



BEAUTY

FROZEN ASSETS

It's claimed that treatments featuring ultra-low temperatures and ice-cool ingredients can melt away wrinkles and fat to give a younger-looking face and smoother silhouette. No wonder these below-zero heroes are the hottest thing in beauty right now

GET THE LOOK

Plummeting temperatures

are usually bad news for your face and body, signalling chapped lips, dry, irritated legs, red noses and sensitivity. However, the latest salon treatments and beauty products have turned down the thermostat and are using lower temperatures to fight wrinkles as well as freezing away fat and zapping cellulite.

"The key is to control the freezing process so that it selectively damages targeted tissue," explains Harley Street-based anti-ageing specialist Dr Yannis Alexandrides, who is one of the first cosmetic doctors in the UK to offer wrinkle-busting Iovera "Frotox". Described by Dr Alexandrides as a "non-toxic alternative to Botox", Iovera is essentially a probe that can target and freeze the nerves

that supply the muscles in the forehead so they no longer send the impulses that make the muscles contract and cause wrinkles. The treatment takes longer than Botox and requires some local anaesthetic, but the results are instant and last up to six months.

Freezing temperatures are also being used to tackle stubborn areas of fat in a non-invasive treatment called CoolSculpting. Developed at Harvard University, Zeltiq CoolSculpting has been approved by the US Food and Drug Administration for fat reduction and uses vacuum pressure to suck in pockets of stubborn fat. These areas are cooled, killing the fat cells and releasing the fat, which can then be absorbed back into the body to be metabolised in the same way as a heavy meal. It works because fat freezes at a higher temperature than skin, so the skin itself, as well as surrounding tissue and muscle, is not affected or damaged by the cooling process. The painless treatment is ideal for tackling small pockets of exercise- and diet-resistant fat, especially on the stomach, hips and thighs.

"I usually recommend two treatments per area," says Dr Carolyn Berry from Firvale Clinic, one of the first to offer CoolSculpting in the UK. "The number of treatments is obviously tailored to the individual and how

much fat is present initially," she says. The results are impressive and Dr Berry says you can expect between a 25 and 40 per cent response with one treatment, while two treatments take that figure to more than 50 per cent. In other words, two treatments will halve the fat in any particular area – although she warns that you may need to be patient. "The difficulty with double treating is one gets more swelling initially and it takes longer to see change. However, when the change appears, it is more significant."

Not all areas will respond the same to CoolSculpting. Says Dr Berry: "In my experience, hips are slower to treat than the abdomen – and I can personally appreciate this, having had one hip treated as well

as abdominal treatment."

Research is underway to see how effective the treatment is at targeting fat on the upper arms.

Meanwhile, cellulite is also being given the cold shoulder, with the help of freezing gas. Traditionally used to speed up recovery

time following a sports injury, whole body cryotherapy, which involves spending time in a special chamber at -180°C, has now been refined to tackle smaller areas. Essentially, liquid nitrogen meets warm ambient air and is passed over the body to quickly cool the surface of the skin, which reacts by tightening and increasing blood and lymph flow. Core body temperature remains the same but this short, sharp shock boosts cell metabolism, getting sluggish skin and fat cells to work more efficiently again. Results can be seen immediately and should last for up to a week, although a course of treatments is required for long-term cellulite reduction.

- Prices for Iovera treatment with Dr Yannis Alexandrides start at £450. Visit 111harleyst.com
- Dr Carolyn Berry offers CoolSculpting at her Southampton clinic (tel: 023-8076 0380 or visit firvaleclinic.co.uk). It costs £500 to £800. For more information, visit coolsculpting.co.uk
- Cellulite Cryotherapy is available at Ice Health Cryotherapy, priced from £75 for a 45-minute treatment. Visit icehealth.co.uk

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Alice Eve,
British actress

Superstar stylist Charles Worthington answers your questions on the latest hair trends and how to achieve A-list results

Q: "I love the big bouncy styles I always see on the red carpet but my hair is so flat and limp. Nothing I do seems to give it any height. How can I get my hair to look bigger and thicker?"

Charles: "Fine hair can be really lifeless and difficult to work with – especially when weighed down by heavy styling products. Recently at this year's BAFTA awards, I used my Volume & Bounce range to really give my clients' hair supreme height. To get the look, wash hair with Charles Worthington Volume & Bounce Shampoo (RRP £5.99) and thoroughly work it into a lather to ensure that any product build-up gets rinsed out. Once hair is squeaky clean, massage my sumptuous Charles Worthington Secrets Collection Instant Amplifying

Volume Treatment (RRP £14.99) into your hair and scalp. This luxurious treatment is used instead of a conditioner to weightlessly nourish and add shine whilst infusing body into each hair fibre. Rinse, towel-dry, and apply my new little volume miracle, Charles Worthington Thick & Full 3D Boosting Crème (RRP £6.99). This leave-in gel-crème enhances your hair's overall thickness and texture and protects from heat and humidity which can leave locks flat. Blow dry hair upside down until it's 80% dry and then use a round brush in sections lifting the hair up and out and setting the root lift with the cold button. Once dry, your tresses will be big, bouncy, and full of life. Now you're ready for your red carpet moment!"



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