



BEAUTY

VOLUME CONTROL

Have we had our fill of traditional injectables? A new alternative claims to offer hydrating and plumping benefits without the possible side effects of fillers. So is it worth a shot?

Loss of volume is one of the key signs of skin ageing, which is why facial fillers were such a breakthrough. Done correctly, they are able to fill out fine lines and restore a more youthful plumpness. But done badly they can result in the so-called “pillow face” – overblown, over-filled and puffy looking.

Now, however, there is an alternative for those who are seeking to pump up the volume and get back a more youthful glow. It is called deep mesotherapy and is the creation of Dr Frances Prenna Jones, a London-based cosmetic doctor with her own range of products, as well as a list of A-list clients and celebrity fans including Davina McCall, Kate Moss and Louise Redknapp.

“I was horrified by some of the facial contouring and filling going on, but I still saw the need for a subtle way to replace the volume and hydration in women over 40,” she explains. “I was already doing mesotherapy, a series of micro-injections containing antioxidants, minerals and vitamins vital for skin health, to give a quick-fix healthy glow to tired skin. Then I realised that by adding hyaluronic acid, a natural moisturising molecule found in the skin that can attract over a thousand times its own weight in water, I could create deep mesotherapy, which would restore that youthful, healthy, plump glow.”

The treatment is called deep meso because – unlike traditional mesotherapy, in which the needle goes just beneath the surface into the upper epidermis – they penetrate further. During treatment the skin is numbed before a series of customised deeper injections are put into the dermis, the area where the plumping is most needed. There is no downtime, however the effects are not seen straight away. Instead, they happen over the following weeks as the skin develops a smoother and more “juicy” appearance.

“The hyaluronic acid has a cumulative effect,” explains Dr Prenna Jones, who recommends two treatments. “And as a result of injecting the skin you also start to boost collagen production in the long term.”

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She believes the deep meso technique could hold the key to supplying a whole host of ingredients skin needs to stay healthy but that naturally diminish with age. “I can see a time when I could inject other moisturising factors into the skin – even natural hormones derived from soya and yam,” she says. “Essentially, it’s about putting back what is lost with age. It is an exciting new field in subtle, sophisticated anti-ageing.”

Hyaluronic hero

The key to deep mesotherapy is hyaluronic acid (HA), a substance that is found in virtually every part of the body and plays a particularly important role in maintaining the fluid in the tissues of the eyes and keeping joints cushioned. In the skin, it binds water into the cells, improving hydration and elasticity, and stimulates collagen

production. Little wonder the cosmetics industry loves it so much, using it as an ingredient in lip and skin fillers, serums and moisturisers, even make-up. Some people apply hyaluronic acid to heal wounds, burns and sunburn. Meanwhile, HA supplements are popular and are marketed as having anti-ageing and other benefits. However, there is no

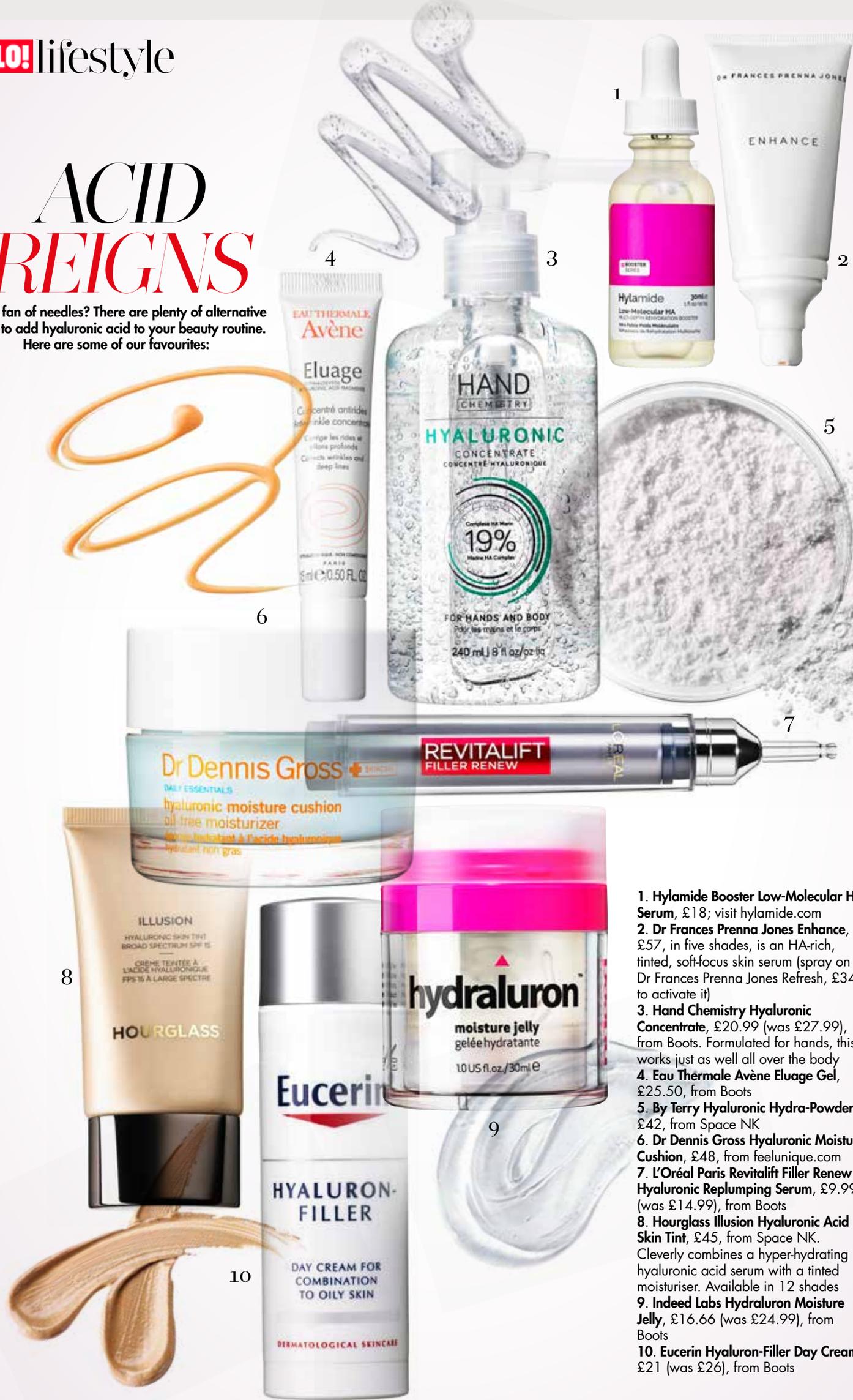
evidence to support the belief that taking it orally reverses the signs of ageing.

There are different types of hyaluronic acid depending on the number of molecules in each molecular chain. The longer chains sit on the surface of skin and attract water from the atmosphere, sometimes causing a skin serum to tighten as it dries, giving a firming effect. Low molecular weight HA is composed of smaller molecules that can get into the surface epidermis to hydrate the skin from within. All types of HA can be injected into the skin, but while the longer, larger chains feature in traditional fillers, in deep mesotherapy Dr Prenna Jones is using smaller chains to hydrate rather than plump the skin. ■

• *Deep Meso with Dr Frances Prenna Jones costs £335, tel: 020-7499 3848 or visit drfrancesprennajones.com.*

ACID REIGNS

Not a fan of needles? There are plenty of alternative ways to add hyaluronic acid to your beauty routine. Here are some of our favourites:



1. Hylamide Booster Low-Molecular HA Serum, £18; visit hylamide.com
2. Dr Frances Prenna Jones Enhance, £57, in five shades, is an HA-rich, tinted, soft-focus skin serum (spray on Dr Frances Prenna Jones Refresh, £34, to activate it)
3. Hand Chemistry Hyaluronic Concentrate, £20.99 (was £27.99), from Boots. Formulated for hands, this works just as well all over the body
4. Eau Thermale Avène Eluage Gel, £25.50, from Boots
5. By Terry Hyaluronic Hydra-Powder, £42, from Space NK
6. Dr Dennis Gross Hyaluronic Moisture Cushion, £48, from feelunique.com
7. L'Oréal Paris Revitalift Filler Renew Hyaluronic Replumping Serum, £9.99 (was £14.99), from Boots
8. Hourglass Illusion Hyaluronic Acid Skin Tint, £45, from Space NK. Cleverly combines a hyper-hydrating hyaluronic acid serum with a tinted moisturiser. Available in 12 shades
9. Indeed Labs Hydraluron Moisture Jelly, £16.66 (was £24.99), from Boots
10. Eucerin Hyaluron-Filler Day Cream, £21 (was £26), from Boots

