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MIRROR

MIRROR ON THE WALL

AFTER YEARS OF STUDY AND RESEARCH DR ROGER AMAR, FAMED MEMBER OF THE AMERICAN AND FRENCH SOCIETY OF AESTHETIC PLASTIC SURGERY, HAS DEVELOPED A REVOLUTIONARY REJUVENATING TREATMENT

When I met Dr Amar he had just stepped off plane from San Francisco, where he had been giving lectures on FAMI (Facial Autograft Muscle Injections), his revolutionary technique that could possibly become the rejuvenation procedure of this century. No less than 7,000 people met in the sunny California state to discuss the newest fad in cosmetic surgery. Such was Dr Amar's enthusiasm and desire to 'spread the word' about the treatment, he was more than delighted to speak to about 'his baby' – however jet lagged.

In the name of beauty and eternal youth there's very little women (and for that matter men) will do. From strict diets and excessive exercising to plastic surgery and botox injections, the search for everlasting juvenescence has limits. There is, however, one factor that puts many of us off certain cosmetic procedures. Going under the knife, as they say, always comes with a certain level of risk and in many cases extreme pain, with results that are often catastrophic. Dr Amar has been perfecting the FAMI technique over 15 years and its number one selling point is that it is a non-surgical alternative to the facelift.

TURNING BACK THE CLOCK

The visual signs of ageing are most noticeable in the face around the eyes and lips and in the cheeks. This is because as we get older the soft tissues, such as fat, decrease, which causes the skin to sag and wrinkle, leaving the face looking volumeless and hollow. Up until now the obvious method of combating this has been the surgical facelift. However, Dr Amar has developed a new technique that doesn't require surgery and also has lasting effects. His original idea back in the 1980's was to inject fat taken from the leg or knee region into the face to achieve a more youthful, fuller look. This method, although initially effective didn't last. Following this, Dr Amar came up with the idea of purifying the fat. He went on to explain the properties of fat as a connective tissue between the skin and the muscle and even to the bone. In most parts of the body, particularly in the leg area, this tissue is what he called 'ever young' and so has the potential to increase in volume depending on diet. On the contrary in the facial area, this connective tissue is genetically programmed to lose volume, therefore working in reverse. Although reversing this biological process is impossible, Dr Amar after years of study, has come up with a solution. When so-called adult stem cells are injected into the muscle what is created is a graft of that tissue. I asked Dr Amar what is it that keeps these tissues alive in a part of the body that in effect is alien to them. He put forward a very simple example: that of grafting the properties of an orange into a lemon, what you end up with is a totally new product that has a totally different biological response to the original product. This tiny injection is done with a very small cannula and no incisions. The new tissue is cultivated in the muscle, and so over time the results get better and better. In effect all the FAMI treatment is doing is aiding the natural hormonal effect, said Dr Amar, "It is a biological phenomenon that changes the volume of the muscles, it will go on forever and it is very natural. It can be used on scars, acne, and wrinkles. And, it is not just improvement in the appearance of the skin, but a total rejuvenation of the skin and muscles." Once the injections have been made, it is very unlikely that a patient will experience pain. There may be slight bruising or swelling but this is not expected to last more than three days.

Dr. Amar's revolutionary treatment has proven lasting effects. With FAMI, 'the fairest of them all' could be you ... the only thing Dr. Amar can't guarantee is the Prince Charming part! z