

NEWS RELEASE

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PERFECTION IN PAINLESS FACIAL TREATMENTS

Do you wish you could roll back the years? A Lincoln dentist is helping people to do just that by setting up her own business offering non-surgical facial treatments.

Facial Perfection offers line softening (Botox), dermal fillers (Restylane) and tooth whitening (bleaching) to men and women who want to reverse or prevent the signs of ageing.

Dr Guinevere Smith explained: "As we get older, nature can sometimes need a helping hand and that's where non-surgical facial treatments can work wonders. You deserve to look and feel your very best and we're here to help you achieve that in a pain-free manner.

"They say you're as young as you feel, but wouldn't it be nice to look in the mirror and see a face that reflects this, even if you've had a late night the day before?"

Dr Smith BDS qualified as a dentist from the University of Sheffield in 2005 and has experience of working in private, NHS and pain-free dental surgeries.

Since qualifying she has developed a special interest in facial aesthetics. Having studied advanced techniques in Botulinum toxin, fillers and tooth whitening, she is able to offer expert advice and provide a comprehensive treatment plan for facial skin and dental care.

Over the past year there has been a significant increase in the number of people opting for anti-ageing treatments such as Botox. According to a Mintel survey, around one million injectable cosmetic treatments are carried out every year.

Botox (Botulinum Toxin) has become synonymous with patients seeking a safe and highly effective treatment to relieve fine lines, wrinkles, frown lines and furrows to the face, predominantly to the forehead, glabella (between the eyebrows) and crows' feet.

However, Botox has many more medical benefits and is also used to treat patients suffering from conditions including hyperhidrosis (excessive sweating), neck spasms, writer's cramp, multiple sclerosis, facial spasms, Parkinson's Disease and cerebral palsy.

According to Dr Smith the simplicity of Botox is part of the appeal.

"It's often referred to as the classic lunch break treatment because it is so quick, usually taking around 20 minutes, and patients don't have to take any time off work.

"My clients have told me the discomfort is similar to having your eyebrows plucked and side effects are minimal so there's no disruption to their normal daily lives."

However she also warned that people should make sure they only receive treatment from a qualified medical professional such as a dentist, doctor or nurse and avoid so called 'Botox parties'.

"Unfortunately, there are many rogue injectable practitioners who do not operate under the same strict medical guidelines. I would advise anyone considering having an anti-ageing treatment such as Botox or dermal fillers to find out who is treating them, where and with what."

Dr Smith can treat clients at her clinic in Face Facts on Steep Hill, Lincoln, in the dental clinic where she works in Newark, or in the comfort of their own home.

For more information please visit www.facialperfection.net.

For more information about this press release or to arrange an interview with Dr Smith please call:

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