasis, rosacea, seborrheic dermatitis and skin and skin structure infections.

Restylane is currently sponsoring the "Hottest Mom in America" contest. Available on the Web at [www.hottestmomonline.com](http://www.hottestmomonline.com), the contest is in sync with Restylane's emphasis on restoring youthful appearance naturally and safely.

“Whichever filler a client uses, or indeed whatever procedure they may choose, the goal is always the same,” says Dr. Swift; “to retrieve the natural beauty that time tries to wrest from us all. My goal is to achieve such results as safely and effectively as possible.”