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# Pretty Perfect *PRP*

Platelet Rich Plasma (PRP) is now considered one of the most effective natural procedures for face and body rejuvenation. Recognised as an effective treatment in sports injury, diabetic ulcer treatment and orthopedics amongst others, this leading edge therapy is relatively new in aesthetics, Emirati Plastic Surgeon, **Dr. Buthainah Al Shunnar**, discusses one of the most exciting non-invasive aesthetic treatments available today.

**W**hilst cosmetic fillers are a popular way to rejuvenate the face, reducing the appearance of fine lines and improving scars, PRP is attractive as it offers a truly organic alternative with visible results. Since the patient's own blood is used to rejuvenate their appearance, using PRP also alleviates the risk of allergic reaction or skin sensitivity.

## PRP restores skin elasticity thereby

- Improving the appearance of periorbital lines, also known as crow's feet
- Improving the appearance of 'crepey' skin
- Treating acne scars
- Improving the vertical lip lines, also known as lipstick lines
- Overall increasing skin elasticity and therefore suppleness and texture.

## What is PRP

Platelet Rich Plasma (PRP) is a by-product of blood (plasma) that is rich in platelets

*PRP contains natural growth factors which stimulate the body to repair and restore tissues using the body's own natural processes. With this technique, you can rejuvenate the skin by isolating elements from the blood which can then be injected below wrinkles, folds and even acne scars.*

and is a 100 percent natural method that uses the patient's own blood components to stimulate the renewal of damaged tissue in areas of the face, neck, décolleté, hands and body.

Platelet Rich Plasma (PRP) contains various growth factors that can be used to enhance healing and provide a matrix to stimulate collagen deposition for improvement in skin quality and contour. PRP has a very high concentration of growth factors that help stimulate skin rejuvenation and restore elasticity lost during aging and has great efficacy in revitalising skin and eliminating wrinkles, sagging and dark

circles, while healing skin damaged by acne, injuries and stretch marks.

## How does it work?

Extracted blood platelets that contain proteins, nutrients and a variety of growth factors are injected in to the site of concern. When growth factors are activated by injection, repair of damaged tissue begins, generating collagen and hyaluronic production.

## How is PRP injection performed?

During the office procedure a small amount of your own blood is drawn out via the IV. This blood is then placed in the PRP centrifuge machine and spun down. In less than fifteen minutes, the plasma, which is rich in platelets (PRP), is formed and ready to use to be injected into the skin for rejuvenation after a topical anesthetic is placed on the skin. When PRP is injected into the skin, it accelerates the normal

healing process by stimulating collagen formation, revascularization and repair. This process brings long lasting rejuvenation without side effects. Results usually become apparent within 15 days of treatment.

### PRP is recommended for any age groups at different frequencies

**Age 30 – 40 years** In this age category the main aim is rejuvenation and prevention of collagen degradation and re-stimulation of new collagen and elastin production, thus attempting to slow down the ageing process. One treatment every two years is sufficient.

**Age 40 – 50 years** In this age category the aim is rejuvenation and to attempt reversal of the ageing process which is more difficult. More re-stimulation of collagen and elastin production is necessary. The initial treatment should be followed by a second treatment two-six months later and a third treatment nine months after the second treatment. Follow-up 'maintenance' treatments may be necessary every 12-18 months.

#### Dr. Buthainah Al Shunnar

Is a Double Board certified surgeon in Plastic Surgery who has extensive experience in aesthetic facial surgery, cancer reconstruction and microsurgery. Since 2005 she has established her own clinic in Dubai focusing on both cosmetic and reconstructive surgery as well as anti-ageing services, permanent makeup and skin care. She has published numerous articles in her field and her work has been presented at national and international plastic surgery conferences.

[www.alshunnarplasticsurgery.ae](http://www.alshunnarplasticsurgery.ae)



*The benefits of PRP as a cosmetic filler is the ability to help your skin heal faster, no allergic reaction and significant skin rejuvenation which is natural and safe.*

**Age 50+ years** In this age category the aim is rejuvenation and to attempt more intense reversal of the ageing process. The initial treatment should be followed by a second treatment two-six months later and a third treatment six months after the second one. Follow-up 'maintenance' treatments may be necessary every 12 months.

#### What are advantages to PRP?

Its advantages are that it promotes local tissue growth and repair, stimulates regeneration to eliminate wrinkles, is safe since it is made from one's own blood and is an office procedure. Now patients who wish to use their own body's regenerative power can do so without the concerns for infection, foreign material, or surgical interventions. Studies are now showing promise for patients looking for that younger renewed look. This new addition in cosmetic enhancements has many possibilities such as eliminating skin wrinkles, rejuvenating the skin, improve the appearance in those with acne scarring,

A natural enhancement of the skin's appearance begins to take place and youthfulness, suppleness and volume are restored to the treated areas. Often times, used in conjunction with other procedures (eg botox, fillers and fat injection), the results can be quite dramatic.

#### Are there any downsides?

Unlike Botox and fillers, please be aware there is a recovery period involving swelling; and in some cases, bruising. PRP does cause an inflammatory response; so this is expected. This swelling should subside in three to seven days. Applying cold compresses and elevating your head can minimize any swelling and bruising. Once these effects subside, patients will notice that lines and wrinkles have softened ■

## Final verdict

At Al Shunnar Plastic Surgery Clinic, established in Dubai since 2005, we see that PRP is showing great promise with our patients and in the aesthetic community overall. This new, safe and innovative way to improve skin quality is gaining popularity with patients seeking an all-natural treatment to delay skin ageing and improve or restore skin quality. Even though often more than one treatment is required, overall it offers a natural and effective option for rejuvenation and we recommend it.

*Dr. Basmah Al Rowaily, an experienced physician in aesthetic procedures performs all these treatments*