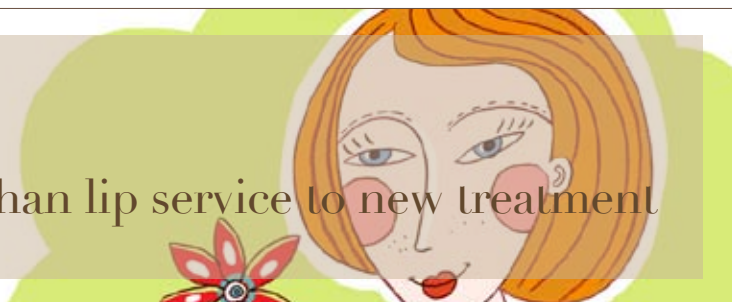


Press Release

Cosmetic surgeon pays more than lip service to new treatment



Leading Plastic Surgeon Launches New Permanent Lip Implant Procedure

5th November, 2007

A leading plastic surgeon has launched a new procedure for permanent lip enhancement which has just recently been introduced to the UK. Adrian Richards, has introduced PermaLip™, a revolutionary silicone lip implant which mimics the contours of the lip and provides a natural-looking alternative to temporary lip fillers, which need constant top-ups.

According to Adrian Richards, leading plastic surgeon and member of the British Association of Aesthetic Plastic Surgeons (BAAPS):

"The arrival of Permalip™ in Berkshire is great news as it provides a viable and cost-effective alternative to fillers, which have to be topped up every four to six months and treatments can be painful. Permalip™ is a soft implant which gives very natural results, the procedure takes just 15 minutes under local anaesthetic and the implant is passed through a small incision in the lip which is sealed with a dissolvable suture. The patient can be up and around resuming normal activities within a couple of hours and variable swelling can occur for around a week or so following the procedure."

Permalip™ is a patented, CE marked device designed exclusively for lip enhancement. Is manufactured by EuroSurgical (www.eurosurgical.co.uk) and comes in a variety of sizes. The implant cannot deflate or rupture and can be easily reversed if a patient wants to have it resized or removed entirely. The surface of the implant is non-porous, which minimises the chance of tissue adherence or in growth from surrounding lip tissue.

Says Adrian:

"The procedure is still very new to the UK but has been used in the United States where it has undergone extensive clinical tests. The cost is around £2,500, which, if a patient is having temporary lip fillers injected regularly at around £300, can be a cost effective and convenient solution in the long term."

Adrian Richards operates from a series of clinics and accredited hospitals covering areas including Princes Risborough, Northampton, Milton Keynes, Buckinghamshire and central London.

For further information about the services of Adrian Richards call 0800 123 4567 or visit www.adrianrichards.com.

Notes to Editors

Adrian Richards is acknowledged as one of the leading facial rejuvenation surgeons in the UK, carrying out more than 100 facial rejuvenation surgical procedures each year. He has been at the forefront of bringing new, advanced techniques to the UK and ensuring that all our patients receive the most skillful, caring and appropriate treatment.

The practice uses the most advanced surgical techniques available, together with non-surgical aesthetic procedures.

For all media enquiries please contact Catherine Reeve on 0800 123 4567 or email catherine@adrianrichards.com.