

# AESTHETIC APPEAL

**Non-surgical body enhancement requiring very little down time is fast becoming the aesthetic improvement measure of choice, and Jozi has become a foremost destination for these procedures**

**Words Michelle Loewenstein  
Photos Gareth Jacobs**

**A**s medical knowledge grows, so too does the need to avoid going under the knife. More and more people are heading to homeopaths, reflexologists and other alternative medical practitioners as they find themselves opting for the natural approach to good health.

The beauty industry is no different. Procedures to smooth out a few lines or to make that tummy just a bit firmer won't mean a stint in a hospital anymore. The concept of taking a few hours off to take a few years off is no longer so far-fetched. Non-surgical aesthetic procedures are all the rage as men and women continue on the age-old quest for maximised beauty with minimum fuss.

"Aesthetic and anti-ageing medicine is becoming the fastest growing and most innovative medical science, and a new generation of businessmen and women is becoming more and more aesthetically

conscious. They see makeovers and anti-ageing more as a routine and not just an occasional event. That makes my job, and this industry, a pure necessity for the new millennium," says Dr Sly Nedic of Sandton-based 8th Sense.

A procedure as old as rhinoplasty (which was developed in 500 BC) can now be done without the spine-chilling tapping associated with breaking a nose. Botox has replaced a facelift as the age-veil of choice. Another advantage to this is that the risk of being unhappy with the results of a procedure is minimised, as they're usually not permanent and can easily be rectified over time.

These days, weight loss is now seen from a more holistic perspective, and more and more people are encouraged to change their lifestyles and follow the advice of experts. *Sandton* magazine meets a few local professionals, who share their insight and provide the latest procedures in non-surgical body enhancement.

Photo GREATSTOCK/MASTERFILE.





From weight-loss  
to Botox, these  
professionals  
offer it all

# BODY ARTISTS

LEFT TO RIGHT: Jennifer Christie (Enzyme Therapy Holistic Slimming Spa),  
Dr Ronel Du Toit (La Colombe Aesthetic Clinics), Ro Ziervogel (Laserderm),  
Dr Sly Medic (8th Sense), Dr Wian Stander (Slimming Clinic SA in  
association with Future Health), Dr Jenni Irvine (The Aesthetics Centre),  
Ingrid Du Plessis (Ageless Lasers)



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**WHO ARE YOUR CLIENTS?**

Practicing in Sandton, the majority of my clients are busy, middle-aged men and women who require no down time, preferably lunch time aesthetic procedures. Local models and celebrities are also my regular clients, as we offer the latest techniques in aesthetics as well as a natural look. International clients come from Angola, Zambia, Malawi, Tanzania, UN stations in Africa, as well the UK, Greece, Australia, Italy and Hong Kong. They book via e-mail and fly to South Africa for their regular appointments. We offer a chauffeur from airport.

**WHY DO PEOPLE OPT FOR YOUR TREATMENTS?**

Ageing men and women become more confident, attractive and are definitely happier after undergoing an aesthetic procedure, which gives them a youthful appearance with minimal or no down time. Younger people search for treatments to correct their aesthetic imperfections, for example smaller lips. Our body sculpting treatments are useful for everybody.

**WHAT ARE THE MOST POPULAR PROCEDURES YOU PERFORM?**

Thermage for non-surgical tummy tucks, sagging underarms and sagging inner thighs as a single treatment with long lasting results; Titan for those unwanted jowls that every woman wants to get rid of; fantastic centimetre loss and cellulite treatment with Vela shape, and our state-of-the-art lip augmentation and smokers lines treatments. Cryo-mesotherapy is also very popular.

**WHAT SETS YOU ABOVE YOUR COMPETITION?**

We have a holistic and personalised approach to patients, which makes each of them feel special and unique. We believe that only truly informed patients who understand all possibilities in this extensive and confusing market are happy patients. That is why we offer a free of charge consultation, which is done professionally in a relaxed manner. Our soothing and sophisticated environment contributes to all feeling at home. The global congresses, which we attend every two to three months, assure customers that we deliver the latest trends in the aesthetics industry.

**WHO ARE YOUR CLIENTS?**

Our clients are people who range from young and older, to ordinary folk and the "Bling Brigade" – anyone needing skin rejuvenation, scar repair, pigmentation, vascular and hair removal. Any aesthetic improvement short of surgery, we "do it".

**WHY DO PEOPLE OPT FOR YOUR TREATMENTS?**

We offer professionals who are medically trained, from dermatologists, doctors and nurses to state-of-the-art equipment with constant international input and evaluation. This has put us at the cutting edge of the industry.

**WHAT IS THE MOST POPULAR PROCEDURE YOU PERFORM?**

The most popular procedures remain Fraxel, botox and fillers, followed by hair and vascular removal.

**WHAT ARE THE LATEST TRENDS IN YOUR INDUSTRY?**

Fraxel and V-Beam Lasers – these are both used extensively cosmetically and medically. The newest V-Beam (585nm pulsed dye) technology has enabled us to use it cosmetically without side effects of the older lasers.

**WHAT IS THE MOST PECULIAR TREATMENT ANYONE HAS EVER ASKED FOR?**

We get peculiar requests frequently but due to patient confidentiality we cannot reveal these deep dark secrets. Some are so quirky they will immediately know it's them being referred to and that would ruin the relationship.

**HOW BIG AN IMPACT HAS THE RECESSION MADE ON YOUR PRODUCT OR SERVICE?**

Red lipstick and perfume sales went up during the second world war so what would a recession do to the industry? The children will get less to eat! Seriously though, people who were affected by the recession just did smaller areas or every second month. During this time, we came up with Fraxel Facials, which is an affordable way of doing Fraxel.

**WHAT SETS YOU ABOVE YOUR COMPETITION?**

Personal care and follow up – our clients get our mobile numbers and they can call us anytime if they have any concerns whatsoever.

**WHO ARE YOUR CLIENTS?**

Our clients are mainly females ranging from the ages of 25 to 70. High profiled executives, working women, executive mothers or the "ladies of leisure" looking for a holistic approach to losing excess weight and keeping it off. At Enzyme Therapy Holistic Slimming Spa, we care about our patients, by understanding each individual need and offering a unique holistic approach that is best suited for the client.

**WHAT IS THE MOST POPULAR PROCEDURE YOU PERFORM?**

The 5-Steps-To-Fabulous Programme. This is a 20-day programme that promotes weight loss through a 5-Step holistic approach. These steps include stimulating the fat burning enzyme called lipase, visualisation, increasing ones metabolic rate and eating for maximum nutrition according to individual energy needs.

**WHAT ARE THE LATEST TRENDS IN YOUR INDUSTRY?**

I believe the most important is firstly how the food industry is taking steps towards promoting healthier eating.

The second is that there seems to be greater awareness and concern around what certain foods contain and consumers seem to be surrendering to their bodies' nutrition needs.

**WHAT IS THE BIGGEST REWARD YOU GET OUT OF RE-INVENTING PEOPLE?**

It's the sceptic customers who have tried almost every possible diet, gadget and pill that bring me the most joy – because our programme really works! Every client leaves slimmer, lighter and with a much better understanding of why our bodies retain excess fat and how to avoid it in the future. I find reading client's testimonials after they leave extremely rewarding – often we discover that we have helped facilitate a process that has literally changed their lives, from the inside out.

**WHO ARE YOUR CLIENTS?**

Both my aesthetic clinics are situated in the upmarket, affluent areas of Illovo and Featherbrooke (Krugersdorp). Men, women and children (teenagers) from all ages and ethnic backgrounds, who are interested in their aesthetic appearance, visit my clinics.

**WHAT IS THE MOST POPULAR PROCEDURE YOU PERFORM?**

Anti-ageing procedures are growing at an amazing rate worldwide. Treatments and procedures with little to no down time, at the right price, with immediate visible results still remain the most popular. In my clinics, treatments with fillers for volume loss in the face, redefining the contours, by volumizing, mesotherapy and wrinkle reduction procedures like botox injections are still the most popular.

**WHAT IS THE MOST PECULIAR TREATMENT ANYONE HAS EVER ASKED FOR?**

Mesotherapy is a technique of injecting multiple micro-injections into the superficial skin for rejuvenation. A patient recently requested a "Brazilian" mesotherapy and for a moment I was speechless. . .

**HOW BIG AN IMPACT HAS THE RECESSION MADE ON YOUR PRODUCT OR SERVICE?**

It is imperative not to instill the recession in our minds! Coco Chanel started her billion-dollar industry during post-war time. If you look better, you automatically feel better and that is the crux of the aesthetic industry.

**WHAT IS YOUR FAVOURITE ASPECT ABOUT THE INDUSTRY?**

Making a positive difference!

**WHAT SETS YOU ABOVE YOUR COMPETITION?**

The market appeal of La Colombe lies in its holistic and personal approach. The mission of the clinics are to enhance and fulfil the natural potential of each patient to achieve a soft, fresh, more youthful result and to maintain a long-term approach to enhancing natural beauty.

**WHO ARE YOUR CLIENTS?**

Laserderm treats men and women from all cultures requiring aesthetic treatments. We treat all ages, however more and more clients are realising the benefits of starting treatments at an earlier stage to slow the ageing process.

**WHY DO PEOPLE OPT FOR YOUR TREATMENTS?**

Laserderm is a solid and credible brand, which over the last decade has continued to gain enormous respect from the industry. With its resident dermatologists, aesthetic practitioners and medically trained staff, Laserderm offers a wide variety of non-surgical aesthetic and medical-based treatments, including: microdermabrasion, chemical peels, botox, fillers, photo rejuvenation, laser hair and vein removal, body treatments, skin resurfacing, treatments for vitiligo, psoriasis, warts, pigmentation, acne scars port wine stains, sun damage, red faces and lots more!

**WHAT ARE THE LATEST TRENDS IN YOUR INDUSTRY?**

Definitely the V-Beam, which is a Pulsed Dye Laser treatment. It is phenomenal! It removes age spots, rejuvenates skin and also treats red faces and necks by targeting unwanted veins with minimal down time and discomfort.

**ANY EXCITING NEWS IN YOUR INDUSTRY?**

Laserderm has just bought Spa on 66, which is located on 66 Rivonia Road, Chislehurst. Headed up by our recently appointed and highly respected Aesthetic Practitioner Dr Natasha Begg-Spiro, this exciting acquisition will now be able to offer our clients beauty treatments including, facials, massages, body treatments, weight loss programmes, waxing, electrolysis, a fabulous Nail Spa as well as botox, fillers and laser hair removal in an exquisite environment.

**WHAT IS THE BIGGEST REWARD YOU GET OUT OF RE-INVENTING PEOPLE?**

Definitely client satisfaction.

**WHAT SETS YOU ABOVE YOUR COMPETITION?**

Professional credibility and integrity - being able to offer a wide variety of treatments that work!

**WHO ARE YOUR CLIENTS?**

Our target market includes the responsible individual that embraces well-being and healthy ageing as a way of life. No age restriction!

**WHY DO PEOPLE OPT FOR YOUR TREATMENTS?**

We feel that each of our clients has their own unique blend of health requirements and treat our clients based on that biochemical individuality.

**WHAT IS THE MOST POPULAR PROCEDURE YOU PERFORM?**

Weight loss combined with Biotransformation and Detoxification: this approach truly addresses the route problem of their weight issue. Weight management is a multi-factorial challenge that requires a wide-angle approach to add real and lasting value to our clients' lives.

**WHAT ARE THE LATEST TRENDS IN YOUR INDUSTRY?**

Metabolomics. . . In short, we are introducing the revolutionary concept of patient specific medication. Each formula is as individual and unique as our patients' fingerprints!

**WHAT IS THE MOST PECULIAR TREATMENT ANYONE HAS EVER ASKED FOR?**

Those who seek weight loss without needing to change their lifestyle and habits!

**WHAT IS YOUR FAVOURITE ASPECT ABOUT THE INDUSTRY?**

To see a client ageing healthily and gracefully has always been the greatest reward, not to mention the huge bursts in self-belief and self-confidence that develops and grows on their health journey!

**WHAT SETS YOU ABOVE YOUR COMPETITION?**

Each individual has a unique set of fingerprints. Therefore no one programme or product works for everybody. The individual determines the product range and basket and that keeps our business alive, interesting and rewarding.



## DR JENNI IRVINE THE AESTHETICS CENTRE

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### WHO ARE YOUR CLIENTS?

Our clients are men and women across a wide age-range wanting to improve their appearance either due to body sculpting with laser lipolysis or anti-ageing treatments

### WHY DO PEOPLE OPT FOR YOUR TREATMENTS?

We are a medical aesthetics centre staffed by three experienced doctors. We have been leaders in laser lipolysis in SA and our reputation is what attracts our clients.

### WHAT ARE THE LATEST TRENDS IN YOUR INDUSTRY?

The laser technology is constantly developing. We are now awaiting lasers that will combine the fatlysis and suction thus decreasing our time to perform the procedure. As for the anti-ageing industry it is also constantly changing with new research and developments. Currently the new technology is surrounding growth factors and how they can delay the ageing process.

### WHAT IS THE MOST POPULAR PROCEDURE?

The most popular treatment we provide is laser lipolysis, commonly referred to as 'laser assisted liposuction'. Our clinic was one of the first to perform this procedure in SA and we have had fabulous results. We are currently also involved in training other doctors in this procedure using the Lipolite Laser by Syneron. This is phenomenal as it is able to be done under local anaesthetic - walk in and walk out, and you are able to return to work the next day. There is minimal risk to this procedure and minimal downtime. Our ideal client is someone who has a normal body mass index but difficult to lose areas, for example, tummy or saddle bag thighs or a double chin.

### WHAT SETS YOU ABOVE YOUR COMPETITION?

We are a medical aesthetics clinic on the East Rand. At our clinic we strive to make each client feel special and individual. Our homely atmosphere enables our clients to relax. They are given quality time with our doctors and therapists and not rushed through. In today's busy world, it makes a big difference.



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