



SECOND AUSTRALIAN ANTI-AGEING MEDICINE CONFERENCE SYDNEY 6 – 7 SEPTEMBER 2008

IS 'DONE' THE NEW CAREER KILLER?

The days of the tightly-pulled facelift, also known as the 'wind-tunnel look', could be numbered if the latest trend in Hollywood is anything to go by. And pretty soon we could be wondering: Nicole Kidman, Charlize Theron, Jennifer Aniston – have they gone under the knife or under the light?

Los Angeles dermatologist and celebrity skin doctor, Dr Ava Shamban, who presented papers at the recent AustralAsian Academy of Anti-Ageing Medicine conference on 6 – 7 September in Sydney, says there is a definite shift away from invasive cosmetic surgery towards a more natural look, with people wanting to look younger rather than different.

"The hottest trend to watch for is careful facial recontouring using a combination of laser, radiofrequency devices, fillers and muscle relaxants," said Dr Shamban. "And it's all done so subtly that it appears that a person has just returned from a relaxing trip on their yacht, or a health spa". Dr Shamban said the trend was being driven by cutting-edge medical technologies, such as new-generation lasers for skin rejuvenation and fillers that provided volume rather than lift, plus a growing desire for treatments that could give fast results with a minimum of downtime.

Dr Shamban also spoke about the importance of maintaining internal wellness through healthy diet, exercise and hormonal balance, as a means of supporting aesthetic procedures for the best outcome. Key to her approach of maintaining healthy skin is PROTECTION, PROTECTION, PROTECTION with an effective sun screen.

"The facts bear out what we are seeing in our practices. I would say that today if anyone looks 'done', it could become a career killer".

Dr Ava Shamban is the featured dermatologist on US television's *Extreme Makeover* show. She has also been quoted extensively in glossy magazines such as *Vogue*, *Allure*, *W*, *Elle*, *Self*, *Cosmopolitan*, *InStyle*, *Shape*, *Real Simple*, *Tatler* (UK), *Fitness* and others.

The latest advances in maintaining a healthy body and mind were showcased when international and local experts in Anti-Ageing Medicine gathered at the conference to discuss *Anti-Ageing Interventions – Now & for the Future*.

Antiageing Medicine, borne out of sports medicine, is a WELLNESS approach to medicine, rather than an ILLNESS approach. "Instead of treating the outcomes of ageing, such as coronary heart disease, cancer, dementia, diabetes and arthritis, this approach focuses on prevention by treating the causes, and altering the process of ageing, ", says Dr Michael Zacharia, President of A5M.

To find an A5M accredited AntiAgeing practitioner in your area call 03 9813 0439 or enquiries@a5m.net
The A5M is the Australian arm of a worldwide collective dedicated to the advancement of therapies related to the science of anti-ageing medicine (www.worldhealth.net).