



anti-ageing



# The future is here

**REGEN PRP IS AT THE FOREFRONT OF USING PLATELET RICH PLASMA IN A VARIETY OF COSMETIC AND MEDICAL SETTINGS. CAITLIN BISHOP REPORTS.**

Platelet Rich Plasma (PRP) therapy is a regenerative and rejuvenating procedure with seemingly endless applications. From anti-ageing concerns to treating Sjorgren's syndrome, PRP can be used to kick-start the body's cellular processes, stimulate collagen production at the treatment site and invigorate the area with stem cells and growth factors.

Regen PRP signifies the cutting-edge in PRP technology and is fast becoming the must-have treatment in both the

cosmetic and medical arena. The procedure harnesses the patient's own resources and natural healing mechanisms to facilitate change. It involves extracting a sample of the patient's blood, centrifuging this sample to concentrate the platelets, and reinjecting the concentrated solution into the treatment area.

One patient, Lisa Schmelzkopf, who has worked in the skincare industry for more than 15 years, explains PRP can be effective in boosting the action of other skin

treatments for a holistic and longer-lasting result. 'I've had PRP three times now, and find the results fantastic,' says Schmelzkopf. 'It's a way to give your skin a second chance and accelerate the results of other treatments or skincare regimes. My skin tone has evened out, and PRP has given me a healthier, plumper and firmer complexion.'

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PRP has been used in medical settings for several decades – for example in sports medicine by assisting in healing of tendons, muscle tears and joint injury. In the body, the blood platelets release proteins called growth factors, which communicate with the body to trigger that natural healing process.

Companies such as Regen Lab have brought this treatment into the world of cosmetic enhancement, supplying cosmetic surgeons and practitioners with the devices they need to extract, concentrate and reinject platelets in their own clinic.

Dr May Marr, a cosmetic physician in northern NSW, uses PRP as an anti-ageing therapy. One of her patients, Margardia Belleza, has recently undergone a series of treatments with Regen PRP. 'I just felt my skin had lost its glow; it felt tired, dull and without its youthful elasticity,' Belleza explains. 'I was attracted to PRP because I do believe the body can repair itself; PRP just gives it a wake up call. Since treatment, I've had people stopping me and commenting that I look fresh and more youthful – I really think it has made a difference.'

Belleza has received three PRP treatments; the first two were performed one month apart and the third, one year later. She often combines PRP with small amounts of anti-wrinkle injections, to improve results and achieve a more holistic rejuvenation.

'I don't want to look frozen, and PRP returns that healthy, youthful glow to my skin via a very natural process,' she says. 'The treatments themselves were easy to tolerate and did not cause much downtime. I usually have some swelling for around 24 hours following injection, and I experienced mild bruising around the mouth on one occasion.'

## Gynaecology

Gynaecologist Dr Fariba Willison in Adelaide is trail blazing the use of PRP in a gynaecological setting. She was the first to pioneer treatment of PRP for vaginal atrophy and

women with breast cancer who have dry vagina and cannot use HRT.

One of her patients underwent PRP to treat a pervasive, aggressive and uncomfortable condition, which caused great irritation in her vagina. 'I had visited several gynaecologists but no one could pin-point the exact cause of my problem, nor could they suggest a solution,' this patient describes. 'It was so distressing; it affected my sexual health, I was in constant pain, it hurt to urinate, I couldn't wear certain clothes and, psychologically, I was traumatised.'

Other doctors had prescribed anti-depressants and therapy, but this patient was determined to address the physical cause of her trauma. After a consultation with Dr Willison, she went ahead with a series of three PRP treatments, combined with laser therapy to bolster results.

'After the first treatment I could wear proper clothes again,' she says. 'Each time I received treatment it continued to improve. I felt I could stand up tall again; I felt in control. PRP treatment really gave me my self back – I want women to know there are options out there. I was told I had to live with my condition, but PRP has given me hope.' **csbm**

## Sjorgren's syndrome

In an unusual utilisation of PRP treatment one patient, Bridgette Bradley, has used PRP in the form of eye drops to manage the symptoms of Sjorgren's syndrome – a condition that results in dryness of the mouth and eyes. 'One of the most debilitating side effects of Sjorgren's syndrome is the lack of eye tears,' she says. 'After being treated by Dr Willison using PRP drops, I went three days without needing my regular eye drops. Usually, I have to apply my eye drops 10 to 20 times a day.'

Though the short-term results were clearly significant, there was no long-term change in Bradley's symptoms following PRP treatment. She is looking forward to future treatments – and hopefully take-home eye drops at some point – and has arranged to inject PRP in her inner cheek at the next treatment in a bid to stimulate her salivary glands.

This case, alongside many others, signifies the extensive opportunities for using PRP in several cosmetic, regenerative and medical settings. Regen PRP can enhance the complexion, reverse the signs of ageing and assist in treating certain conditions. With such diverse possibilities, the ways in which PRP can make a difference in patients' lives will continue to emerge in the years to come.