Surprising trends in cosmetic surgery...

The latest cosmetic procedures are more subtle but look better than ever, and women aren’t the only ones taking advantage.

The buzz word going into 2018 is ‘natural’. Women are generally asking for smaller breast implants, with the average size reducing from around 500cc to between 300 and 400cc in Mr Anthony Barabás’s clinics.

More women are asking for implants to be placed under the muscles (dual-plane), so the upper edge of the implant is disguised. There is even an increasing trend towards teardrop shaped ‘anatomical’ implants, although demand for these still remains much less than for round implants.

Less is more

Breast reduction surgery can be liberating and life-changing, as it reduces back, neck and shoulder pain, allowing greater freedom of movement to take part in sport and other physical activities. It also means women can choose and wear clothes that fit properly.

Older breast reduction techniques, with anchor shaped scars, focus on reducing the volume, rather than the final shape, of the breast. Mr Barabás favours the less commonly offered ‘vertical scar’ technique, explaining: ‘It results in significantly shorter scars, whilst also giving a much more pleasing natural appearance to the breast.’

The trend for more natural-looking cosmetic surgery started a number of years ago with facial techniques. The original ‘windswept’ Hollywood facelifts of the 1980s, where the face was pulled back towards the ears, have been replaced with techniques that gently lift the facial tissues upward, reversing the natural descent of face and neck tissue that occurs with age.

Mr Barabás continually strives to minimise the signs of surgery through short scar procedures such as in breast reduction and facelift surgery, and even no scar techniques, such as laser removal of moles.

The eyes have it

There has been a shift in eyelid surgery, too. Removal of fat from around the eye often resulted in a hollowed-out, skeletal appearance to the eye, so now fat is sculpted, repositioned or even added at the same time as excess eyelid skin is removed.

Non-surgical treatments have a very limited ability to rejuvenate the upper eyelids, so upper eyelid treatments remain non-surgical and he uses fillers to reduce the look of tired eyes resulting from bulging lower lid eyebags and botox to reduce crow’s feet. However, surgery to the lower eyelids does give more profound results and, of course, the permanent removal of eyebags.

In good shape

Body contouring procedures are possibly the exception to the ‘less is more’ trend. Abdominoplasty (tummy tuck) is now frequently combined with liposuction to the flanks and other areas.

In fact, the increasingly popular Brazilian tummy tuck puts an emphasis on recontouring the whole abdominal area through liposuction before removing excess tissue and skin tightening. Liposuction alone remains

Mr Barabás favours short scar techniques

Mr Anthony Barabás, BM, BSc (Hons), MRCS (Eng), FRCS (Plast), is fully accredited with the British Association of Plastic, Reconstructive and Aesthetic Surgeons (BAPRAS).

Mr Barabás’ interest in plastic surgery was sparked while working as a junior doctor in the plastic surgery and burns unit in Brisbane, Australia, just as the Bali bombings occurred. His first-hand experience of reconstructing the victims of the tragedy and understanding the aesthetics of the human body was the start of his plastic surgery career.

On returning to the UK, he undertook specialist Plastic surgical training in London, and also trained in cosmetic surgery in London, Australia, Canada and Cape Town, South Africa.

Mr Barabás holds an NHS consultant post in Huntingdon, and runs private clinics in London, Cambridge and Peterborough. His particular interests are in laser removal of moles, cosmetic breast surgery, body contouring, cosmetic facial surgery and hand surgery.

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a popular procedure, and with improvements in techniques (such as laser liposuction) and post-operative compression garments, Mr Barabás has seen an increase in requests for multiple areas to be treated at once.

**Men seek surgery**

Increasing numbers of men seek facial rejuvenating procedures, in particular eyelid surgery and neck contouring, and this trend will continue in 2018.

Treatment to reduce ‘man boobs’ (gynaecomastia) is now commonplace and no longer a taboo subject.

Similarly, labiaplasty to reduce the outer labia (the skin surrounding the vulva) is discussed more openly among female patients, who often share the functional and aesthetic improvements online, on websites like realself.com.

In fact, a major factor that has increased demand for cosmetic surgery over recent years is how easily people can search the internet and read up on treatments they may be embarrassed to discuss in open conversation with family and friends. Websites, blogs and chat rooms – and even the opportunity to email surgeons directly on their homepage – have all broken down many of the barriers and helped to bring cosmetic surgery to the many, not just the few.