

The new face-lift which rejuvenates the face in 14 days

Submitted by: Dixon Handley Marketing

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For the increasing number of women contemplating a face-lift there is a new technique called the MACS Lift (minimal access cranial suspension lift) which is now being adopted in the UK. It is less invasive than a conventional face-lift and therefore recovery is as quick as 14 days and scarring is less visible.

The procedure is particularly suited to those women with a sagging mid face who would like it refreshing and a subtle tightening of the skin.

The procedure was first developed in Belgium and has been pioneered in the UK over the last two years by Adrian Richards MSc FRCS (Plas), Consultant Plastic and Cosmetic Surgeon, who is a member of BAAPS – The British Association of Aesthetic Plastic Surgeons. He has a holistic approach to face-lift surgery and uses the MACS extensively with great success.

The MACS Lift limits the incision to the skin hairline junction above the ear and anterior ear but no extension behind the ear. The area of undermining, unlike a conventional face-lift, is much smaller and only involves a portion of the cheek which means there is far less risk of skin damage (necrosis). Permanent internal stitches (suspension sutures) are used to reposition the deep layers of the face in a more youthful position.

Due to the less invasive nature of the MACS face-lift, recuperation is normally just 14 days and there are less associated risks of surgery compared to a conventional face-lift. Adrian Richards reports that the results are as good as a conventional lift, if not better, as a more subtle and natural look is achieved and there is less scarring. He finds that women in their 40's and 50's are particularly attracted to the MACS.

The positive effects of a MACS face-lift lasts for about 10 years but are dependent upon the elasticity of the skin and other considerations such as diet, UV exposure and smoking.

Full details of the MACS facelift can be found on www.arandassociates.co.uk/macslift.html In addition, personal case histories can be provided and Adrian Richards is available for interview.

Images: a selection of close-up and full face images are available on request.

About Adrian Richards

Adrian Richards qualified in medicine in 1988 and became a Fellow in Plastic Surgery at The Melbourne Institute of Plastic Surgery in 2000 and has specialised in it since 1999. He is listed on the General Medical Council's (GMC) Specialist Register for Plastic Surgery and he has published a number of books and papers on plastic surgery including Key Notes in Plastic Surgery published by Blackwell Publishing. He was a Consultant Plastic Surgeon at Stoke Mandeville NHS Trust for four years. Adrian carries out over 100 cosmetic face-lifts per year and has an impeccable success record and runs courses on face-lift surgery for other qualified surgeons.