

# TRUE ANTI-AGEING

By Liliana Dutka, DNM

Last month I received a phone call from my best client of 13 yrs — very educated & intelligent.. a client who reads and knows a lot . She was confused & upset after reading an article about anti-ageing. The article was about how technology affects us and our life. Through computer, TV, and media, people are gathering loads of information. They learn about diet , nutrition and ways to a healthier lifestyle. More important is that our children's generation will have the benefit of living longer and looking younger. I agree and understand that internet and TV info sources can be useful. Yet I have one or two new clients per day who come for consultations and the first comments are, "I read ..."and "I saw on TV... ". Yes I admit that clients these days are better educated about nutrition ( healthy diet ... ) and anti-aging treatments. Yet each case is individual, and they don't know which treatments they should have and how different treatments ' effects depend very much on skin conditions. A professional consultation, diagnosis & prescription are a must for effective anti-ageing treatments.



**WHAT IS ANTI-AGEING?** Anti-ageing addresses how to prevent, slowdown, or reverse the signs & effects of ageing — In addition to aesthetic considerations, it may help people to live longer, healthier, happier, fuller lives. It involves scientific research and applications in genetic & tissue engineering, and other medical advances, even finding treatments and cures for Alzheimer 's disease. It includes anti-ageing psychology, such as coping skills for resiliently handling change, stress, and ageing.

The anti-ageing marketplace includes nutrition, physical fitness, skin care, hormone replacements, vitamins, supplements, and herbs. Alternative medicine and holistic approaches have often been an incubator for approaches initially shunned by traditional medicine. Life extension is arguably the most scientifically rigorous part of anti-aging, being a research program focused on slowing down, repairing or reversing the underlying processes of biological senescence in order to deliver improved looks, health and quality of life. In our profession we need to understand, appreciate & deal with each aspect & ramification of anti-ageing requests & desires.

Anti-ageing pursuits date back at least to ancient Egypt. While the religion and pyramids focused on the afterlife, a lot of attention was given to herbs and remedies such as olive leaf to promote beauty and longevity. Over the centuries scientists and alchemists have tried to find other cures and potions. These included drinking, eating, or injecting substances such as gold, testicles, and transplanting monkey gonads. Many cultures such as India and China developed long traditions of herbs, foods, diets, and health practices to foster anti-ageing. Ensuring a holistic approach will gain longer lasting aesthetic results. Even now much of the Beauty Industry does not address wellness issues...We need to deal with the underlying physiology...not just make-up to cover up problems.

**The New Century involves melding traditional techniques with modern technology.**

**Cosmetic treatments against ageing of the skin**, include different microinjections which deliver vitamins and minerals for support fibroblasts, Botox ( r ), collagen, face lifts—plastic surgery, Lasers, radio frequency, needleless mesotherapy ,chromo-therapy ( color light therapy ), microdermabrasion, Oxy therapy. All this together can create a radical Ten-Year younger look and more importantly a healthier, more vibrant appearance.

The most important thing that I 've gained from dealing with internet-learned clients is that while Living longer is now **possible**, **LOOKING Younger — their true anti-ageing desires are now realistic & can be met...**but it requires the same rigorous scientific approach, knowledge, techniques & technologies. Therefore strive to alleviate your clients' confusion with proper education...both yours and theirs. Then follow up with more than just topical creams.

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