



Q How can I use radiofrequency to sculpt the face?

A Traditionally facial sculpting and volumising is performed with dermal fillers using hyaluronic acid. This approach of working from the "inside out" is very effective but sometimes an alternative "outside in" strategy works just as well. Non-surgical skin tightening methods such as fractionated laser or radiofrequency treatments can produce excellent results.



Indiba Deep Beauty uses radiofrequency to sculpt the cheekbone and jaw line areas. The first results can be seen in just one treatment but a course of six provides optimum results with monthly maintenance recommended.

We know that over time gravity pulls our face downwards and this causes it to appear untoned and often droopy in appearance. Radiofrequency can be used to retrain muscles and reposition them providing a facial sculpting effect. It can be used to realign muscles, tone the skin and help muscles stay

in place. As muscles have a "memory" the radiofrequency gives them the stimuli to help them return to their natural place as well as providing skin rejuvenation.

The innovative part of the Indiba treatment is the final stage where the therapists may conduct the frequency through their own hand. This allows the manipulation of the skin and muscle using their fingers, gently lifting the muscles to provide definition where it is most desired.

In our clinic we have found that in appropriate patients with good quality skin, facial sculpting and definition can be improved. Radiofrequency has a proven place in non-surgical rejuvenation and skin tightening and it has now also been successfully used in the facial contouring arena.

Paul Banwell is a plastic, reconstructive and aesthetic surgeon. He runs the McIndoe Surgical Centre in East Grinstead where he specialises in body contouring, breast surgery, facial rejuvenation and advanced skincare



Q I have a limited budget for investing in new technology. How do I ensure I get the best for my money?

A When looking for new technology on a limited budget consider a multi-treatment system. The best beauty or medical machines offer a variety of functions and treatment options, that enable the salon or clinic to offer a wider treatment menu without the huge risk of upfront investment in multiple machines.



This allows the clinic to attend to all the beauty needs of their client base and tailor programmes on the machine to suit each individual.

Multi-functional systems are better value than machines that perform only one treatment because they require one training programme, you have one point of contact from a servicing and back-up point of view and you are only dealing with one supplier company. For a small salon with limited space, this type of machine is also ideal. Like a lot of salons and clinics I have a limited amount of floor space to play with. In this sort of situation it makes sense to choose equipment that has a small footprint but gives maximum versatility and allows you to extend the number of treatments you can offer without expanding your premises.

Brenda Hatfield trained at North East College of London in Tottenham and has worked alongside medical professionals in aesthetic clinics since 1996. Now manager of The Body Clinic of Harley Street in Gidea Park, she specialises in Demilec's Acoustic Wave Therapy treatment

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Send your question about absolutely anything to do with running a beauty business to info@professionalbeauty.co.uk