

21st Century Beauty Trends

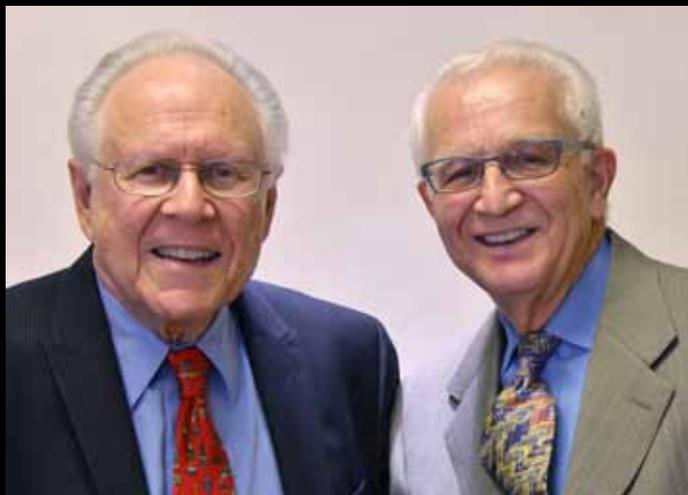
WHAT WILL YOU TRY IN 2016?

Most everyone wants to look and feel his or her best, but sometimes beauty routines start to feel just that...routine. 2016 will no doubt be a year filled with exciting new treatments and products to help anyone jumpstart his or her image. Consider a snail facial at the spa, opting for “no needle” fillings at the dentist, or taking a bath filled with red wine. The steps to a more refreshed feeling may only be a cryochamber away.

PICTURE PERFECT

Say cheese! Social media is dominating the selfie craze and almost everyone wants to show off his or her best assets. In 2015 the FDA approved Kybella, a new drug that makes the fat under the chin disappear. For those self-conscious of their double chin is the answer now an injection or two away? According to Dr. Foad Nahai, Professor of Plastic Surgery Emory Aesthetic Center, “Kybella is an injection to ‘remove’ unwanted fat, it has proven safe and effective and is currently FDA approved for treatment of

double chins. It is best for small localized fat deposits, but is not a replacement for liposuction which remains the ‘gold standard’ for removal of unwanted fat.” Dr. Harold J. Brody, Clinical Professor of Dermatology at Emory University School of Medicine, explains, “The injections actually kill the fat cells under the neck and can be repeated from two to four times every four to eight



Cosmetic dentist Dr. Ronald Goldstein (left), plastic surgeon Dr. Foad Nahai (right), plus Dr. Harold Brody (not shown) discuss the latest advances that avoid most scalpels and needles. These are mainly non-invasive treatments (both medical and holistic) to look and feel amazing.

weeks, depending on the presence of either moderate or severe fat under the chin. The injections take about 30 minutes and can be relatively painless. They gradually cause contouring of the neck fat and skin occurring several weeks after mild to moderate swelling.” Dr. Brody further adds, “Since the procedure is permanent, the satisfaction rate for the procedure is high with about 80% of very satisfied patients.”

For those considering just the opposite, a collagen filler called Bellafill has lasting effects up to five years. According to *NewBeauty*, “Bellafill contains microspheres to instantly smooth nasolabial folds (smile lines) and then works to support the body’s natural collagen production long term, so the results last.” As of 2015, it’s “the only FDA-approved dermal filler with demonstrated safety and effectiveness through five years.” The perfect picture may now be just an appointment away.

THE TOTAL DENTIST

Are you up for a “no injection filling”? You may well be a candidate for having your dentist substitute the dental drill for a painless laser to do the job. The best thing is, this new Solea laser can numb your tooth so you may not need an injection. It is fast and precise but also can be quite conservative by just removing the decay and a small amount of tooth structure.

Other good news coming for the dental profession is the overwhelming success with CAD/CAM. This technology has become so important in creating ceramic inlays/onlays and full crowns to match the shade of your own teeth. So now you could be a candidate to have your teeth scanned by a small camera and have your ceramic inlay, onlay, and even an all ceramic crown done while you wait. When it comes to beauty, Dr. Nahai sees an increased popularity and demand for services. “Given the options and advances for enhancing the lips and perioral area which act as a frame for the teeth, it is vital that the teeth appear aesthetically pleasing too. The picture has to be worthy of the frame.”



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SOAKING IT UP AT THE SPA

We have all heard of getting massages, facials, wraps and scrubs at the spa, but some American spas have upped the ante in the name of beauty. A technique known as stretch therapy is on trend for those who like massages, but want to try something different. Stretch therapy is a treatment that is done with your clothes on. Imagine being pulled, stretched and rotated, while having your muscles loosened.

And you might also consider getting a special daily massage by investing in your own personal massage chair. Companies like Inada have really perfected the art by creating up to 16 preprogrammed massages. It also uses

air compression to help keep your back in shape, plus stretches and kneads you almost as good as a real human. In fact, sometimes even better.

Think again if you feel there are few benefits to the cold. The idea behind Cryo spas is to lower the skin's

external temperature which takes place in a whole body cryochamber (minus the head and neck). Spa goers are exposed to 1½ to 3 minutes of ultra-low temperatures which result in releasing endorphins to treat insomnia and depression, reversing the signs of aging and cellulite, speeding up recovery time for injuries, and accelerating weight loss.

For those of you partial to wine, consider bathing in it. Wine bath spa treatments (vinotherapy) are popping up all over the U.S., based on the theory that a 30-minute detoxifying treatment soak can increase circulation and smooth cellulite, wrinkles and fine lines. These treatments are sometimes followed by grapeseed oil skin exfoliating and wrapping to eliminate toxins and leave the skin feeling smooth. But don't try bathing in red wine at home; the special ingredients spas use helps to make this a luxury treatment.



KYBELLA RESULTS

2016'S HOT NEW TOPICAL TREATMENTS

If you've been curious about Botox but concerned about getting injections, then familiarize yourself with RT001. This product is essentially topical Botox, and trials are expected to be completed in early 2016. This serum will be left on the skin for 30 minutes while it penetrates the skin and gets to the nerve receptors, which will aid in stopping the release of the chemical that allows wrinkles to occur. The trials have shown promising results which provide the skin with a natural look, and treatments last for three to four months. This is not a do-it-yourself at home treatment. Application of RT001 will be available as a procedure in doctors' offices. RT001 also has the potential to open doors to many other topical-based anti-aging products, which will be a game changer for the beauty industry. Dr. Nahai is also a fan of the new product. "The option of applying a patch rather than having an injection to smooth out wrinkles is not only attractive but now a reality," he said. "The patch will not eliminate the need for injections but has proven effective in relaxing superficial muscles of the face

such as those responsible for crow's feet.”

Allure Magazine's 2015 Beauty Product Winner includes Cellfina, an FDA approved treatment to make cellulite disappear indefinitely. This small, automated device will treat dimples individually over a 90-minute office session. Only one treatment is necessary, patients can expect slight bruising but no bleeding. Patients treated seven years ago have not seen a return in cellulite.

SAND, SNAILS, AND PINCHES ... A LOOK AT TRENDS AROUND THE WORLD

Leave it to the French to find a benefit to being pinched. The treatment involves releasing fat deposits and cellulite smoothing by pinching and squeezing the skin along the stomach, buttocks, back and limbs. After several sessions, and bruising, the treatment starts to take effect. This technique, which seems to be inspired by *50 Shades of Grey*, was actually invented by Martine de Richeville and is now in the United States, but only in New York City.

Although most people are used to eating escargot, the trend of letting snails slime your face and upper body is a growing trend starting in Japan and making its way to other parts of Asia, Russia and the UK. It has become one of the hottest trends in Thailand. The idea is that the slime secreted from the snail will help smooth out fine lines and wrinkles.

When relaxing at the spa, sometimes a bath is involved. Imagine that bath being filled with sand. Sand therapy or psammotherapy has been a trending spa treatment in 2015. Spas in the Middle East, Europe and Asia have been offering sand massage tables that move the sand around the body underneath while a masseur massages the body above. The heat offers a detoxifying treatment: as the body sweats, the sand wicks it up. Because the sand absorbs the sweat, it then increases metabolism, blood and lymph circulation and overall blood supply. It also helps with swelling, aches and

inflammation. Recently, the Spa Nalai at Park Hyatt New York integrated a sand table with quartz as part of its signature treatment.

As science and technology continue to evolve at a rapid rate, the beauty industry continues to benefit. Alexandra Wilkis Wilson, CEO of ubereseque business Glamsquad, brings beauty professionals to your home with the ease of a smartphone app. The accessibility and treatment versatility that is available today is just a fraction of what the future will hold. The coming year should be an exciting time to look your best.



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WITH A LIFELONG INTEREST IN BEAUTY, DR. RONALD GOLDSTEIN CONDUCTS ONGOING RESEARCH ON THE PHYSICAL ATTRACTIVENESS PHENOMENON AND ITS ROLE IN THE ACHIEVEMENT OF PERSONAL SUCCESS. HIS DENTAL PRACTICE WAS THE FIRST TO MOVE BEYOND THE SMILE AND FOCUS ON OVERALL FACIAL HARMONY. HE WRITES EXTENSIVELY FOR BOTH CONSUMERS AND THE DENTAL PROFESSION ON BEAUTY, ESTHETIC DENTISTRY AND RELATED TOPICS. DR. GOLDSTEIN IS THE AUTHOR OF THE 2-VOLUME TEXTBOOK, *ESTHETICS IN DENTISTRY* AND *CHANGE YOUR SMILE* (12 FOREIGN TRANSLATIONS), WHICH NOW IN ITS 4TH EDITION IS THE TOP-SELLING CONSUMER GUIDE TO COSMETIC DENTISTRY FOUND IN THOUSANDS OF DENTISTS' RECEPTION ROOMS AROUND THE WORLD. HE IS ON THE ADVISORY BOARD OF *NEW BEAUTY* MAGAZINE AND WRITES FOR IT AS WELL. HE IS THE FOUNDER OF TOMORROW'S SMILES, A NATIONAL NON-PROFIT FUND THAT HELPS DESERVING ADOLESCENTS RECEIVE LIFE-CHANGING SMILES THROUGH COSMETIC DENTISTRY. HIS MULTIDISCIPLINARY PRACTICE GOLDSTEIN, GARBER & SALAMA IS IN ATLANTA, GEORGIA.