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Partytox, Anyone?

The Shocking New Treatments Women Are Risking Their Looks For

With the countdown to Christmas parties underway, women are turning to extreme measures to look good – fast. *Look* investigates...

From reducing toes to fit into party shoes, to fillers that help earlobes carry the weight of statement earrings, a whole host of unusual surgeries have come into fashion to create the ultimate festive look.

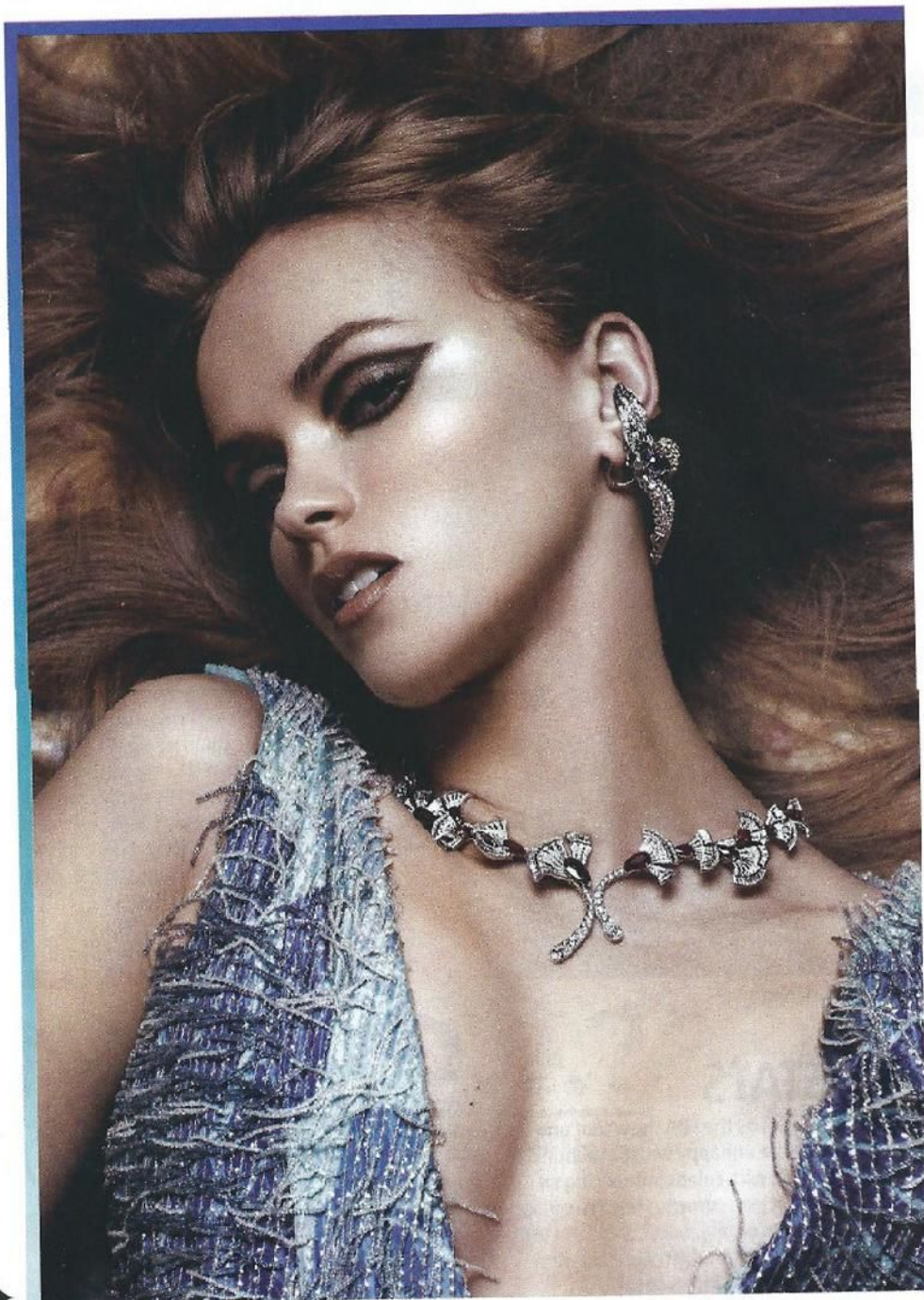
A rising number of women are having what's been dubbed as 'partytox' – quick-fix surgery before a big event that can be done in a short time. And figures are set to peak in the next few weeks as festivities get underway.

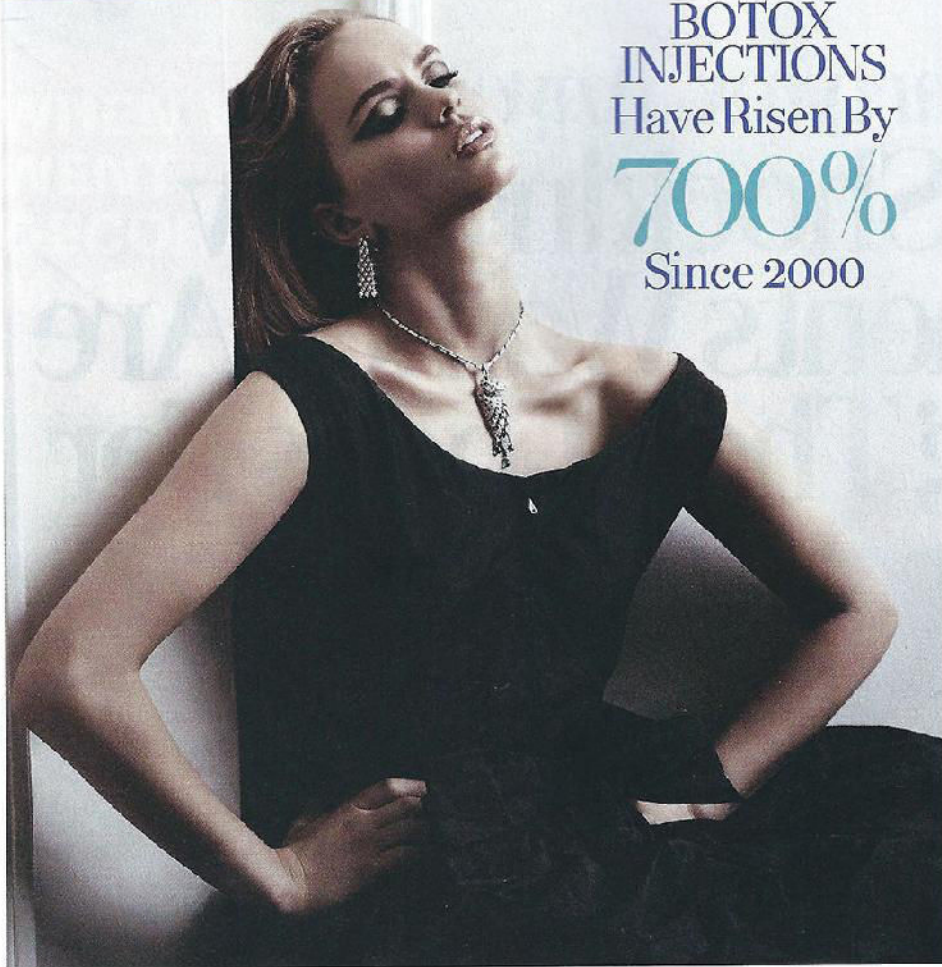
'We see a rise in injectable treatments in the run-up to the party season, as they can help patients enhance their looks,' says Mark Norfolk, clinical director at Transform.

'Quick-fix procedures are often bizarre and some have now become simply outrageous,' adds consultant plastic surgeon Paul Banwell.

1 The 3D Facelift

This procedure – akin to a skin peel – claims to give instant results. It combines diamond microdermabrasion with hyaluronic acid (the exfoliation part), followed by ultrasound that sends therapeutic shockwaves through the skin. The promise? Improved skin tone and texture, increased facial volume and glowy skin. But at £4,000 a pop, we'll stick to a facial, thanks. ➔





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'My Stomach Is Scarred From My Fat-Freezing Treatment'



Jody Findley, 30, a backing singer from Wolverhampton, suffered serious burns when her plan to slim down quickly backfired

'It's not like I hate my body. I'm a healthy 10st and a size 12, but I've always struggled with a bit of a muffin top. When I heard about fat freezing, I was intrigued to say the least. Luckily however, I was working in a gym at the time and they offered staff the chance to try it. As lots of people had already had it done,

“I didn't think about the risks and went ahead”

2 The Lip Lift

Kylie Jenner put lips back on the beauty agenda this year – in a *big* way – and now women are flocking to get their pouts mistletoe ready at the hands of their surgeon.

"Some of the most popular surgeries at the end of the year are lip lifts, which shorten the distance between the upper lip and base of the nose, improving the harmony of your face," says Dr Julian De Silva, a surgeon at London Facial Plastic Surgery. It also enhances the vermillion border [Cupid's bow], something that has been incredibly popular. However, the procedure costs £2,500, with the risk of scarring.

“Women are flocking to get their pouts mistletoe ready”

3 Fat Freezing

When it comes to slimming down for Christmas, we're fine with a pair of Spanx, but many women are booking in for 60-minute fat-freezing sessions. It works by cryolipolysis, which means fat cells are cooled to near freezing – they then crystallize, shatter and die with the waste being digested by the white blood cells in the body. While one session can make a slight difference, a course of treatments is recommended for best improvement. Many top surgeons say the trend is a fad, based on very little results. Plus, there have been cases of scarring and long-lasting damage from the procedure.

THE STATS

● Recent statistics by the FDA show that one in three people are unhappy with botulinum toxin results. And with celebs influencing us more than ever, it's no surprise that 'tweak not tuck' surgery is becoming more common – the UK cosmetic procedure industry is estimated to have risen to £3.6 billion in 2015.

● While quick-fix procedures might be convenient, they come with concerning statistics. A study found that up to one in 20 people who have 'filler' injections end up with irreversible damage to facial tissue, ranging from allergic reactions to movement of the filler.

● When questioned, 84 per cent of anti-wrinkle patients didn't know exactly what was being injected when they had a procedure.

I didn't think about any of the risks and just went ahead with the procedure. While the treatment was being done, it didn't feel strange, just like someone was vacuuming my stomach. Afterwards, I felt a tingling sensation, but I just carried on at work. However, by lunchtime, I'd developed two large, painful oval blisters on my stomach. Only six hours after my session, I was in A&E being dressed for partial-thickness burns. I had to keep the bandages on for a month and visit my GP every two days to re-dress them. The wounds were agony and very uncomfortable. I've now been left with two very distinct scars on my stomach – and a daily reminder of the pain. In my case, the company were to blame, but anyone thinking of trying out a quick-fix surgery should know the risks because that 40-minute treatment has meant I'm now too conscious of my scars to ever wear a bikini again!

4 Cinderella Surgery

Many women have been drawn to the aptly named Cinderella surgery – a procedure that shortens toes to improve their look or to fit into a smaller shoe size. Starting at £3,000, it's not cheap, and the 60-minute surgery, which is in high demand in Hollywood, is now widely available in the UK, too. Even though it does mean breaking and setting your toes. Ouch.

'I Reduced My Feet From A Size Eight To A Six'

Paulinka Charlikowska, a 31-year-old beautician from Blackpool, had her toes shortened last year

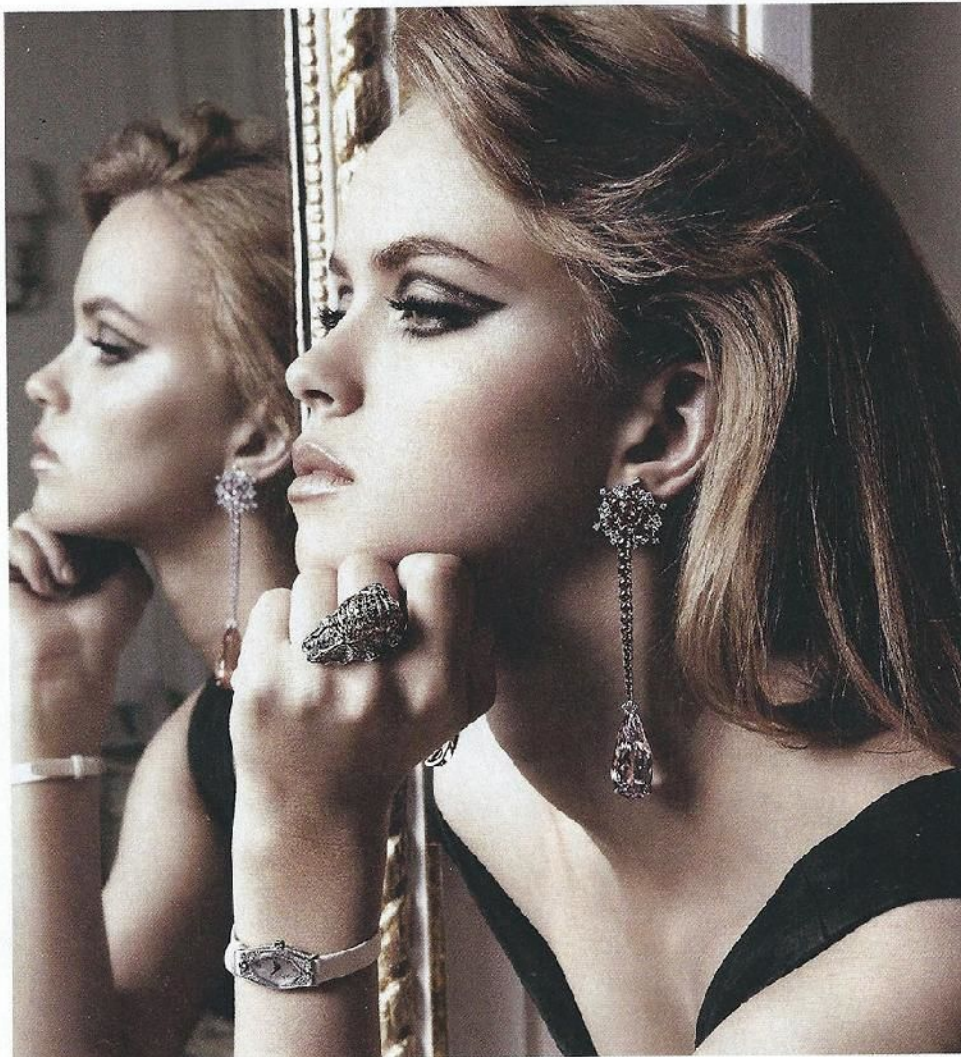


'My feet have been big and ugly ever since I can remember. I often pretended they were a size seven instead of an eight, and squeezed them into smaller shoes so they'd look prettier. But that made them worse, and my toes started looking deformed. When I discovered I could have surgery to make my feet smaller, I became obsessed about wearing a pair of shoes for the Christmas parties. I researched online and got in touch with a doctor in London who was able to shorten four of my toes. It cost £4,500, but the fact that the procedure would only take an hour – 15 minutes per toe – made it even more worthwhile. Afterwards, it took about a month before I could walk normally and one toe did get infected. Now my feet are 1cm shorter and I'm a size seven, sometimes a six. I love how they look, and have a huge collection of shoes that I would, or could, never have worn before.'

Before



After



5 Eartox

We've all experienced the utter relief of taking off a really big pair of earrings at the end of the night. Those beauties are *heavy*, and while we're all for suffering for fashion, the mega-wealthy are taking it a step further and getting surgery to help their ears cope with the weight of their diamonds. Yes, really.

Earlobe surgery has become very popular in Switzerland and is gaining momentum in the UK, too. Dr Levy, an aesthetic dermatologist and founder of Dr. Levy Switzerland Skincare has seen a rise in jewellers sending clients to him who want fillers in their earlobes so they can wear show-stopping earrings. 'For the procedure, the lobes are plumped with filler, while sometimes the jawline is given a 'Nefertiti Lift' – a Botox jab to improve the overall effect,' he says. In the UK, the average cost is from: £250-£280.

A DOCTOR'S WARNING

'Often, patients take months to decide on having a procedure, but with these quick-fix treatments, they're more likely to make the decision faster as it doesn't impact so heavily on their day-to-day lives. If it sounds too good to be true, it usually is,' says Mark Norfolk. 'There are many non-surgical procedures that could be performed with ease within a lunch hour, but it's vital that patients don't trivialise these, or think that they're easy,' Paul Banwell explains. 'All clinics need to endorse the concept of patient safety, especially as we approach the Christmas period when "fast" treatments become popular.'