

NEW WORLD

DOWN UNDER

Dermal fillers, neurotoxins and other cosmetic injectables have revolutionised anti-ageing over the past three decades – specifically, they have made anti-ageing possible – but now they are being used to do a whole lot more than that

SMOOTH WRINKLY SCROTUMS

Originally used to relax frown lines and crow's feet, it was never going to be long before the likes of Botox were taken to other parts of the body.

While usually associated with the frozen faces of women, men are getting in on the act – but not just for their faces.

They are now having neurotoxins injected into their scrota.

New York plastic surgeon Dr John Mesa performs "Scrotox", although he calls the procedure "ball ironing".

The effect of Scrotox is much the same as regular Botox (or ironing, for that matter): the removal of wrinkles, and the effect lasts for about four months.

Over time, testicles develop wrinkles

due to changing temperatures – when it's warmer, the scrotum relaxes, and in colder conditions testicles contract.

But as well as smoothing the skin, Dr Mesa explained that Scrotox allows the testicles to hang down further and appear bigger, which is another attraction for many men.

Given that the body part in question is obviously so much more sensitive than the skin on one's face, you'd be forgiven for thinking Scrotox must be incredibly painful – there aren't many men who would like the idea of having a needle injected into their testicles.

But Dr Mesa says it's not as painful as you might think due to the anaesthetic used: "Once the numbing medication kicks in, you won't feel anything," he explains.

ADD EXTRA OH TO THE BIG O

The O Shot can assist the wow factor experienced by Meg Ryan in the legendary When Harry Met Sally film scene – without the faking

The so-called O Shot (aka Orgasm Shot) technique, patented and trademarked by US surgeon Dr Charles Runels, uses a patient's own blood-derived growth factors to rejuvenate and re-sensitise the clitoris and vaginal walls.

This technique has been shown to improve issues of sexual dysfunction, including arousal and anorgasmia.

This is the same surgeon who popularised the "Vampire Facelift" (or, rather, Kim Kardashian did it for him in her famous Twitter post).

Perth cosmetic surgeon Dr Jayson Oates

says fundamental to the procedure is Platelet Rich Plasma therapy (PRP). This involves taking vials of a patient's own blood and spinning them in a centrifuge (as the patient waits) to extract plasma rich in growth factors.

The plasma is separated from the rest of the blood fluids and reinjected (a series of superficial injections) to the desired treatment areas to stimulate healing collagenesis to rejuvenate the skin.

"The PRP is injected in a soft tissue just inside the vaginal canal behind the clitoris," said Dr Oates. "Patients report that it is relatively painless.

"Results can be noticed from after a week to several weeks, depending on the woman's health and last for eight to 12 months."

PLUMP LOOSE LABIA

Cosmetic injections to enhance the lips are blooming ... and not just those on the face.

According to internationally renowned nurse injector Nicole Belle, women are flocking to her clinics, Face Today, in Sydney and Cairns to have their external genitalia restored to former glory with dermal fillers, along with other non-surgical modalities.

"In the privacy of a closed clinical environment, with a practitioner with whom they have developed a close relationship, deep areas of a patient's insecurity are revealed – such as a not liking, or being downright ashamed of the appearance of their genitalia," says Nicole.

"I am so often told by women – and often while performing other cosmetic procedures – that they are embarrassed by their labia, for instance; that it is inhibiting their sexual expression and, hence, relationships.

"These concerns are expressed by women of all ages. 'What is normal?' is a question asked by many young women, and feeling that their genital shape is 'ugly' is an area of great concern.

"Therefore we will say to our patients: 'Let me see your perceived problem'. On examination in a standing position, taking into consideration their deep-seated concerns and opinion about 'what their Brazilian reveals' we offer them non-surgical solutions that will give them the confidence to express themselves with confidence in their intimate relationships."

One of the main concerns Nicole and her colleagues see is genital lips that have been depleted of collagen and elastin with ageing.

"Depleted fullness in the mons pubis and labia majora leads to an older-looking appearance and older woman who would like a Brazilian wax no longer do so due to perceived judgement by young beauty therapists.

"Knowing there are solutions to rejuvenate all lips with dermal fillers and to correct or enhance other aspects of the nether regions gives hope and excitement to the menopausal age group. I tell patients: 'Life begins at 50 so let's enjoy every minute of possibilities.'"

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PUMP UP PENIS GIRTH

"For many men, penis size is a sensitive issue leading to embarrassment, insecurity and can limit their sex life," says aforementioned surgeon Dr Jayson Oates, creator of Calibre, a non-surgical technique for penile enlargement using hyaluronic acid injectables.

"Guys just want to feel more confident in their bodies both in literal or hypothetical locker room scenarios and with sexual partners.

"I have performed thousands of facial cosmetic injectable procedures over more than 15 years, on lips, cheeks, chins, jaws, temples, eyes, foreheads, noses, hands, so I started thinking about cosmetic injectable options for penises. This led me to HA fillers."

Dr Oates and his medical team started development of the Calibre technique in 2012. Before regularly treating patients from 2014, they trialled numerous HAs and refined the technique "which produces consistently good results", Dr Oates says.

"It is a painless, one-hour, safe procedure with no down time. After an application of a numbing cream and using a microcannula less than three quarters of a millimetre, many tiny threads of the filler substance are injected around the whole penis, which is then bandaged.

"Calibre is primarily designed to increase penile girth and most patients can achieve 2.5cm increase in flaccid shaft circumference and 1.2cm–1.8cm increase in erect circumference, which lasts for up to two years.

"What we didn't expect is that Calibre also tends to increase flaccid length due to the additional weight – more noticeable for guys who have a lot of 'shrinkage'.

"We have had great feedback. Guys really do feel more confident. Initially I thought it would just be a 'locker room' benefit; that they would feel better in situations where their penis may be seen by another man.

"But patients kept coming back and saying their partner definitely noticed the difference – and not just appearance-wise!"

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