



# TECH NECK SOS!

No sooner do we find comprehensive solutions to address the telltale signs of ageing such as facial sagging and wrinkles and Turkey Neck, we find whole new ways to look older at younger ages than ever before. By **Jenni Gilbert**.

Looking down at a smartphone an average 150 times a day and other screen-related postures and expressions adopted when gazing at other e-devices for hours a day are causing conditions that dermatologists have coined Tech Neck and Phone Face, a new form of premature ageing of the features and skin.

In its Beauty Futures Report, leading UK trend forecaster The Future Laboratory has identified some insidious new trends that are ageing our appearances at a faster rate than ever - but at the same time are creating lucrative new opportunities for medi-aesthetics practitioners.

“The problem of wrinkles and sagging of the jowls and neck

used to begin in late middle age,” the report quotes Dr Christopher Rowland Payne, consultant dermatologist at The London Clinic.

“But in the past 10 years, because of Tech Neck, it has become a problem for a generation of younger women.

“You have a huge opportunity to protect your clients with products and treatments that combat the physical effects of over-use of digital devices, such as Tech Neck and Phone Face.

“Millennials are not about to turn away from the devices that have enriched their lives. They want practical solutions, so help them stave off the ravages of our digital age.”

Eva Alexandrides is the co-founder with her plastic surgeon



Stunning results achieved on sagging necks, double chins and soft jawlines by Ultraformer III ultrasound skin tightening and lifting system. Results start to be seen almost immediately but peak improvement is seen between 8-12 weeks and additional firming over the subsequent 12 months.

husband of the anti-ageing program 111SKIN, based in London's renowned cosmetic enhancement mecca, Harley Street.

She told the Beauty Futures Report: "The small font and glare from [a screen] can lead to squinting for extended periods of time," she says. "This in turn aggravates and exacerbates any frown lines and can be extremely problematic for the eyes.

"Scrolling through Instagram et al for prolonged periods of time can result in increased activation in neck muscles and create tension in the jaw."

Added Elizabeth Rimmer, skincare expert and founder of London Professional Aesthetics: "The pull of gravity from downwards faces also means sagging in the lower face and neck may start to occur earlier in life."

Dramatic developments in device technology can now make a significant difference to many people with Turkey/Tech Necks whose only option previously would have been a surgical neck lift.

"Like so many of the 40+ women I see every day in the clinics, I don't like what's happening to my neck," says Suzie Hoitink RN, owner of Clear Complexions clinics in the ACT and Sydney.

"Turkey Neck is a shocking term but it seems to be universally understood as the skin laxity that happens to our neck as we age.

"That, combined with a general sagging of the skin on the face gives a tired look that is the driving force behind many clients coming to see us.

"Tightening and lifting ageing skin has been a tricky task to date. I've spent years researching different technology that targets this and I've used a radio frequency device, like Thermage, which has delivered great results for our clients.

"I've now also introduced Ultraformer III ultrasound skin-tightening system into the clinics.

"Both Thermage and Ultraformer III deliver heat energy into the skin to stimulate collagen remodelling.

"The main difference I've noted so far is in Ultraformer's immediate effect on the skin, the deeper penetration and shorter treatment time.

"We have been trialling Ultraformer III since late 2016 and have put it through its paces. It is able to target specific sagging areas rather than the whole face or neck, significantly reducing the cost to the client.

"The science behind this little gem is micro and macro focused

ultrasound that precisely targets the SMAS layer in the skin – the layer that surgeons pull back when doing a facelift – causing new collagen stimulation and providing long term tightening of the skin.

Clients facial contours and fine lines show peak improvement at 8-12 weeks and additional firming throughout the subsequent 12 months. In addition, the Ultraformer has a 'wrinkle cartridge'; a 2.0mm macro focused cartridge, that can treat superficial wrinkles around the eyes and lips more effectively than I have ever seen with other skin tightening technology.

"For those with mild to moderate skin laxity, a treatment a year will absolutely do the trick, while more severe laxity may need a second treatment at the three-month mark, then yearly after that.

"Eyes can be targeted separately and require three treatments spaced apart every two weeks but there is no need to wear the intraocular eye shields required for Thermage."

Ultraformer III and Thermage are also recommended as adjunct treatments to enhance the results of surgical treatments, such as liposuction to remove the fatty pockets of double chins. [CRYOMEDAESTHETICS.COM.AU](http://CRYOMEDAESTHETICS.COM.AU) (FOR ULTRAFORMER III); [CLEARCOMPLEXIONS.COM.AU](http://CLEARCOMPLEXIONS.COM.AU); [THERMAGE.COM.AU](http://THERMAGE.COM.AU)

## OTHER DEVICES TO CONSIDER

Agnes (RF): [KOSMEDICAL.COM.AU](http://KOSMEDICAL.COM.AU)

BodyFX (RF, on the InMode platform):

[HIGHTEHLASER.COM.AU](http://HIGHTEHLASER.COM.AU)

CoolSculpting Face (cryolipolysis): [COOLSCULPTING.COM.AU](http://COOLSCULPTING.COM.AU)

DermaTude (metatherapy): [EMBODYBEAUTY.COM.AU](http://EMBODYBEAUTY.COM.AU)

Fractora (laser, on InMode platform):

[HIGHTEHLASER.COM.AU](http://HIGHTEHLASER.COM.AU)

Infini (RF micro-needling):

[ADVANCEDCOSMECEUTICALS.COM.AU/BRANDS/](http://ADVANCEDCOSMECEUTICALS.COM.AU/BRANDS/)

[LUTRONIC/INFINI](http://LUTRONIC/INFINI)

Smartlipo (laser-assisted liposuction):

[CYNOSUREAUSTRALIA.COM](http://CYNOSUREAUSTRALIA.COM)

ThermiTight (RF): [PARAGONCARE.COM.AU](http://PARAGONCARE.COM.AU)

Titan (laser): [CUTERA.COM](http://CUTERA.COM)

Ultherapy (ultrasound): [GLOBAL.ULTHERAPY.COM/AU](http://GLOBAL.ULTHERAPY.COM/AU)

# TAKING IT ON THE CHIN

A new non-surgical solution for eliminating stubborn sub-mental fat under the jawline

New research conducted on behalf of Allergan Medical Aesthetics (makers of Botox and the Juvederm suite of dermal fillers) has revealed that a double chin causes people more concern than any other "problem" area of the face.

The survey, Redefine\*, explored how more than 3,500 Australians (1,481 women and 2,072 men) aged 20-60 view the rarely discussed but so-important feature of the lower face.

Redefine's results were published to coincide with the official

launch in late May of Belkyra, Allergan's ground-breaking non-surgical injectable solution to reduce fat deposits in, firm and contour the chin/neck, once only achievable with cosmetic surgery and/or surgical liposuction, and more recently with advanced device technology.

While the eyes, skin and lips have long been the focus of corrective and rejuvenative enhancement procedures, the chin/neck has emerged as Number 1 of the Top 3 facial concerns for women and men.

And while we may not always be conscious of it, the chin has the



Dr Naomi with patient | Impressive examples of Dr Naomi's handiwork with Belkrya treatments

power to convey subliminal positive or negative attributes about our own and others' appearance.

Of those surveyed for Redefine, 34% of women reported having a double chin, and 24% of men.

Respondents generally believed an attractive chin profile signals a healthy weight, confidence and youth, this view being held most strongly by those in their 20s.

More than half the women surveyed, compared with a third of the men, said having a double chin makes them unhappy or embarrassed, even depressed.

They cited as key concerns: being perceived as overweight, negative impact on confidence, self-consciousness (especially about posing for photos, or the stance they adopt while talking to people), perceived lack of options to treat a double chin (as diet and exercise do not make an appreciable difference), that it makes look, thus feel, older, and that it has the potential to negatively impact romantic relationships and professional success.

Both men and women surveyed use "facial gymnastics" and avoidance techniques to minimise the appearance of a double chin.

Men have a distinct advantage – many grow a beard to disguise the area (31% of those surveyed have done this) – while women will use high-necked clothing and accessories to hide it.

## SELFIE OBSESSED

Their appearance in photos was an oft-cited concern of respondents with a double chin.

Many are very camera shy – 59% of women avoid selfies and 52% dodge photos of any kind, particularly as they may be shared on social media without being able to vet them first.

Sixty-nine percent of women surveyed a super-conscious of projecting their chin when talking to others or posing for photos as it can accentuate its appearance, and 42% of men adopted the same behaviour.

Leading Sydney plastic surgeon Dr Steven Liew – who has been trialling Belkrya on patients since November last year with stunning results he unveiled on three patients at the media launch on May 16 – says pouting for photos is another common trick as it "draws up" the neck.

And photographic experts agree that if a camera lens is at eye level or above, you're in the right frame – but if the lens is below eye level, then you run the risk of looking like you have an extra chin, even more problematic when you already have one!

## AVOIDANCE BEHAVIOURS

Other common tactics people with double chins adopt, whether consciously or not, include:

- Avoiding mirrors

- Avoidance of looking down in public, or in photos
- Avoiding sitting side-on with people at work or social events
- Avoiding social events altogether
- Covering the chin and neck area with the hands in public/when talking to other people

## IT'S NOT JUST A WEIGHT THING

If a person is genetically predisposed, even the slimmest can carry a "gobbler" under the chin, which can also create the perception overall that they are heavier than they actually are. Double chins can occur in any body type.

The ageing process also serves to exacerbate the appearance of double chins; changes in facial anatomy over time include looser skin, accumulation and movement of fat and loosening of muscles in the chin area.

If overweight, while losing kilos through diet and exercise can of course help reduce size overall, it will not spot-reduce trouble zones such as double chins disproportionately with other areas.

While more than 50% of respondents had tried to improve the appearance of their double chin with general diet and exercise and other tactics such as specific neck workouts, applying creams to tighten the area, chewing gum to tone muscles, patting the chin regularly or taking diet pills, they found it made little or no difference.

## SO WHAT IS BELKYRA?

The active ingredient (deoxyholic acid) in Belkrya is a purified synthetic version (derived from soybeans) of a molecule that occurs naturally in the body and aids in the breakdown and absorption of dietary fat.

The product is listed on the Australian Register of Therapeutic Goods but not the PBS.

When injected under the chin in strategic areas (defined by a grid after assessment and "pinch testing" by the injecting doctor) for optimum contouring benefits, Belkrya breaks down fat cells in the treatment area.

The fatty waste is eliminated through the body's natural processes over a 6-12 week period, when optimum results will be seen.

In the immediate term there is a sensation of heat rather like sunburn (inflammation indicating the product is hitting its mark) and perhaps some stinging, but this normally subsides within a few hours.

Once broken down, the targeted cells can no longer store fat – ie. results are permanent.

"Belkrya provides a customisable, non-surgical option to improve the appearance of fullness under the chin," says Dr Liew, founder of the Shape Clinic in Darlinghurst.

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Before and after Lutrionc Infini RF micro-needling for lines, wrinkles and thin skin

As a prescription-only treatment, Belkyra should only be administered by a registered doctor who has taken part in the official Belkyra training program run by Allergan-appointed experts.

Dr Liew and other doctors who have trialled the treatment in Australia report that usually two sessions are required, spaced 6-12 weeks apart, to achieve the ideal outcome, but significant results can be seen just after one session.

Treatment takes around 30 minutes and doesn't require sedation or anaesthetic. There will be swelling in the treated area for 24-72 hours, even longer, but many patients have reported this hasn't particularly bothered them and have gone about their regular activities without attracting undue, if any, comment.

SHAPECLINIC.COM.AU; NOMOREDOUBLECHIN.COM.AU (BELKYRA)



Dr Steven Liew

## COMBINATION PROTOCOLS

However effective individual modalities may be, they may just not be enough in themselves to give patients the results they are seeking when it comes to neck lifting and tightening.

Fat may be removed but even looser skin may result. Necks may indeed be restored to more youthful contours but skin still might look crepey and/or mottled. Neither scenario is ideal for the patient, or you as a professional with high standards. Combination protocols are the key.

"When it comes to neck rejuvenation, we recommend to our clients to suggest to their patients they consider synergistic treatments for optimal results, says Metro-Dora Clifford, CEO and national training director for ClinicalPRO, distributors of progressive clinical device technology and advanced cosmeceutical skincare.

For the neck she says she would recommend that practitioners combine, for instance, Clinical Ultraskin HIFU (High Intensity Focused Ultrasound) and ClinicalPRO Nd:YAG laser that features 1064nm and 1320nm wavelengths.

Ultraskin delivers HIFU for tissue tightening/lifting and reduction of fatty despoits, penetrating to the SMAS layer. It generates enough energy to cause coagulative necrosis in the deeper layers while leaving the surface of the skin unharmed, thus stimulating collagenesis and lipolysis.

There are immediate and longterm lifting effects; significant results are seen at about 3 months.

ClinicalPRO Nd:YAG laser has long and short-pulse settings for predictable and effective treatments for skin rejuvenation, tightening and lifting, treatment of melasma and other pigmented lesions, wrinkle reduction and refinement of enlarged pores. 📍

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+61 (0) 418 951 353

info@spavision.com

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