

Sunday Independent



Gwyneth Paltrow uses Thermage

DID YOU KNOW?

- We lose 1% of collagen each year after the age of 21
- The anti-aging industry will be worth a staggering \$300 billion by 2015
- Advances in technology means that we can now achieve dramatic results without having to go under the surgeon's knife
- Thermage is one of the world's most advanced anti-aging treatments. Celebrity fans include Gwyneth Paltrow & Amanda Holden
- River Medical is Ireland's leading specialist - why not book a free skin consultation with one of their experienced nurses?

Contact **River Medical** on 1850 88 50 50. www.rivermedical.ie

THE ANTI-AGING DEBATE

Dramatically firmer, tighter, younger looking skin with Thermage

ADVERTORIAL

The painful reality is that the aging process begins at the tender age of 21. From then on, we lose an estimated 1% of collagen with each passing year. Of course it's not until our late 20s and early 30s when we begin to see the visible signs - that loss of firmness, the onset of fine lines and wrinkles, uneven skin tone, pigmentation and sun damage.

As a consumer, we are constantly bombarded with news of wonder products and ingredients that promise to erase line and wrinkles and rewind the hands of time. In fact globally, it is estimated that the anti-aging industry will be worth a staggering \$300 billion by 2015. The reality is that skincare products can only do so much, and surgery, at the other spectrum, is too drastic a step for the vast majority of us, despite the corresponding drastic and effective results.

Thankfully medical science and technology are constantly evolving and have come a long way in recent years which means we can now achieve the dramatic results, without having to go under the knife.

One such treatment which has been hitting the headlines of late is called Thermage. Gwyneth Paltrow, Amanda Holden and the extremely youthful Kim Cattrall have all credited their youthful looks down to the treatment.

River Medical is the specialist in Ireland for Thermage, treating more than 250 patients with the Thermage technology each year. Aileen Gillic, Registered General Nurse and Business Manager at River Medical said: "Today, women are demanding much more advanced anti-aging treatments, and treatments like Thermage and also Fraxel make your skin work hard - it's like taking your skin to the gym. Our patients aren't looking at individual lines the way they used to; it's about looking at the whole picture, and aiming for youthful volume, getting your skin to work hard so you can look the best you can look for your age".

HOW DOES IT WORK?

Thermage uses unique radio frequency technology to safely heat the deep layers of the skin which stimulates the body's natural skin renewal process, which helps tighten existing collagen and form new collagen. Over time, sagging or wrinkled skin is replaced with smoother, tighter skin with an improved tone and texture and overall younger looking appearance.

One River Medical Thermage patient told us: "I was reaching the big 50 and was beginning to panic! I had heard about River Medical and knew they had an extensive range of anti-aging treatments available. I wanted something that really worked and the Thermage treatment was recommend to me. I've got to say - I never imagined the results could be so good - no one can believe I'm 51!"

Another River Medical patient had the treatment, concerned her jawline was beginning to lose definition at the age of 39. She said: "Now, I have to be honest - you need to want dramatic results, it's a case of "no pain, no gain" but my nurse at River Medical really helped get me through it. The real results took between four and six months, and not only is my skin dramatically tighter but the quality of my skin is so much better. I used to get filler in my naso labial folds but haven't had to do this for the past two years. I would whole heartedly recommend the treatment and intend going back for another in a few years time". Thermage results last for about five years.

At River Medical, a Registered General Nurse will carry out your consultation and subsequent treatment. The treatment itself can take up to three hours but there is no down time, no needles and you can expect to resume normal activities immediately afterwards. It takes up to six months to see the full results; skin continues to improve with each passing month as your body regenerates collagen.

The most popular areas to target include those fine lines around the eyes, mouth and forehead, excess skin on the upper eyelid, lax skin on the jaw and under the chin areas as well as crepey or loose skin on the tummy, knees, arms, leg, hands and/or buttocks.

The treatment is FDA approved and available in more 80 countries worldwide which is further testament to its efficacy.

"NOT ONLY IS MY SKIN DRAMATICALLY TIGHTER BUT THE QUALITY OF MY SKIN IS SO MUCH BETTER. I WOULD WHOLE HEARTEDLY RECOMMEND THERMAGE"

To find out more or to book a free consultation at RIVER MEDICAL phone: 1850 88 50 50. www.rivermedical.ie

