

# A 'natural' facelift... with vitamin jabs that perk up Katy Perry's posterior!

By Hilary Freeman

**A**S THE stars line up on the red carpet at the Academy Awards in Los Angeles later today, there will undoubtedly be a number who have resorted to a bizarre and controversial cosmetic 'pick-me-up' in a bid to look their best.

The celebrity trend for injecting vitamins directly into the body has been endorsed by everyone from actress Jennifer Aniston and singer Katy Perry – who reportedly does it to perk up her bottom – to supermodel Cara Delevingne and pop star Rihanna, who are said to rely on the jabs as an antidote to their hard-partying lifestyles.

Now, patients have another option. It's called mesotherapy and involves having the infusions directly under the skin on the face, in an effort to reverse environmental damage from sun exposure, pollution and stress, and even cellulite.

Insiders claim Hollywood A-listers opt for this facial treatment over cosmetic surgery or other more aggressive treatments prior to 'awards season' as the results are subtle and there is little down time.

And now UK clinics offer mesotherapy as a 'natural' alternative to anti-wrinkle injections of Botox and fillers, and which can also be 'done in your lunch hour'. Some clinics are even offering huge discounts of more than 70 per cent on group purchase websites.

But the trend comes with a warning. Dr Patrick Bowler, medical director of Courthouse Clinics and co-founder and fellow of the British College of Aesthetic Medicine, says: 'There is little clinical data to back up the often exaggerated claims. It sounds wonderful to inject all these essential elements into the skin, but think very carefully before you agree to go ahead.'

And the American Society for Dermatologic Surgery says it will not endorse mesotherapy until further research validates its effectiveness.

In South America, com-

**CHEEKY GIRL:** Injections gave Katy Perry a 'derriere lift'



**BEFORE AND AFTER:** The new 'glowier' Martine, right, and how she looked before treatment, above

This woman is delighted with her 'Mesolift' – but experts warn others not to rush in

panies are barred from claiming it can remedy the dimpled skin of cellulite, while in Australia there were reports the treatment resulted in a number of patients developing skin abscesses on their calves, buttocks, thighs, abdomen, shoulders, face or neck.

The treatment takes its name from the mesoderm, the middle layer of the skin, which is penetrated during the procedure. This involves dozens of 'micro-injections' delivering a cocktail of Vitamins A, B, C and E, minerals, amino acids, enzymes, elastin and moisturising hyaluronic acid. This, say advocates, stimulates fibroblasts, the skin cells that produce collagen – a protein providing the firmness that becomes depleted with age. Full effects are apparent



CRAIG HIBBERT / GETTY / ALAMY

after two weeks with, typically, two to four treatments spaced two to three weeks apart needed. Sessions cost from £180.

Nurse Benjamin Kauffholz, co-founder of Dr Maurice Dray's clinic in London, where a facial version of mesotherapy, the Mesolift, was pioneered, says: 'We recommend this from the age of 30 onwards, two or three times a year for the best effect. It's like using the best anti-ageing cream for a year, but all in one go.'

One patient to have braved the needle is Martine Lush, who runs a bed-and-breakfast in Dorset. She opted for mesotherapy treatment shortly before her 40th birthday last summer. She had been reluctant to try other injections such as Botox, the jab that paralyses facial muscles, and so smooths out the lines and creases that expressions such as frowning create.

She says: 'The discomfort of mesotherapy is akin to having your legs waxed, but bearable. After-

wards, I was left with just a few tiny little cat-like scratches on my neck, which I could cover up with foundation.

'I could see a difference in my skin immediately. I looked much fresher. My husband could see straight away too, and he was impressed. Over the next two weeks I saw the full effects develop. My skin was plumper and more dewy and the tone was better, much less blotchy. I like to get a tan on holiday and I am a smoker, so the treatment made a difference. My fine lines were reduced and I looked like a more youthful, glowier version of me.'

Martine also had Dr Dray's '10-Minute Facelift', involving injections of a gel containing chemicals called Biphasic Tricalcium Phosphates (BTCs), costing £400.

She says: 'After turning 40, I left my job in advertising to run the B&B by the sea with my husband. My younger-looking face matches my new, less stressful lifestyle.'