



# A NEW ERA OF SKIN REJUVENATION

GET THE FACTOR4 ADVANTAGE OF PLUMPER, SMOOTHER AND REVITALISED SKIN – USING YOUR BODY’S OWN GROWTH FACTORS. AIMÉE SURTENICH REPORTS.

There’s a way to regenerate and smooth your skin from the outside in – with no artificial product, drugs or scalpel in sight. Its aficionados include Kim Kardashian, Bar Rafaeli and Cindy Crawford and it’s fast gaining traction as the go-to skin rejuvenation treatment. It is of course platelet-rich plasma (PRP) treatment.

Platelet-rich plasma is a biological skin rejuvenation treatment that uses the patient’s own cells (in the form of platelet-rich plasma) to repair and regenerate new skin tissue and increase collagen production.

Extracted from the patient’s own blood, PRP spurs the skin’s stem cells into action and contains high concentrations of growth factors, which are bioactive stimulators known to accelerate the natural healing process. Injected into areas such as the face, décolletage and hands, PRP triggers the skin’s stem cells, enhancing

the formation of new collagen at the site. The result is a natural rejuvenation that continues to improve over time.

FACTOR4 is a new-generation PRP system to extract only the highest quality and concentration of serum. In fact, it is designed to deliver four times as many growth factors than any blood-rich injection product. It is used to treat wrinkles and crepiness in areas of the face, neck, décolletage, back of hands and under-eye circles, as well as the appearance of stretch marks and scarring.

FACTOR4’s difference is in its high concentration of autologous growth factors. This concentration is achieved using technologically advanced tubing to encapsulate and incubate venous patient blood.

‘FACTOR4 is appealing to clients and practitioners alike as it is a ‘natural’ product which gives a natural-looking result,’ says Sydney facial plastic surgeon Dr William Mooney. ‘It’s a ‘turn back the clock’ treatment which allows our clients to look refreshed, hydrated and fantastic for their age. FACTOR4 treatments give them an unfair advantage compared to their similarly aged friends.’

‘We have experienced great results for skin tightening with FACTOR4; it’s easy to use, comfortable for the patient and affordable,’ he adds.

FACTOR4 IS A TURN-BACK-THE-CLOCK TREATMENT, ALLOWING CLIENTS TO LOOK FANTASTIC FOR THEIR AGE

## WHAT CAN FACTOR4 TREAT?

‘Most commonly we treat the full face (most popular area is the eyelids and tear troughs as they are so hard to tighten via other methods) and the entire neck surface area,’ Dr Mooney explains. ‘We also frequently use FACTOR4 for sagging skin around the elbows, knees, mummy tummies and even the backs of the hands.’

## AND THE RESULTS?

FACTOR4 treatments tighten skin as the collected serum contains several different growth factors that stimulate healing of tissue. These growth factors stimulate collagen and in turn tighten skin and improve skin quality over the ensuing months.

‘My patients are loving the FACTOR4 treatment system, particularly if they attend all four recommended treatment sessions. They love that the treatment does not involve the injection of any chemical-based product and also the natural-looking results,’ says Dr Mooney.

‘Where once we were only able to offer anti-ageing injectable treatments with pharmaceutical bases, we now have an all-natural product that uses only the patient’s own blood. This enables us to treat individuals who prefer to take a more natural, holistic approach to their beauty and wellbeing,’ he concludes. **csbm**

## WHAT’S INVOLVED?

First, blood is taken from the patient (just like a regular blood test) and placed in an incubator. During the incubation period – which can be between six and nine hours – the blood is exposed to pyrogenic-free surfaces, which elicit a vigorous and rapid increase in the synthesis of growth factors. Following this, centrifugation, extraction and filtration take place and give rise to a serum rich in growth factors, suitable for re-injection at the treatment site.

‘In my experience, the treatment is quick and easy to administer, and there’s no need for any local anaesthetic,’ says Dr Mooney.



BEFORE

AFTER treatment with FACTOR4 by Dr Mooney