

## NEWS RELEASE

8<sup>th</sup> November 2010

### TREAT YOURSELF TO YOUNGER LOOKING SKIN

**With Christmas fast approaching now is the time to think about investing in your appearance to ensure you look and feel your best over the festive period.**

While it may be simple to change your hairstyle or buy a new outfit, getting rid of those unwanted wrinkles or stubborn frown lines is not quite as easy.

Until now that is. Lincolnshire dentist Dr Guin Smith has set up a new business offering non-surgical facial treatments such as line softening (Botox) and dermal fillers (Restylane®) to restore the skin's youthful appearance.

Guin explained: "Aging skin is a natural part of getting older but stress, sun exposure and smoking can also significantly increase wrinkles and dryness, causing you to look older, faster.

"There are changes you can make to your lifestyle to prevent premature aging such as giving up smoking, using sunscreen that protects against UVA and UVB rays and getting more sleep.

"If you want to see an instant improvement, however, anti-aging treatments such as Botox and Restylane® are really effective in smoothing out unwanted lines and wrinkles."

Restylane® is a range of hyaluronic acid-based dermal filler products which safely and effectively reduce lines, folds, wrinkles and contours, create volume and improve skin appearance.

Hyaluronic acid is naturally occurring in the body and performs many important functions. As well as keeping joints lubricated it locks moisture into the extracellular matrix, keeping collagen and elastin moist and promoting a youthful appearance.

With over 10 million treatments worldwide and more than 12 years' extensive clinical documentation, Restylane is scientifically proven to give instant results and have a long-lasting effect as a natural facial treatment.

Similarly Botox is a temporary treatment as it is broken down by the body over time but normally lasts for between four and six months. In small doses, Botox works by temporarily paralyzing the muscles of the face which are used in frowning and raising the eyebrows.

Performed by trained people in the right surroundings these treatments are completely safe, says Guin.

“Only medical, dental or nursing professionals can prescribe Botox and I would strongly advise against being treated by anyone who isn't medically or dentally trained.

“As a dentist I have an in-depth knowledge of the muscles which control facial expressions and administer up to 30 injections every day. I have also worked in a pain-free dental surgery so I can treat people without causing them any unnecessary pain or discomfort.”

For more information please visit [www.facialperfection.net](http://www.facialperfection.net), call 07903 932286 or email [quin@facialperfection.net](mailto:quin@facialperfection.net)

## Notes

- Dr Guinevere Smith BDS qualified from the University of Sheffield in 2005. After qualifying as a dentist she developed a special interest in facial aesthetics. Having studied advanced techniques in Botox, fillers and tooth whitening, she is able to provide expert advice and offers a comprehensive treatment plan for facial skin and dental care.

**For more information please contact:**

**Kate Strawson**

**01522 528540**

**07733 230293**

**Shooting Star PR**

**[kate@shootingstar-pr.co.uk](mailto:kate@shootingstar-pr.co.uk)**

**[Facial03Christmas]**