

# NON-SURGICAL FACE LIFT

Most women between ages 35 – 75 want to look younger, yet at what cost? Should one be concerned with the price point (a surgical face lift costs between \$6,000 - \$12,000) or the invasive procedure?

Surgical incisions are made on the contour of the face to lift the skin allowing the removal of excess skin and fat. The skin is then repositioned, tucked and stitched. The recovery time after a face lift is 1 – 3 weeks to allow time for the majority of the swelling and bruising to disappear. Bleeding and bruising are common, however there are possible complications and rare risk of: hematoma (collection of blood under the skin that must be removed by the surgeon), infection, temporary or permanent injury to nerves, raised scarring, loss of hair.

If you prefer a natural alternative to younger looking skin, consider a "non-invasive" and "pain-free" option such as microcurrent face rejuvenation. Often referred to as non-surgical face lift, it is the hottest trend in the anti-aging industry. This procedure requires no anesthesia, no recovery time, no down time from work, and has no irritating side effects. Micro-current face rejuvenation is a non-surgical cosmetic technique that safely and effectively improves the health and appearance of the skin.

**FACTS:** 20 minutes of micro-current is equivalent to four hours of deep tissue massage. In medicine, micro-current is used to heal different conditions; sports and work related injuries relieving pain and swelling. Micro-currents duplicate the natural bio-electrical currents found in the body. The brain re-awakens and sends healing signals to the affected areas, stimulating blood circulation and accelerating the healing process. By re-educating the muscle tissue, visible plumping of sagging muscles is achieved, which slows tissue deterioration.

Micro-currents combined with Photobiostimulation used in esthetics will: increase production of elastin and collagen, tighten facial contour, lift jowls, neck and eyebrows, reduce and eliminate fine lines and wrinkles, improve facial circulation, skin exfoliation, lymphatic drainage eliminating toxins and waste to restore skin tone, improve sun damage, skin pigment, product penetration, and much more.

Clinical studies have shown that after twenty days of treatment, collagen production increases by 14%, elastin increases by 48%, and blood circulation increases by 38%. Scientists have also found

that micro-current treatments trigger the body's production of amino acids accelerating cell repair and promote healthier cell production.

**Costs:** Micro-current treatments must be administered in a cure depending on age of skin, twice weekly in a series of 10 treatments (\$550 approx.) over a five week period is suggested.

Three 30 minute treatments (\$180 approx.) performed every other day, prior to a special occasion will show immediate lifting results. Maintenance consists of 1 session per month (\$65) for clients under 50 years of age and 2 per month for clients over 50 and for smokers. Results will vary dependent of age and habits.

**TIP:** To ensure optimal penetration of micro-current, Microdermabrasion prior to the procedure will prepare the skin for deeply cleaning the pores and remove dead skin cells and debris. Microdermabrasion facial (\$95) is recommended with the first session of micro-current (60 min.) and also once per month for maintenance.

Fighting signs of aging is relentless; however, with today's aesthetic technology we can slow down the aging process and reveal one's natural beauty without a stitch!

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