

Ladies have taken advantage of the numerous advances in Aesthetic Medicine to improve their appearance and reverse the signs of ageing. A growing number of men are coming to realize that beauty is not just for the ladies. From simple facials to medical procedures, men are finally realizing that they deserve to look good too! Although many men still do not think they need aesthetic treatment to look suave, a growing group of men will spare no effort in achieving and maintaining good looks.

Enter the metrosexual: an urban male with a strong aesthetic sense. The metrosexual spends a significant amount of time and effort on his appearance and lifestyle. Going to the gym is no longer enough. From professional skincare to spa treatments, this group of men is now venturing towards aesthetic medicine to further improve their face and body.

Building your targeted muscle groups but still cannot get rid of love handles? Doing facials but still cannot even out those acne scars? Trying hair regrowth salons yet with no success?

We have the answer for you.

Aesthetic medicine is alluring as the procedures do not take long. Plus, they are usually associated with minimal downtime. The effects are often subtle and cumulative, hence no snide remarks from less aesthetically-sensitive mates. The



AESTHETICS FOR MEN: Why Men Deserve To Look Good Too!

*Good looks attract success, both professionally and socially.
Strangers are usually judged within seconds of the first
encounter. **Looking good enhances first impressions.*** By Dr Christine Cheng

• Improve Complexion
 Acne, Scars, Wrinkles, Pigmentation & Dull Skin

• Look Younger
 Botox, Peels
 Fillers, IPL
 Eliminate Age Spots & Pigmentation

• Melt Stubborn Fat
 Male Breast Reduction
 Dissolve Love Handles

• Lose Weight
 Define Six-Pack

Simply-Aesthetic's sought-after procedures for men

results are an enhancement of their natural features and erasure of the common signs of ageing.

HERE ARE SOME OF THE INCREASINGLY SOUGHT-AFTER PROCEDURES BY MEN:

BOTOX: Injection of this purified protein results in temporary muscle relaxation (about 3 months). Botox is injected into hyperactive muscles that cause glabella (frown) lines, forehead lines and smile lines (crow's feet). Best used to prevent deep-set wrinkles.

CHEMICAL PEELS: Whether it is a gentle exfoliation to reveal a radiant glow, a treatment for severe pigmentation & sun damage, diminution of fine lines or stimulation of collagen

production to produce a lifting effect, chemical peels are versatile and safe. Results are often visible within weeks.

INTENSE PULSE LIGHT (IPL) THERAPY:

Much loved for its rejuvenating and depigmenting effects, IPL is also useful for permanent hair reduction. Five or more sessions are needed for effects to be optimal. Sun avoidance is essential before, during and after the treatment process to avoid burns.

FILLERS: Simple injections can enhance facial features like nose and lips as well as immediately erase years away, particularly if there is a loss of volume in the upper cheek under the eyes. Acne scars and wrinkles can also be filled in to reduce the depth. The most commonly

used fillers are hyaluronic acid (HA) based. HA is a naturally occurring substance within our bodies, hence the temporary nature of these fillers. Most HA fillers last for up to a year.

FAT REDUCTION WITH MESOTHERAPY:

Precise injection of a cocktail of drugs is injected to allow fat cell lysis and the release of fat for uptake into the venous and lymphatic circulation. This aids metabolism and excretion. This technique is particularly useful for melting stubborn - diet and exercise resistant - fat. Love handles top the list. Even fatty double chins can be reduced easily. Male breast reduction and six-pack enhancement are extensions of this technique. Multiple sessions are needed for optimal results.

HAIR STIMULATION:

Prevent further hair loss and stimulate dormant hair follicles into activity with a cocktail of vitamins and circulation enhancers. Alternatively, hair transplantation, the transfer of hair follicles from one site to another, offers permanent results.

Looking rugged from acne scarring is becoming less acceptable for men. Good looks, a youthful appearance and a trim physique are all possible with modern aesthetic medicine. With its associated pain and longer downtime, you can postpone invasive cosmetic surgery further down the road. Ageing gracefully now entails simple, quick treatments at an aesthetic clinic. ■

Aesthetics doctor and anaesthetist Dr Christine Cheng operates Simply Aesthetic Rejuvenation & Contouring Clinic. For more information, please visit www.simply-aesthetic.com

simply aesthetic
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Our Medical Services include: Botox, Fillers, Chemical Peels, IPL, Microdermabrasion and Mesotherapy (melt fat & cellulite, lift face & loose skin, stimulate hair growth). Our comprehensive weight loss service includes the Food Intolerance Test, a Nutrition Consultant, a Fitness Consultant. Advanced contouring technology accelerates and enhances our slimming treatments.