

Press Release

Expert faces up to prestigious plastic surgery conference

Leading Facelift Specialist Shares His Techniques with International Community

20th September, 2007

Top surgeons from around the world will be learning from a plastic surgeon and facelift specialist, who will present his innovative techniques for subtle facelifting and minimal scarring at the British Association of Aesthetic Plastic Surgeons' (BAAPS) prestigious annual meeting, held on 27-28 September at the Royal College of Physicians in London. Adrian Richards, leading plastic surgeon (www.adrianrichards.com), will talk about how his tried and tested techniques are helping those in the quest to maintain a youthful appearance achieve their goals without the 'wind tunnel' images associated with this type of surgery.

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

"It's an honour to present my ideas to respected and highly skilled plastic surgeons from around the world at the BAAPS conference this year. I'm looking forward to sharing techniques for the benefit of the industry and patients – as the demand for cosmetic surgery continues to grow year on year. As the numbers of people having surgery grows so do their expectations, and our techniques have to reflect this."

Figures released earlier this year by the BAAPS showed a 44 per cent increase in facelifts in 2006 compared with figures from 2005. Adrian Richards carried out more than 80 facelifts in that year alone, and has exceeded that to date this year. He was one of the pioneers of the traditional MACS lift in the UK on both women and men – and stands by his new procedure as the best approach as benefits include fast post-operative healing and a much more natural-looking result.

Mr Richards added:

"I took the traditional MACS lift, which was first developed in Belgium in 2001, and furthered the technique. It was originally considered more suitable for the younger facelift patient - around the 40 - 50 age bracket with a sagging mid face - but I combined the MACS operation with tightening of the neck area and now recommend this to patients of all ages. More and more people are looking to achieve a fresher, more youthful looking appearance and don't want a dramatic, conspicuous lift. Rather than displaying a complete

new look, people want to look well rested and refreshed and don't necessarily want anyone to know they've had work done. This is why my new refinement on the MACS technique is the perfect approach as it offers short downtime and minimal scarring – in just 14 days the operation, post operative care and subsequent appointments can be completed."

Mr Richards will be including in his presentation an insight into advanced concealment of scars and lighter anaesthetics. Since scars are the biggest surgery giveaway, the MACS lift promotes minimal scarring by limiting the incision to the skin/hairline above the ear – but with no extension behind the ear as with a traditional facelift, whereby scars are located in front of the ear and at the temple.

Adrian Richards offers popular treatments such as Botox, dermal fillers and intense pulse light (IPL) treatments to achieve skin plumping results and rejuvenating effects, as well as the full range of cosmetic surgery. It is an addition to the growing offerings from Mr. Richards who operates from a series of clinics and accredited hospitals covering areas including Princess Risborough, Northampton, Milton Keynes, Buckinghamshire and central London. Members of the public can book an appointment for a free consultation for both surgical and non-surgical procedures by calling **0800 123 4567**.

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.