

COSMECEUTICAL POWER

AN OUNCE OF PREVENTION

Age-related changes that occur both on the surface and deep within the skin due to free-radical damage are treated with a variety of ingredients, trans-dermal technologies, and enhanced penetration techniques.

In the past we have tried to hide the effects of ageing, however these days we can actually have some quasi-therapeutic effect on the actual effects. Earlier approaches included retinol (vitamin A) to rebuild collagen, vitamin C (ascorbic acid) as an antioxidant to protect from free radicals, Ceramides in a cholesterol base to rebuild the intracellular matrix and glycosaminoglycans to improve fine lines, skin roughness, skin tone homogeneity, and visco-elasticity.

The revolution that has brought recent advances in treatment is called Peptide Technology (including Acetyl Hexapeptide 3 (trade name Argireline®); Leuphasyl®; Syn-Ake®; Biopeptide-CL®; Rigin® amongst others). This is where small fractions of DNA or RNA type proteins (prepared synthetically) are used to mimic the effect of RNA. Effectively, what we are doing is making small RNA molecules that cause an effect in skin. Different sequences of amino acids cause different effects as they affect different sections of DNA in skin cells.

LATEST AND GREATEST

Peptide technology

Pellet technology

Bio-identical hormones

Sterile and IV Injectables

Nutritional compounding

Detox solutions

Dental preparation

DERMATOPOUSE: RESTORING AGEING SKIN – BEAUTY FROM THE INSIDE OUT

We live in a society where we are judged by how we look, and youth is a premium. The condition of your skin is the universal measurement of youth, and good skin depends on

a healthy body. According to Dr Eric R. Braverman, M.D.*, beautiful skin starts with internal plastic surgery – repairing the body from the inside, out, in order to achieve total age reversal. To look and feel young you have to start from within, particularly with the brain. Boosting your brain's biochemicals, and restoring your body's natural hormone levels enables your organs to run efficiently, which helps your body to feel good, and your skin to tighten up. By maintaining and enhancing our internal skin, the results will reflect in a younger, healthier appearance.

* Eric R. Braverman, M.D., *Younger You* McGraw Hill, 2007

THE TICKING CLOCK

TOP TEN BIOLOGICAL PROCESSES THAT DECLINE IN AGEING

As we age, changes take place in our body systems. Cellular processes slow down, and our organs and tissues perform less efficiently. According to Dr Bob Goldman,* an understanding of these age-related declines enables us to better grasp the potential for contemporary medical discoveries and applications of biomedical technology to slow down or reverse the ageing process.

The following are ten key systems in the body that decline during ageing.

1. The Endocrine System
2. The Immune System
3. The Metabolic System
4. The Cardiovascular System
5. The Gastrointestinal System
6. The Reproductive System
7. The Nervous System
8. Brain Function
9. The Muscular System
10. The Sensory System

Dr Robert Goldman, *The Official Anti-Aging Revolution: Stop the Clock: Time Is on Your Side for a Younger, Stronger, Happier You.* Basic Health Education.

DISCLAIMER: Please note that the A4M's Anti-Ageing Desk Reference is not intended to provide medical advice, and is not to be used as a substitute for advice from a physician or health practitioner.

For media enquiries please contact Brand New Solutions (02) 8356 9595

AGE-DEFYING SECRETS – FROM THE WORLD’S LEADING ANTI-AGEING MEDICAL AND HEALTH EXPERTS

“We live in a society that values youth above all else. While non-invasive and surgical aesthetic enhancement procedures will help us look younger, they won’t stop us from ageing inside” says Dr Michael Zacharia, President of the AustralAsian Academy of Anti-Ageing Medicine (A5M). Although the field of Anti-Ageing Medicine is a fairly new discipline, there is a growing awareness among people wanting to maintain good health and vitality. Millions of people, celebrities and captains of industry, of all ages, worldwide are embracing Anti-Ageing Medicine as a wellness model of choice.

Anti-Ageing Medicine signifies the evolution of wellness and medicine from an ‘illness’ (reactive) model to a ‘wellness’ (preventative) model.

According to Dr Bob Goldman, co-Founder and Chairman of the Board of the American Academy of Anti-Aging Medicine (A4M) and President of the World Academy of Anti-Aging Medicine (www.waaam.com.au) “Anti-Ageing is much more than skin deep. You can’t achieve anti-ageing through a skin cream, a piece of fitness equipment, or even a vitamin pill (not yet, at least.) Anti-Ageing medical

care involves a regimen incorporating multiple elements of scientifically based age-reversal medical interventions administered under the guidance of a trained Anti-Ageing physician or health professional.” These include modalities which cover Cosmetic Medicine (aesthetic preservation and enhancement) as well as Internal Age Management.

Anti-Ageing Medicine is based on a preventative approach to patient care – the early detection, prevention and treatment of age-related disease. It is a philosophy borne out of the principles of Sports Medicine that uses a proactive approach to creating a healthy mind and body. According to Dr Goldman, Anti-Ageing Medicine is among the fastest growing medical specialties throughout the world. He says, “Anti-Ageing Medicine is:

- Scientific. There is scientific evidence to support anti-ageing diagnostic and treatment practices.
- Evidence-based. Effective treatment is assigned based on a process for acquiring data in order to formulate a scientific, and objective assessment.
- Well-documented by peer reviewed journals. The National Library of Medicine hosts more than 3,000 peer-reviewed articles on Anti-Ageing Medicine.

THE HISTORY OF A5M

The AustralAsian Academy of Anti-Ageing Medicine (A5M) is a member-based organisation dedicated to furthering the science and medicine of Anti-Ageing. A5M is part of a global collective endorsed by The American Academy of Anti-Ageing Medicine (A4M) that has grown from 12 physician members in 1993 to over 18,500 physicians and scientists in over 89 countries.

The American Academy of Anti-Aging Medicine (A4M) is dedicated to the advancement of technology to detect, prevent, and treat age-related disease. The A4M promotes research into methods to delay and optimize the human ageing process. In addition, the A4M educates physicians, scientists, and members of the public on biomedical sciences, and Anti-Ageing issues. 500,000 + medical and health practitioners worldwide have participated in A4M training.

Dr Zacharia, says that the whole basis of Anti-Ageing Medicine is not just about surgery and taking hormones. It’s all about lifestyle change as you get older, to help reduce the diseases that typically occur in the body once a person hits their 40’s.

FIVE PILLARS

Under the banner of Internal Age Management and Aesthetic Age Management are the five pillars of Anti-Ageing Medicine.

1. **Exercise** – Substantial health benefits occur with regular physical activity that is aerobic in nature. (For example, 30-60 minutes of brisk walking, five or more days of the week.) Strength/resistance training is as important to improve overall health and fitness. Strength training enables men and women at any age to increase muscular strength, endurance, and bone density.
2. **Diet and nutrition** – Scientists have found that what we eat influences how long, and well we live. How much we consume plays a major role too. Low caloric intake; fruits and vegetables; and a high fibre intake, will help improve health.
3. **Relaxation** – Stress is an inevitable by-product of our way of life, and can affect how quickly you age, and how good you feel. Incorporating regular periods of personal relaxation into your weekly routine will help to combat stress. Setting aside time for yoga, meditation, deep, slow breathing, and feeling connected to those you love can help encourage a more relaxed lifestyle.
4. **Supplements** – Today it is increasingly difficult to ensure that our bodies are provided with the correct balance

of minerals, vitamins and nutrients. Even a balanced diet can be lacking due to farming methods or the origin of the food. It is essential therefore, in the fight against ageing, to complement our diet with nutritional supplements. Daily supplementation is important not only to provide nutritional building blocks required by the body for optimal functioning, but also for protection against free radical attacks caused by poor dietary habits, lifestyle and environmental pollution.

5. **Medication** – “Anti-Ageing Medicine is a lifestyle,” says Dr Bob Goldman, “and there are no ‘magic bullet’ medicines. A balanced approach to vitamin, mineral and hormone supplementation through careful assessment and restoration to normal levels supports the process of effective Anti-Ageing Medicine.

Anti-Ageing Medicine aims to improve and maintain wellness as a means of extending the length, and improving the quality of our lives.

ANTI-AGEING THEORIES

The following five anti-ageing theories can assist in increasing your longevity.

1. **Inflammation theory – the Silent Killer** – Although inflammation is blamed for many chronic diseases, and ageing, we don’t always know what causes it. There

are blood tests that measure pro-inflammatory cells, called cytokines that give you some idea of the presence of inflammation in your body. (Dr Michael Elstein, *You have the Power! Why didn’t my doctor tell me about this?*) Eating bad foods, not getting enough sleep, and exposure to the sun create inflammation at a cellular level (i.e. when there’s no visible sign of inflammation.) This kind of inflammation can be responsible for many age-related diseases, such as Alzheimer’s, Cancer, and Heart disease. Eating a whole foods diet, and exercise, is a great start to minimizing inflammation. By doing so, you can curtail disease, extend life, and look younger.

2. **Hormonal theory** – Levels of key hormones—estrogen, progesterone, testosterone, dehydroepiandrosterone (DHEA), thyroid, and human growth hormone (HGH)— all drop as we start to age. Increasing one or more of these essential biochemicals may improve health, and hinder the ageing process. However, doing so requires the careful supervision of a specialist Anti-Ageing Physician. As you modify one hormone, you affect the others. According to Anti-Ageing Physician, Dr Ronald Klatz *, hormonal replacement therapy (HRT) adjusts each hormone so you can achieve a more youthful state of the major hormones across the board. Similarly, certain foods, combinations and quantities can be used to help restore hormonal balance.

COSMETIC MEDICINE

Advanced techniques in cosmetic medicine take a holistic approach to facial rejuvenation, focusing on the overall look and symmetry of the face rather than specific wrinkles. Non-surgical techniques support a variety of surgical approaches, including:

Brow lifting and shaping
Infra-orbital
Glabella lines
Bunny lines
Nasal tip elevation
Nasolabial fold
Gummy smile
Perioral rhytids

Technological advances

Skin tightening
Phototherapy
Plasma

Injectibles

Muscle relaxants
Hyaluronic Acid
Collagen
Semi-permanent fillers
Permanent fillers
Genomics for skin and hair

The future

Protein Rich Plasma
Stem Cells
Autologous Cellular Regeneration (ACR)
Genomics for skin & hair

Pure enhancement will vary from patient to patient, as it depends on the individual's functional anatomy and muscle mass to create a natural-looking result that suits each person.

3. **Antioxidant theory** – Antioxidants and vitamins A, C and E protect the body's cells and help to prevent free radical damage. Prevention of free radical damage, caused by ageing, stress, sun and pollution, in the body and the skin can avert and forestall the ageing process. A good multivitamin, or topical application that contains the antioxidant vitamins, as well as minerals is essential to help combat free radical activity. Zinc, Iron and other essential minerals also play a key role in supporting overall wellness.

4. **Lifestyle theory** – Our lifestyle—what we eat, drink and expose ourselves to, can influence how quickly or slowly we age. Stress increases the production of the hormone cortisol, and this can directly affect how we age. From an early age, we have the

ability to make decisions and be in control of our lifestyle, which will determine how fast we age. Stress and how we deal with it plays a key role in how we age. The 'flight-or-fight' response increases production of the 'stress-hormone' cortisol, which has been identified as an age accelerator. Not only does it impact on hormones and skin ageing, but it also makes us gain body fat, lose muscle mass and memory. Additional facts such as sugary and fried foods, alcohol and smoking which we often turn to when stressed, causes cortisol and insulin levels to rise, accelerating the ageing process.

5. **Detox theory** – When the body's ability to detoxify itself is impaired by external and internal toxins, it can't find equilibrium which is important for maintaining good

health. This leads to fatigue, trouble with cognitive function and eventually significant diseases such as cancers. Toxins affect the skin when foods high in fat, sugar, and other chemicals in the diet cause a hormonal, nutritional and cellular change that impair the body's ability to detoxify itself. They manifest in acne, dry patches, sallowness of colour, dark circles, wrinkles and more. A detox program begins with what you eat. A healthy diet, free from sugar, and ample water is essential in order to clear out toxins. Special Anti-Ageing Eating Programmes take food combinations (chemical activity) and quantities into account for healthy eating.

* *The Official Anti-Aging Revolution.*
Ronald Klantz, M.D., Robert Goldman,
M.D. Basic Health Publications, Inc.