

LOOK 10 YEARS YOUNGER WITH EXPERT ADVICE FROM DR MARK HAMILTON

# RSVP

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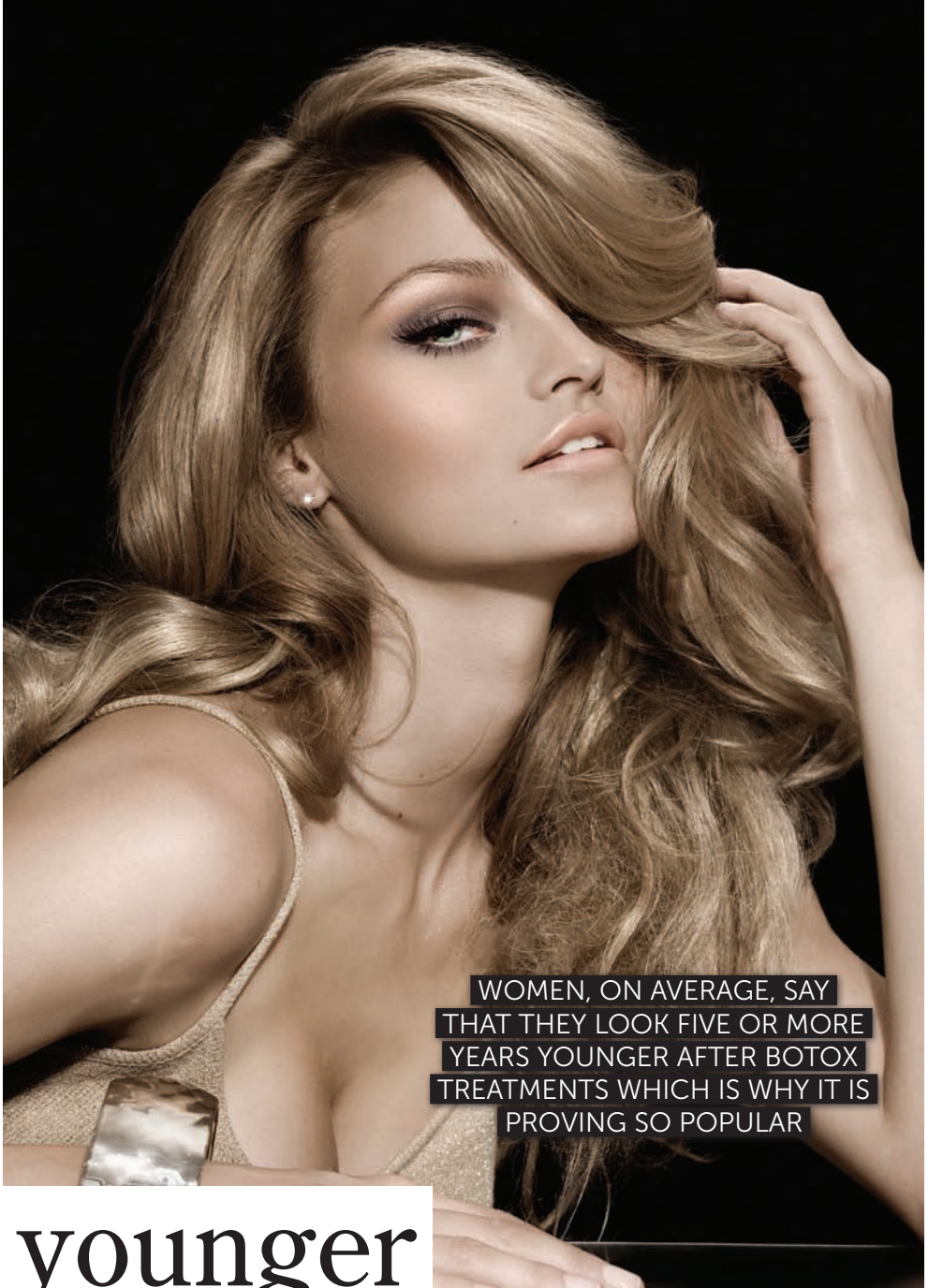




Dr Mark Hamilton

**H**aving just returned from Paris last night from an international anti-ageing and cosmetic conference, my head is buzzing with all the latest innovations on offer that promise to make us look younger and better. Some are very bizarre and some seem more sensible. With a blank cheque you could have a lot of fun with the technologies being demonstrated. Lasers and ultrasound, electric currents and intense light even, pressurised carbon dioxide gas is now commonly used in different machines that claim to turn back the clock and reverse the signs of ageing. Ten years younger seems to be a figure often quoted as the number of years we would ideally like to remove, but is it possible if we are not prepared to go under the knife?

Our appetite to look younger and better is immense and it would seem that despite this global recession we would dearly love to be able to forget about, the industry is preparing for yet another year of rapid growth. How so when surely our priority should be on paying the bills and keeping the roof over our heads? Well it would seem that despite these other distractions we care how we look and we don't want to let all those worries show on our faces. Looking younger and feeling better is something that we all want but to what lengths are we prepared to go to



WOMEN, ON AVERAGE, SAY THAT THEY LOOK FIVE OR MORE YEARS YOUNGER AFTER BOTOX TREATMENTS WHICH IS WHY IT IS PROVING SO POPULAR

# 10 years younger without surgery-myth or reality?

achieve those objectives? I am a qualified surgeon and I know that surgery has the potential to give the most dramatic improvements to our looks. We have all watched with morbid curiosity the surgery makeover shows and we know it comes at a price and that isn't just financially. Many of us would love to have the courage and the money to have extreme makeover surgery but in reality, when it comes down to it, we are looking for an easier option? Is there one?

The good news is yes and every year the technology behind improving how we look without having to resort to surgery also improves. In the last decade I have been amazed at how far we have come on this road to non-surgical cosmetic improvement. Recently, I saw an article on the BBC news saying plumper lips and pouts make women look younger. Researchers studying 250 women were struck by the difference in lips between those who look young and those who look older. Our lips are fullest in our twenties and start shrinking as we get older. Researcher David Gunn said, "When we identified people who look young for their age, we were struck by the difference in their lips". I know exactly what you are thinking right now though and many of you

are thinking about the dreaded trout pout and how awful it can look but remember: for every large fake set of enhanced lips that you see there are far larger numbers of subtle natural-looking enhanced lips that you would not even notice.

We know that looking younger just isn't about lip size but it's a controversial place to start at least. So what next? Well one of the first things that woman notice are the worry lines appearing on their faces. Lines appearing in the brow when we frown, lines in the forehead and the deepening crows feet lines around the eyes. A few lines when we smile and frown are normal, it's just that when we stop frowning and smiling and they don't disappear that we probably notice them more. Botox has found its place here in the treatment of these lines and is the number one cosmetic treatment world wide. It is a simple procedure that takes a few minutes to do and has an amazing effect when used correctly. Women, on average, say that they look five or more years younger after Botox treatments which is why it is proving so popular. Tired eyes look fresher, more open and alert and the disappearance of wrinkles all contribute to its effect.

As we age, we lose fat in our faces and the cheek volume slowly decreases. The jaw line becomes less well-defined and the dreaded jowls appear. By replacing the volume in our cheeks and lower face we can reverse that trend and claim back some of those years. Dermal fillers such as restylane and juvederm have been safely used for years to do this. Lasers promise to do much and can remove the redness and broken veins that appear in our faces as time goes by. They can stimulate new collagen, tighten skin and even break down fat. Some machines will do this gently and without any time off work, however, more extreme machines promise better results but time away from public view is needed as there can be considerable recovery required in some cases.

So if you ask me is 10 years younger without surgery possible my answer is most definitely yes - it's just a question of what you are prepared to do to achieve it. The future in the cosmetic industry is exciting when I think of the advancements I see each month. The future means getting older but fortunately it doesn't mean looking older.

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