



+

Spectacular Spring

**NATURALLY BEAUTIFUL -
DR AFRAH MAZHAR
TALKS INJECTABLES**

**ENRICH Vitamin C
Creams - now with
Niacinamide**

ENRICH

DERMATOLOGY

COSMETIC CLINIC

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872 HIGH ST, ARMADALE

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Race into Spring

Ok, so we have to confess it has felt like one of the coldest winters in Melbourne for a while and we are very happy to see spring skies starting to sparkle through. On the upside, it was a great time to try some of those downtime treatments and get your skin super fit.

As we head into springtime our thoughts turn from winter hibernation to the seasons festivities and all fun that goes with it.

In this issue we talk about those treatments, that an investment early in the season, will have you party ready as the events commence. Dr Afrah Mazhar talks about injectables and her philosophy and we also have a the “skin journey” of one of our own.

Not to forget our new set of Spring Packages - designed especially for you to spruce up and keep your skin sensational for the season.

We look forward to seeing you at ENRICH soon!

The ENRICH Team



OUR FAVOURITE SPRING TREATMENTS

DERMAL FILLERS

- Targets:** Fine Lines around the facial area. Restores volume.
- Cost:** \$650 - \$840 per ml depending on filler type
- Downtime:** Minimal - possibly a little light bruising for a couple of days
- Top Tip :** 1 +1 = 3 - Combine with antiwrinkle injections for an optimal result. Avoid make up or topical creams for at least 4 hours after a treatment.

GLYCOLIC PEELS

- Targets:** Fine lines
- Costs:** \$40 - \$65 depending on treatment areas
- Downtime:** None
- Top Tip:** These can be performed once a month and with frequency can be one of your super skin fit secrets. Perfect for a post party skin pick me up too!

BEAUTIFUL EYE PACKAGE

- Targets:** Fine lines, crepey skin, activates skin tightening
- Costs:** \$790
- Downtime:** Minimal
- Top Tip:** This month we have packaged it up with the China Doll facial. Check out our Spring Packages.

GLOW GUN

- Targets:** This multi-functional treatment - plumps, smooth and adds a small amount of volume over an area of skin to improve the skins framework and stimulates collagen.
- Costs:** \$750 for 1 ml
- Downtime:** Could have pinpoint bruising for 5-10 days. Some soreness.
- Top Tip:** Ask about our Glow Gun packages, which include peels and China Doll into the regime for maximum affect. We also offer a complimentary Excel after each treatment to combat some of the bruising. This treatment is not for the first time cosmetic patient.

10 THINGS YOU SHOULD KNOW ABOUT INJECTABLES

1. Dermal fillers with hyaluronic acid are ENRICH Clinics recommendation as they are a not only natural substance produce by the body but if there is ever an issue, they can be dissolved.
2. There will be bruising and swelling, usually minimal but don't plan a big event the next day.
3. Dermal fillers look even better 2 weeks later when they have "settled".
4. Antiwrinkle injections are used in some medical procedures such as hyperhidrosis.
5. Antiwrinkle treatments can take a week or so to show results.
6. Always make sure you are injected by a qualified practioner. There are many nerves and veins in the face - you don't want to mess with that.
7. Dermal fillers can be administered via needle or cannula. Cannula tends to have less bruising.
8. Combining a dermal filler treatment and an antiwrinkle treatment will usually give you a better result.
9. Antiwrinkle injections are a muscle relaxant.
10. Dermal fillers are a soft gel substance that plumps and volumizes the treated areas.



ENRICH VITAMIN C DAY & NIGHT CREAMS HAVE HAD AN UPDATE!

Now, these two favourites come with niacinamide (vitamin B3). Dermatologists have used niacinamide concentrate to treat acne and rosacea. This incredible little vitamin can help with pigment, fine lines and wrinkles and boosts the skin's moisture barrier.

It works with the natural substances in your skin to help visibly improve the appearance of large pores and uneven skin tone.

Small (25ml): \$60

Large (45ml): \$85



VITAMIN C PACK

- 1 x 25ml Vitamin C Day Cream
- 1 x 25ml Vitamin C Night Cream
- 1 x Peel Voucher (face & neck)
- 1 x ENRICH Cos Bag

\$130 (Save \$55)

Limited time



METAGENICS

ENRICH Clinic is now home to three wonderful Metagenics products. Vitamin D3 in a capsule and liquid and the new SPM Active!

Vitamin D is widely known for its role in calcium absorption and maintenance of skeletal health. It is available in both a liquid and a capsule format.

SPMs are derived from a specialised distillation process of Essential fatty acids to isolate the bioactive SPMs. SPMs may assist with the management of inflammatory conditions.

Talk to one of our qualified practitioners about how SPM's and/ or Vitamin D3 help can maintain your general health and wellbeing

INTERVIEW

Dr.
AFRAH
MAZHAR



Naturally Beautiful and the Glam Look

Dr Afrah Mazhar is a general practitioner with an avid dedication to cosmetic medicine and skin rejuvenation. She has been injecting for over 8 years and has a passion for enhancing the beauty of every patient.



At ENRICH we get a mix of patients ranging from those who prefer a more natural and conservative approach and those who are expecting a bit more of a glamorous look. Age may play a part in this decision, but that's not always true.

The trend for the last 10 years has been focused on natural results and more on augmentation. The rise of social media has influenced this space considerably, but it seems, in some instances, the pendulum is starting to swing the other way.

"A clear example of over augmentation is usually in the lips. In extreme cases, you just don't look right anymore, and lip enhancement can alter your muscle movement and thus be quite obvious when you speak or animate. In general, let's say, it's not always a good look in real life," says Dr Mazhar

"As a physician, we must follow the mantra "do no harm", and that means discouraging the overuse of cosmetic treatments such as dermal fillers and anti-wrinkle injections, but also cater to your patients' desires. These are not the only "tools in the tool box". Skin rejuvenation that promotes healthy skin is also one of the key anti-aging techniques we have at our disposal. Lasers, skin peels and microdermabrasion are all treatments we use to keep up our youthful appearance. There are also the more dramatic thread and suture lifts, that can give a decent lift to the face without opting for a full surgical facelift," she says

"As doctors in the cosmetic arena, I think it's essential to address the patients concerns and help them to see as many options as possible. We must also listen very carefully to what the patient wants and keep in mind that everyone's perception of beauty is personal to them."

At ENRICH we believe a treatment plan can be a tremendous asset. This could incorporate a gradual use of dermal fillers and anti wrinkle injections or the addition of other skin rejuvenation techniques. Looking after your skin is an ongoing exercise. There is no one-off, surgical or nonsurgical treatment that will do the trick entirely, and there is nothing more beautiful than healthy skin.

"Personally, I am an advocate of the natural approach, especially if my patient is new to cosmetic procedures. This approach is the way we have been trained and partly a personal point of view," says Dr Mazhar.

"Beauty is in the eye of the beholder, and this is undoubtedly true in this day and age. The trend towards the more Glam approach, with a fuller lip and prominent cheeks, is a reflection of the current mainstream beauty trends. It is also the reason for the rise in cosmetic procedures over the past 10 years.

In Dr Mazhar's opinion, beauty is imperfection." Perfection can look strange" she says "Once we lose too many shadows and lines, we can run the risk of not looking anything like ourselves anymore. Shadows, lines and asymmetry are part of the equation, and as experienced and highly trained cosmetic physicians, we should always focus on the unique beauty of each individual."

If you want to look completely different to how you look, you need to consider the basis of that thought process before you embark on a total revamp. We have all seen the results of these extreme overhauls going wrong."

"Unfortunately, social media drives a lot of unrealistic goals and expectations," she continues, "Especially with apps like FaceTune which inherently distorts and perfects the

face, even more than a traditional photoshopped photo in a beauty magazine, which used to be our go-to perfection goal. The beauty mags of the past were one dimensional. Social media is almost three dimensional, with the rise of video, and we tend to believe what we see on social media."

"For the first-timer, my style of injecting is not to give an overly dramatic result, preferably a natural, gradual approach. We address the areas the eye is drawn to most whilst respecting areas that the patient has an initial concern with.

Most of all, it is important that we work with the patient closely to help them achieve their beauty goals. I always say to my patient; *"We are a team, you and I. You are in as much control as I am. It is my job to guide but ultimately our main goal is your happiness,"* while staying true to my aesthetic advice and viewpoint in light of my experience.

Personally, I always find the best results are when you look natural and fresh, and people can't really tell what procedure you have had done, however I perfectly understand the orientation towards a more Glam face and dramatic results can be just as beautiful in the right patient" she adds.

Dr Mazhar enjoys helping a patient see the beauty in themselves and recognises that all beauty is unique. She feels the idea of cookie-cutter beauty should be thrown out the window.

"Then there is the positive empowerment coupled with possible negative judgement that can come from being a new or even ongoing cosmetic patient. Patients don't have to explain to anyone else why they choose to have something done, not their friends, their doctor, their partners, not anyone. Our patients should just feel good about taking that step towards skin health, their unique look and their own future beauty. "

As a doctor watching the rise of all these shopping centre clinics, Dr Mazhar cannot stress enough that the most important thing is safety.

YOU SHOULD ALWAYS BE ASKING:

- + What are the practitioner's qualifications?
- + How safe are the fillers? Can they be "dissolved" if there is an issue?
- + How long are the appointments? - 15 minutes appointments for dermal fillers are not ideal
- + If you are getting injectables, are you getting them with an experienced physician?
- + Price per treatment is fine, but how many treatments before you see results?

"As far as cheaper cosmetic options are concerned," she says, "I find it interesting that people have no issue spending a lot of money on their hair and clothes, but are willing to have their faces treated by someone with possibly minimal training to reduce the cost. This is the last place I would advise looking for a "bargain", your face is your signature and the first thing that you present to the world, please look after it and only allow someone with experience and extensive knowledge to treat it."

Dr Afrah Mazhar is available at ENRICH Clinic, Monday, Tuesday and Thursdays.

My cosmetic journey...

HOW I DIPPED MY TOE INTO THE COSMETIC TREATMENT POOL

I thought best I start my story with a little background.

I've been employed by ENRICH clinic since July last year to help out with their Marketing. Whilst having a background in fashion, I had never had any real cosmetic treatments. Facials, yep, the beautician style were my go-to gig, along with an eyebrow dye, bit of waxing and the odd mani/pedi. Time poor and crazy busy this was all my schedule let me do and what I thought I knew best!

Then I came to ENRICH. Of course, like any good marketer, you must know your product before you can market it, so I set about reading and observing treatments as much as possible. Helen, our wonderful head nurse, continually asked me to get a large pigmented spot on my nose checked out. "I was at a dermatology clinic" she said and she "didn't want to worry me but..." So, I did. In my sixth week.

I remember walking into the room to see Michael about this spot and it was funny how there was a change when Michael my "joke making" employer moved into super-professional Dr Rich. He very carefully biopsied my nose and let me know the possibilities. I was a little concerned but I did leave well informed and knowing that I was in good hands. I was lucky, biopsy clear and me on a promise to have my skin checked regularly then off I went to start treatment.

Dr Sandy Fieldhouse was my doctor for my first bit of lasering. After examining my whole face, we decided to target some other pigment spots as well as the nose. What I thought were "old lady spots" that I would never get rid of disappeared after two treatments. This was fun!

Next, I tried the China Doll facial and also learnt why, after many a topical facials, my skin broke out. All that money over all those years and it wasn't really doing much good, in fact it was blocking my pores. Now I'm a complete China Doll fan and try to have one every month. It's gentle, it cleans my pores and helps with the fine lines and my skin feels great.

Then the topic of fillers and antiwrinkle injections needed some investigation. They have come a long way since the 90's and I learnt how using the right type of filler is important. Dermal fillers with hyaluronic acid are the go it seems as if there is ever an issue, they can be dissolved.

I have to say right here, I was nervous having never had an injectable treatment on my face.

Dr Afrah Mazhar took me under her wing for this little foray. She just tried a little bit of filler near my cheeks and a couple of injections in my chin. The pain was hardly there thanks to some local anaesthetic applied earlier, and I could see a subtle difference but not too much.

Fast forward a few months and Dr Mazhar was completing one of her training sessions and needed a patient to treat. I was ready. This time she used blunt cannulas rather than sharp needles for the filler. This enabled the filler to be injected via one entry point per area and moved around gently rather than multiple injections around the same site. Why? Pretty much reduced the bruising over my face. I was injected in my cheeks and jawline. The procedure was very gentle and thanks to the local anaesthetic again applied beforehand, I was very comfortable.

Then it was time for a little bit of filler in my lips. Yep, this did hurt a little (as no anaesthetic in this area) but the effect for me was very exciting. Afrah being a fan of the natural look, had my normally super thin lips moving drastically to a too plumper lip fears, in hand. They turned out just how I wanted them.

My recovery was good, but it did take a week for the minimal bruising and a little bit of soreness to disappear.

My friends and family said I looked very fresh and said those lasers were working brilliantly! I did end up confessing I'd had some filler and antiwrinkle injections and then the questions started, which I was more than happy to answer.

I have to say that I am very pleased with the choices that I have made in regard to the treatments I have tried at ENRICH. The added bonus for me was, now as "a woman of a certain age", I have got back the enjoyment of putting on my make up on in the morning and smiling at the face that looks back at me. It's not that I didn't like the way I looked, I'm very comfortable in my own skin; it's just that I really hadn't paid that much attention to myself over the past few years.

These treatments have just added a little spring in my step. For me that's enough for now, except for my monthly China Dolls... and maybe a few peels... but I am very glad that I have explored this world and within this safe environment and the expertise of our wonderful doctors, nurses and specialists at ENRICH.



BEFORE



3 DAYS AFTER



12 WEEKS AFTER

enrichclinic.com.au

Our website home page has had a refresh, with some new images, info and we have put our informative Skin Secrets and Liposuction webinars front and centre for you to see.

Full of useful information, the Liposuction webinar will have you well informed about the procedure, before and after. The Skin Secrets webinar has heaps of ideas and treatment descriptions that can help you to attain beautiful skin.





SPRING PACKAGES

SKIN PRIMP AND PLUMP

Dermal fillers to plump up, peels and our favourite laser facial to primp - perfect pre race treatments

3 ml Filler

1 x China Doll (1 week after filler)

2 x Peel & Diode

\$1,980 (SAVE \$650)

RACE READY

1,2,3 get one for free! Combine our antiwrinkle injections with our China Doll laser facial and you are ready to go.

4 x Injections

Get one Free

1 x China Doll (1 week after injections)

\$500 (SAVE \$158)

SPRING REFRESH PACKAGE

This beautiful package is taken over 3-4 months and has your skin refreshed and ready to go.

Alternating between a erbium microdermabrasion and a peel, you will be skin fit for the season ahead.

3 x Erbium Microdermabrasion

3 x Peel & Diode

\$880 (SAVE \$275)

THE SECRET IS OUT

Stimulate collagen, refresh, rejuvenate and tighten your skin.

2 x Secret - Full face

2 x Peel & Diode

\$1,030 (SAVE \$400)

PRIVATE EYE PACKAGE

We've packaged our Beautiful Eye package with our full face China Doll laser facial - perfect partners - refresh your eyes and a gentle rejuvenation on your face.

1 x Ultraformer - eyes only

1 x Thermi Smooth Eye Treatment & Diode

1 x China Doll

\$800 (SAVE \$240)

SPRING PLUMP, FIRM & SMOOTH!

Just for Spring this combo, has a tiny bit of downtime (1 -2 days) but worth the effort. The Secret skin needling stimulate collagen and tightens the skin, the Erbium removes the dead skin and smoothes the surface.

1 x Secret - Full face

Three weeks later:

1 x Erbium Microdermabrasion

\$730 (SAVE \$240)

WELLNESS WEDNESDAY - JUST FOR YOU

Recently had a cosmetic treatment at ENRICH?

ENRICH invites you to our Wellness Wednesday program. It's our way of giving back to you! Come in and choose from our menu of Wellness complimentary treatments to promote you feeling good. This could include a facial, a gentle laser rejuvenation, or even a gentle glycolic peel. Thirty minutes of pure indulgence from us to you.

ENRICH Wellness Treatment Menu:

Choose from any of these treatments for your Wednesday Wellness experience:

- 30 min mini Hydroactive facial
- Glycolic Peel & Diode Light Treatment
- 30 mins light PIQO treatment (stimulates collagen)
- 30 mins Genesis laser treatment (treats redness)

Terms & Conditions:

This offer is available if you have had the following treatments at ENRICH.

Anti-wrinkle injections (\$400 or over spend), Dermal Filler, Laser, Ultraformer II, The Secret, Sclerotherapy, Liposuction, Fraxel 1927, Intimate Program or any ENRICH personalised packages. Ask your doctor or nurse if you qualify.

*Facial offer does not include China Doll

Wellness Wednesday bookings must be redeemed within a month following treatment and are valid for one wellness treatment per patient, every three months.

Booking is essential, and availability is based on 'first come first served' basis.

Terms & Conditions

Our packages indicate if a doctor consultation is required prior to treatment. Treatment packages are designed to give our clients the best combination of treatments for a specific purpose or outcome. Packages cannot be used in conjunction with any other promotional offer. Packages that require prepayment have this indicated. Packages will often have a value add or product reduction, highlighted in package copy, as part of the package. Packages are redesigned each season to suit the needs of our clients.

Spring packages must be booked by 30th November 2019 to be valid.