epiclinic®
look better, not different™

The Cosmetic Physicians College of Australasia (CPCA) has recently announced its campaign '**Get Real**' (click here for more information), which high-lights a worrying trend of 'body dysmorphia' among younger patients as a result of social media posts and distortion of 'selfies'. Epiclinic's Dr Molton, as President of the College, has spearheaded this campaign as reported recently in Body+Soul in the Sunday Mail here in SA.
'We are seeing young patients with modified selfies coming in requesting their physical features to be altered to mirror their phone pictures. It's very disturbing', says Dr Molton. 'Realist expectations of what can be achieved is imperative'.

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Real Medicine, Real Complications

'It's so important not to confuse cosmetic medical procedures like dermal fillers, Botulinum Toxin injections with beauty type treatments. Cosmetic medical procedures are real medical procedures, using real prescription-only medications and TGA listed devices, and they all have real potentially serious complications, especially in the wrong hands'. There is also health authorities' concern about the illegal importation of non-TGA injectables into Australia. Public warnings have been issued in several states regarding these products, and in one case in WA the Health Department recalled patients who had attended a particular clinic advising them to attend their GP for blood tests following raids that uncovered illegal imports. The clinic was ordered to be closed.

Accreditation Standards in Cosmetic Medicine

Epiclinic has just received certification as successfully passing our fifth accreditation survey, awarded by the Australian Council on Healthcare Standards (Equip6 award). This coveted achievement is the result of delivering Best Practice standards for our patients, which has been consistent since July 2007. Accreditation requires the highest level of commitment to patient safety and well-being.

What's New in Cosmetic Medicine?

While new is not always 'better', nuances of what was already great is a regular occurrence in cosmetic medicine. Fraxel re:store Dual laser for photorejuvenation, acne scarring an pigmentation has recently shown to be effective for some of our patients with persistent acne. We are finding just one or two treatments slow, or arrest break-outs using the non-ablative, fractionated Fraxel laser. Downtime is minimal, although patients should expect some initial worsening in the first few days with extra pustules. However, these appear to clear quite quickly.

Coolsculpting is a Winning Choice at Epiclinic®

As one of the very first clinics in Australia, we've been Coolsculpting almost ten years at epiclinic®. Today there are almost 200 Coolsculpting clinics around Australia, and epiclinic® is in the Top Ten for popularity right across our nation. With thousands of treatments behind us, our epiclinic® Coolsculpting team is regarded as one of the most experienced and skilled at this process in Australia. Call today for a complimentary consultation to find out how Coolsculpting could be your answer to those unsightly bulges, without needles, anaesthetics or downtime.

Winter Fraxel Sale is ON NOW!

Bookings open, limited time

**Full face Fraxel package — Only $1200*
plus a complimentary HydraFacial and 2x jaw Exilis treatments.**

**Offer valid until the 30th of August, 2019*

Book Now

Media Update

Keep Up Your Sunscreen Routine

[Body & Soul]

According to Dr Michael Molton, "in autumn and winter, the sun is at a lower angle and strikes directly at the side of your face through your car window. Pair that with little to no sunscreen use. Make putting on sunscreen an uncontrollable compulsion, just like putting your seatbelt on year-round. And don't forget the backs of your hands." **Read more>>**

Why Is One Side of My Face Different to the Other?

by Dr Michael Molton

I get asked this question a lot. The answer is sun-damage when driving. I can confidently tell whether a patient is more a driver, than a passenger, or the other way round for many patients, especially when there is fair skin, light colour eyes and significant accumulated sun-damage. But the secret is, the asymmetry is caused by unprotected exposure to solar radiation during cooler months of the year. This is because the sun's rays fall directly at the side of the face, through the car window. Window tinting does not protect us sufficiently. It's never too late to get into the havbit of regular applications of sunscreen before driving, just as you would fasten your seat-belt before setting off for a drive or a ride as a passenger.
Sunscreen Fact: The measurement of protection using SPF ratings or 'sun protective factor' of sunscreens is derived from what is known as a 'negative log scale'. Without going into the maths of this, imagine a steep curving line that goes straight up to begin with but as it approaches the top tails off, and flattens out. So with SPF 30, you are almost on top of the line of maximum protection before it begins to flatten out. In other words, there's almost no extra protection between SPF 50 and SPF 30.
But wait. There's more. If you have an SPF 35 and you only apply half the required amount, or apply very thinly, or half as often as you should, you have to take the 'square root' of the 35, which equals about SPF 6 to be the degree of sun-protection. So that 'smear' of sunscreen SPF 30 is really only SPF 5.5….and the same goes for your late afternoon drive home from work if you only applied the sunscreen in the morning in your makeup.
So, if your right eyebrow is lower than your left, and you have more wrinkles on the right side, you now know why...

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