

POPRAWKA Z URODY

O tym, kto korzysta z zabiegów medycyny estetycznej i jak dbają o siebie kobiety na całym świecie, opowiada **GRAZII** chirurg ogólny z Centrum Chirurgii Plastycznej w Zurychu, dr n. med. Colette C. Camenisch.



Kim jest współczesna pacjentka gabinetu medycyny estetycznej? Czy według pani zabiegi medycyny estetycznej s1 tylko dla wybranych? Z uwagi chociażby na ich cenę i dostępność.

Nie sposób odpowiedzieć na to pytanie, nie znając kultury i różnic w zachowaniu kobiet w różnych częściach Europy czy w ogóle świata. Istnieje jednak pewna prawidłowość. Podczas gdy mieszkanki dużych metropolii jak Paryż, Londyn, Sztokholm, Mediolan czy Zurych inwestują w swój wygląd, kobiety w aglomeracjach wiejskich rzadko wydają pieniądze na zabiegi estetyczne. Ima to tak naprawdę niewielu z byciem VIP-em czy celebrytką. Koszty zabiegów nie są też obecnie dużym ograniczeniem. Gdy w jednym kraju są one zbyt wysokie, kobiety są w stanie wykonać je w innym, gdzie jest taniej. Podsumowując, medycyna estetyczna jest dziś dostępna dla większej liczby osób niż kiedyś.

Rynek od lat toczy dyskusję czy marka produktów ma znaczenie dla konsumentów i czy jest faktycznie gwarancją jakości.

Co pani, jako lekarz z niezwykle bogatym doświadczeniem w medycynie estetycznej, mówi na ten temat?

Marka jest ważna tak długo jak stoi za nią jakość. Często duże marki w medycynie estetycznej inwestują w badania, protokoły bezpieczeństwa i szkolenia lekarzy. Wybierając produkt, zawsze zwracam na to uwagę. Wolałabym wydać więcej pieniędzy na preparat, gdy wiem, że stoi za nim wiedza i najwyższa jakość.

Skuteczność, bezpieczeństwo, komfort pacjentów. Co ceni sobie pani najbardziej w zabiegach z preparatami Restylane i Emervel?

Pracuję w kraju, w którym jakość i bezpieczeństwo idą w parze z zaufaniem. Wykonuję zabiegi w jednej z najlepszych europejskich prywatnych klinik chirurgii i medycyny estetycznej. Jakość jest dla mnie najważniejsza. Pacjenci płacą więcej, mając na uwadze naszą świetną reputację. Zawsze pracuję na najlepszych produktach dostępnych na rynku. Dlatego też stosuję rodzinę produktów Restylane firmy Galderma.

Co dla pani oznacza Świadome Piękno?

W dzisiejszych czasach atrakcyjny wygląd jest wyłącznie kwestią wyboru. Medycyna estetyczna dostarcza skutecznych narzędzi, by korygować niedoskonałości i usuwać oznaki upływającego czasu. Możliwości zatem są, wystarczy właściwie z nich korzystać. Dla mnie kluczem definicji świadomego piękna jest wiedza, eo i jak mogłoby zrobić, by niezależnie od wieku, czuć się atrakcyjnie oraz - eo bardzo ważne - umiejętność spożytkowania tej wiedzy. Innymi słowami: otwartość na nowe możliwości dbania o siebie oraz umiejętność wyboru właściwych metod poprawy urody.

Czy pani zdaniem Polki są zadbanymi kobietami i dostatecznie troszczą się o swój urod, ciasto i wygląd?

Myslę, że w każdym kraju są kobiety, które dbają o swój wygląd i takie, które nie zwracają uwagi na oznaki starzenia się skóry, bruzdy czy zmarszczki. Polskie kobiety nie odbiegają od tego schematu.

Interview questions:

Dr.med.Colette C.Camenisch

1. Few years ago aesthetic medicine was mostly associated with surgeons, invasive treatments and many side effects of plastic surgeries that patients suffered from. Nowadays, seeing the number of aesthetic clinics mushrooming in the market this stereotype seems to become history. Is it caused by better patient education or maybe by the change in treatment methods?

Answer:

Probably both. And this is an enormous challenge for every esthetic surgeon and every physician working in this field. The patients are better informed about the aesthetic possibilities and improvements, which can be done. On the other side they are often wrong informed in terms of product differences, side effects and treatment limitations.

But the mushrooming of esthetic facilities has nothing to do with patients being better informed. This is a matter of the growing aesthetic market globally: The nutrition market (vitamin supplements etc), the health market and the beauty market are those which are worldwide still growing because the human being is eager to age in a more decent way than ever before. So the human needs in the industrial countries changed, not their education in aesthetic fields. And where is needs there is investments.

2. More and more patients find aesthetic doctors psychologists. Treatments seem to cure not only body but soul as well. What is aesthetic medicine for you? Is it only about changing physical appearance or maybe more about such factors as life quality improvement.

Answer: It's nothing wrong with the idea healing the soul and making somebody happy on the same time. When you look better you feel better and the other way around. So if my job makes my patients happy I obviously have done my job the right way. And psychology should be a part of every doctors outpatient clinic visits.

So aesthetic and reconstructive surgery is much more for me than only renovating a façade or repairing a defect. Hopefully I managed with my intervention to improve life quality by correcting small details. That is what aesthetic –reconstructive surgery is about.

But of course it the pure aesthetic medicine is often also luxury accessories. A woman who comes from her hairdresser with a new haircut that makes her feel more attractive is definitely happier. The same effect have minimal invasive injections like Neurotoxines and fillers if it's done my a specialist who knows his business.

3. Based on your experience, who is a contemporary aesthetic medicine patient? Do you think that there is still social belief that aesthetic treatments, due to its price and availability, are reserved for extraordinary people?

Answer: You can't answer this question without understanding the culture and regional differences woman present in different parts of the world/Europe and even in different parts of just one country. You can see huge differences in their behavior "consuming"

aesthetic treatments. While a more urbane European woman living in Metropolis like Paris, London, Stockholm, Milano, Zürich etc spend a lot of money for her beauty, preventing or restore her appearance, a woman on the countryside seldom invests much money for aesthetic intervention. It is much more a question of living behavior or the daily environment and less a question of being extraordinary, VIP or a star.

Not even money matters so much anymore. Since aesthetic surgery is quite expensive in my own country, specially young woman have the tendency to travel abroad (for example Prague) to get their breast augmentation done.

So to answer your question aesthetic surgery is nowadays also available for the broad mass but the question is can you afford a real LV handbag or do you have to buy the fake one.

While a French woman wants to look tiny and fragile “more petite perfect”

4. Until recently aesthetic treatments had been seen as something shameful, something that shall be kept secret. Would you agree with opinion that nowadays we admit more openly and more often that we underwent through aesthetic treatments?

Answer: Yes and no. It's absolutely o.k. to talk about a facial peeling, laser treatments and some mesotherapy and minimal invasive rehydration therapy. But –depending on the country- it's still quite personal to talk about a breast augmentation, liposuction or a facelift. Not even fillers (Restylane) and neurotoxins (Botox/Azzalure) are socially accepted in certain social classes or in certain cultures. In the end a European woman is quite happy about her individual look, while for example an American woman has less scruple to admit her different aesthetic interventions and the changes she did on her body. In some countries it's more like a lifestyle to have your “own” plastic surgeon. In others you try to ignore the fact that you visit an aesthetic physician on a regular base; you want to keep the impression that you are luckily blessed with natural beauty.

5. Would you agree with opinion that aesthetic medicine is seen more as advanced cosmetology rather than medicine? Do you think such treatments shall remain the domain of doctors expertise?

Answer: on the first part I totally disagree; aesthetic medicine is –done with the right ethic behavior- the most difficult part in medicine specially it when it goes to surgery. Being a general surgeon from the basic I'm always aware that I do an intervention on a totally healthy patient. Not to heal a fracture or to take out an infected appendix. So think on the contrary I should even been better trained /educated than a normal doctor. Because the responsibility to cut into a patient or inject fillers into a healthy patient is much higher than heal a patient from an illness/accident. So I have to be sure that I do something good by treating an aesthetic patient. And on this way I can answer the second part of your question; aesthetic physicians can not be trained enough. We have enough examples of mistreated, nearly destroyed patients. This is a shame for our specialty.

6. What are contemporary trends of aesthetic medicine? Which treatments are most popular?

Answer: Less is more.

Softer contours, less volume, more natural results.

Regarding minimal invasive treatments: neurotoxins (reducing the furrows of the glabella and the lines on the front) and hair removal by laser techniques are on the top list regarding the American society of aesthetic surgery.

Talking about surgery the trend for breast augmentation, breast reduction and liposuction is still on the top list.

7. Why have hyaluronic acid treatments become so popular among doctors and patients?

Answer: they are safe treatments with well documented products and minimal side effects for the patients. This is a fact which makes the physician and the patient feeling safe.

8. It has been discussed for years whether product brand is important for consumers, whether it guarantees quality. Based on your extensive worldwide experience, do you think that brands are also important in the field of aesthetic medicine?

Answer: Yes I do so. As long as the brand stands for quality. Often the huge names in the aesthetic field have also the money to invest a lot of money in research, safety protocols and training doctors. That is for me the most important issue when it comes to choose a product for my clients. I prefer to spend more money for a product when I know that only the best knowhow and the best quality stands behind a brand.

9. Efficacy, safety, patient comfort, offer complementarity. What do you value most in Restylane treatments?

Answer: As previously named I work in a country where quality and safety goes along with trust. I'm working for one of Europe's biggest private clinic (Swiss leading hospital) for aesthetic and plastic surgery. Quality has to stand on the top of all our treatments no matter what we are doing. People are paying us because of the trustful reputation we have. I would never work with less than the best material on the market. And that is what I have when I'm injecting products of the Restylane family (Q-MED Galderma)

10. Do you find Polish women well cared for in terms of their look?

Answer: I think that it is like everywhere else in the world; there are woman who take care of them selves and try to keep body and face fresh and attractive . And then you have who don't bother about aging signs, furrows and wrinkles. And there polish woman are not different from the rest of the world.