

# Boosting your assets



Wherever you look these days, it seems the beauty business has launched a frontal attack on less-than-perfect breasts. From anti-ageing, firming creams to a new gel filler that subtly restores lost fullness, there's no shortage of products that are aimed at becoming your bosom's buddies.

So has the boob job had its day? Kate Moss hopes so. She has labelled breast implants as "awful", adding, "So many of my friends have had them and they've gone wrong. Most of them are so hard you can knock on them like a door."

Dannii Minogue, one of the few celebrities to have been open about having had breast enlargements, has admitted that, after two implant operations, she is still not entirely happy with the results. And even Katie Price, aka glamour model Jordan, whose surgically enlarged breasts were her ticket to success, has had two reduction operations in under a year. So what can you do if you don't fancy a boob job, but still want to increase their size?

Well, that's where the so-called "boob jab" comes in. The procedure uses Macrolane, a thicker gel version of the hyaluronic acid filler used by cosmetic dermatologists to plump out fine lines on the face. It has been specially formulated to restore

fullness to breasts that have become saggy following pregnancy, breast feeding or weight loss, to add a cup size and to help even out visibly asymmetrical breasts.

Not surprisingly, the treatment is proving to be a big hit, despite the hefty price tag. Mum-of-one TV presenter Trinny Woodall is rumoured to have had a boob jab recently and she's far from alone. According to cosmetic surgeon Angelica Kavouni, this is because Macrolane is filling an important gap in the market.

## FILLING THE GAP

"If a slim, flat-chested woman has lost volume, perhaps with age or after having children, and wants a natural look but doesn't like the idea of having a foreign substance in her body, then Macrolane is ideal," says Angelica. "Hyaluronic acid, which is found naturally in the body, is eventually absorbed and turns into glucose and water. Plus there's minimal scarring."

Injected under local anaesthetic, Macrolane can be used to add fullness, create cleavage or replace lost volume in the upper breast to lift and increase cup size. "I can use it to sculpt a breast to make it look younger and fuller," says Angelica.

Contrary to some reports, however, this procedure cannot be carried out in a lunch hour, and patients should allow a minimum of three days' recovery before returning to work. "There is discomfort, swelling and sometimes bruising," Angelica adds, and advises: "If you can, take a week off."

Of course, Macrolane has some limitations. "I don't think it will ever replace traditional augmentation," says Angelica, "but it's a good option for those who don't want implants."

Hyaluronic acid is not permanent, with the body absorbing it over time, so you will need top-ups every 18 months to two years. "You need around half the original amount about two years after the original procedure," explains Angelica. "But many women get used to fuller breasts and want more put in as they're so happy with the results."

● To contact Angelica Kavouni, visit [cosmetic-solutions.co.uk](http://cosmetic-solutions.co.uk) or tel: 020-7486 9040.

● Prices for Macrolane start at around £2,500, with top-ups at £1,400. Visit [macrolaneuk.com](http://macrolaneuk.com) to find your nearest practitioner.



## Big and beautiful

If you aren't as well endowed in the chest department as Kelly Brook (above) and Elizabeth Hurley (right), you can plump up your bosom without invasive surgery by having a Macrolane gel filler "boob jab"