



# MY 10 MINUTE NOSE

*The non-surgical nose job is one of the fastest-growing cosmetic trends of the moment. Sarah Jossel gave it a go – but did anyone notice?*



I am sitting on the edge of a blue leather bed in a plush Kensington clinic while two men investigate my face. They're scrutinising my side profile and inspecting me from different angles. I'm asked to lift and then lower my chin, to smile and to frown. Deep in thought, eyes squinting, the double act tilt their heads from side to side.

Before long, they get to work and the first needle appears. "Très jolieeee, très jolie!" says one to the other. "Pas mal. Pas mal. Stop! Enough! Très belle!" Ten minutes later, all done. I just had a reversible nose job.



## TWEAKMENT

A what? It's a semi-permanent nose tweakment in which small amounts of pure hyaluronic acid (the same ingredient often used to plump lips) are injected to fill in and correct my unsymmetrical, bumpy nose and replace it with a ruler-smooth silhouette.

The first of the two men in question is Dr Dray. Not to be mistaken with Dr Dre, the rap mogul, this is Dr Maurice Dray, one of Europe's most sought-after cosmetic dermatologists, who divides his time between his Paris and London clinics and is renowned for tending Gwyneth Paltrow's perpetually glowing complexion. (She raves about Dray's £200 radiance-inducing mesolift, where he uses a meso gun to inject a cocktail of vitamins and minerals all over the face.) It's also a well-known secret that the 62-year-old dermatologist sees to the faces of royalty and French politicians and celebrities. Like who? "No, no, no, *mon dieu!* We would never disclose," he says in his strong Gallic accent. The other man, Dray's second-in-command, is the fresh-faced,

6ft-something Benjamin Kauffholz. Also *très, très* French, he co-founded the London clinic and is said to smooth out about 10 noses a day.

Back to my nose. The trip to the clinic made me look back at the tumultuous relationship I've had with my imperfect profile. Growing up, I used to beg my parents to let me have a nose job. (At that time the only option was permanent rhinoplasty.) Then, in my late twenties, I learnt to be OK with it and I even wrote a piece about how grateful I was that my parents stayed confident that it was just a phase. But since turning 30 (I'm 32 now), my face has got skinnier and, as a result, my nose looks sharper and harsher than ever before. I'm not dreaming this by the way; our faces start to lose volume in our late twenties and it's sod's law that of all the places to lose weight, I've lost it on my nose.

As I leave the appointment, I start convincing myself that everyone will be horrified at what I've done. I go home and start jotting down my justifications. I put together a strong argument for why I did it and I even practise breaking the news to my family with a dramatic soliloquy in the mirror. The next day? No one notices. Nada. Nobody. Not a soul. I ask the people closest to me if anything looks different: "New earrings?" my boyfriend asks as he scans my face. My mum thinks she's got it: "It's your brows! You've done something to your brows!" The same thing happens with my colleagues — no one looks twice. Even my beauty teammates, who I sit next to and who see me in profile every day, don't flinch.

These super-subtle non-invasive tweakments are on the rise, big time. According to the British Association of Aesthetic Plastic Surgeons, in recent years non-surgical treatments such as fillers and Botox have far surpassed invasive procedures, especially rhinoplasty; in the US in 2017, there were 15.7m minimally invasive cosmetic procedures; and the Milo Clinic, a non-surgical aesthetic clinic in Harley Street, reported a year-on-year increase in nose fillers of about 20% in 2018. This doesn't surprise me, as there's so much you can do without drastic surgery. "It's possible to alter the shape of your nose, smooth out uneven bumps, reshape the tip and make it straighter, all with filler," says the British cosmetic doctor Tijion Esho. One exception, he says, "is if the nose is too big to start with".

The lower price point also plays a part. The NHS reports that permanent rhinoplasty typically costs between £4,500 and £7,000, with at least a six-week recovery time. Non-invasive rhinoplasty, meanwhile, averages £300, with no downtime at all. After I had mine, I was good to go out that night. (I didn't — I stayed home, staring at my new profile.) But it finally made

sense how people squeeze these tweakments into their lunch breaks. Another plus is the "try before you buy" element. Many deem this an ideal middle ground before they proceed with an irreversible procedure. Then there's the fact that if you don't like it, you can reverse it. "It's easy to dissolve filler by injecting ampoules of concentrated hyaluronidase," says Dr Nick Milojevic, owner of the Milo Clinic.

And there's no need to worry about it being painful. It's a touch uncomfortable, especially at the tip, and feels a bit weird as the needle is wavering in your eye line, but the actual pain is nothing worse than your year 9 jabs. And in terms of how long it lasts, it can be anything from six to 18 months, depending on "the depth and placement of the injection", says Esho. "If it's not deep enough, it will break down quicker." Also, he says, age is a big factor: "As we get older, there is less metabolic breakdown of product." This means that the older you are, the longer it tends to last. What happens when it does finally wear off? "The hyaluronic acid breaks down into molecules that are safely absorbed by the body and eventually excreted," Esho says.

As with all injectables, there are risks. "Complications are rare, but there may be bruising or bleeding when administering anything through a needle," Esho says. The biggest danger, though, is going to someone unqualified who is offering it on the downlow. "It shouldn't be done in a beauty salon or spa," says Esho, who makes it clear we should regard this as a medical procedure. The worrying part, he says, is that "the UK is yet to be regulated, which means, in theory, anyone who can get access to fillers can offer the service".

There's no doubt that injectables are a minefield, and promoting any sort of filler is nerve-racking when there are people out there addicted to trout pouts and pillow faces. But, for me, it's a question of context and having realistic expectations. I am not doing this with the hope of being selfie perfect and I'm not trying to look like someone else. It's more about looking like what I believe is the best version of myself. Now that I've done it, I don't see it as any different to my eyebrow microblading, teeth whitening or even my keratin blow-dries, which are all tweakments I've been doing for years. They're all semi-permanent and they all fade back to reality after a period of time.

Don't get me wrong, of course I wish I loved the nose I was born with, and it would be a dream to have the confidence to wear my hair back and show off my profile at all angles on TV, but that's not the case. I think there should be room for us to express the things we do want to change — especially now that we have the option to do so. ■



**I'M NOT DOING THIS WITH THE HOPE OF BEING SELFIE PERFECT. IT'S MORE ABOUT LOOKING LIKE THE BEST VERSION OF MYSELF**

Nose lift, from £450; drdray.co.uk

MARTINA MATENCIO/REX