

The Harley Medical Group launches Sculptra

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The Harley Medical Group launches its new Sculptra volumising treatment in response to the latest celeb trend for baby smooth faces hits London.

The world's most beautiful people are ditching the 'heroin chic' look of gaunt faces and sharpened cheekbones and instead opting for apple-shaped cheeks and rounded foreheads. The recently reported LA trend for the so-called 'pillow face' is seeing celebs swap Botox for plumping treatments. Now, inspired by the likes of Kylie and Madonna, women in London are embracing the smooth, padded look sported by the stars.

The Harley Medical Group, the UK's largest cosmetic surgery (<http://www.harleymedical.co.uk/>) provider, has anticipated the uptake of the trend in London by launching Sculptra, an injectable volumising treatment - in its six London clinics. Thanks to growing demand for 'apple' cheeks, the introduction of Sculptra has been its fastest ever non-surgical launch.

Liz Dale, Director at The Harley Medical Group, said: "We counsel all our patients to have realistic expectations - no procedure will leave them looking like exactly like Nicole Kidman or Liz Hurley. However, Sculptra will fill in lines and wrinkles (<http://www.harleymedical.co.uk/non-surgical-solutions/line--and--wrinkle-treatments/>) and make the face look plumper and more even. It's a really great investment as the results can last up to three years."

Sculptra stimulates the build up of the body's own collagen. Like more traditional dermal fillers, Sculptra is introduced into areas of the face that have lost their natural plumpness and elasticity. The non-permanent restoration of lost facial volume gives smoother, younger-looking skin.

The main ingredient of Sculptra is Poly-L-lactic Acid. The PLLA works from deep within the skin's layers stimulating the body's own production of collagen. Poly-L-lactic acid has been used in surgical procedures for over 25 years and is gradually and naturally broken down by the body.

Dr Nicky Naylor, The Harley Medical Group, said: "We're seeing patients using Sculptra on sunken cheeks to give a fuller-faced look, or a little higher up on the face to give a more sculptured effect. A lot of women that come in are after a heart-shaped face - à la Madonna - which can be achieved by rounding out the cheeks."

Liz Dale continued: "The surgical side of the business continues to grow steadily but we've seen real increases in the demand for non-surgical treatments (<http://www.harleymedical.co.uk/non-surgical-solutions/>), particularly in London where LA trends tend to hit first. We're responding by committing to a series of new treatment launches this year. In addition to Sculptra, we've also recently launched the radical Obagi Blue Chemical Peel, which has been dubbed the 'Recessionista's Facelift' by fans thanks to its effectiveness at improving skin tightness and reducing lines, wrinkles and scars at a relatively low cost."

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About The Harley Medical Group (<http://www.harleymedical.co.uk/why-choose-harley-medical/>)

The Harley Medical Group is the UK's largest cosmetic surgery provider, performing more procedures and with more cosmetic surgery clinics (<http://www.harleymedical.co.uk/our-clinics/>) than any other provider. It has been established for over 25 years and is one of the most highly-regarded Cosmetic Surgery Groups operating in the UK, with over treated 435,000 patients to date.

The Harley Medical Group is renowned for introducing and pioneering most new surgical and non surgical techniques to the UK and Irish markets, such as Aesthera PPx, Laser Hair Removal, Cool Touch Laser, Silk Touch Laser, Collagen for lines and wrinkles, Laser for snoring, Tumescant Liposuction, LPG cellulite treatment etc. All new treatments and techniques are first thoroughly researched and tested before they are submitted for approval by the Group's Medical Advisory Committee, as being suitable for application by the Group's fully trained and specialized Plastic Surgeons, Doctors and Treatment Nurses.

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