



YOUTHFUL BLOOM

What chance does our skin have against the onslaught of nature, the environment and the passing of time? **VEDURE MEDIBOUTIQUE** has the answer

WE ARE CONSTANTLY UNDER siege from a myriad of external influences such as sun exposure, grime, dirt and chemicals, and our faces find themselves betrayed from within by hormonal changes, stress, lifestyle and less than perfect diets. Against impossible odds, skin inevitably loses its youthful firmness and radiance and by then it's time to call in the cavalry or, in this case, the experts – Vedure MediBoutique, an experienced aesthetics and wellness group well versed in anti-ageing products and treatments.

The depressing downside of premature ageing can begin as early as the mid-20s, with markers such as uneven skin tone or discoloration and excessive sebum production leading to enlarged pores and blemishes. By the 30s, biological ageing starts to kick in by reducing the body's natural production of collagen and elastin, thinning the skin's tissue and lessening the strength of underlying muscles. It is then that drooping, sagging or excess skin first appears on the scene, ready to join forces with wrinkles, dry and rough skin and the appearance of liver and age spots.

Step through the doors of Vedure MediBoutique into an oasis of gentle calm and luxury and you know you're in safe hands. Consultants begin work with an individual examination of your skin and body condition which allows them to select the precise programme to target problem areas. Vedure uses a proprietary skin classification system to assess treatment needs and has an advanced skin analysis machine to take the relevant measurements of factors as diverse as skin thickness, pigmentation and sebum levels. This analysis is carried out both at the beginning and throughout the course of treatment so that your progress is tracked and results are maximised.

Vedure stems the tide with a promise to find the best method for clients to maintain their looks and minimise the

risk of further decline. They specialise in combination therapy – a non-invasive, clinically proven method which deals with both skin surface deterioration and under-the-surface weakening of muscles and tissue that cause sagging skin. A dermatological-grade American skin health system combined with facelifting technology from the UK tightens up facial muscles and increases circulation.

The benefits that combined therapy produces are outstanding. Muscle activity is refined by up to 65 per cent, collagen-producing cells increase by up to 60 per cent and muscle-building protein by up to 73 per cent. Continuous use of the therapy encourages the synthesis of new skin-cushioning collagen and tones the underlying facial muscles to work upwards, reducing sagging skin and restoring healthy skin tone. The American Academy of Dermatology considers it a gold standard therapy for the control and inhibition of melanin, the pigment causing skin discoloration.

Vedure's approach is comprehensive and professional. Consultants are trained to give home-care advice to clientele: for example, they warn of lifestyle specific problems such as excessive alcohol consumption and diet, as well as long-term sleep deprivation and hereditary concerns. They encourage their patients to drink at least two litres of water a day, avoid smoky areas and give eyes a break from contact lenses whenever possible.

With consistent supervised treatments at Vedure, combined with an effective home-care range, the gift of youth is attainable for anybody, at any age.

VEDURE MEDIBOUTIQUE

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