



FOUNTAIN OF YOUTH

Leading international cosmetic surgeon, Dr Ces Colagrande has developed centres for cosmetic surgery and anti-ageing, called AestheticA, at Champneys to enhance the health resorts Anti-ageing expertise. *John Harrington* reports.

Recognising the growing

demand for anti-ageing solutions, Champneys Health Resorts group director Stephen Purdew has enhanced the brand's reputation for health and well-being by developing a new dedicated centre of excellence for these specialised treatments. With Champneys hosting such guests such as Kylie Minogue, Mel Gibson, Naomi Campbell, Joan Collins, Victoria and David Beckham it is no wonder it has become the worlds largest destination spa group.

The new centers for cosmetic surgery and anti-ageing at Champneys are called AestheticA. The centres offer day, residential guests and the general public the opportunity to take expert consultation for both surgical and non-surgical cosmetic services.

AestheticA centers will be under the directorship and offer the expertise of top international cosmetic surgeon Dr Ces Colagrande, who has been using Henlow Grange as a rehabilitation and recovery facility for clients treated

at his Harley Street practice for quite some time. Champneys guests now have access to his expert consultation and extensive menu of specialized CESIDIO anti-ageing treatments, which includes: hand rejuvenation therapy; Botox anti-wrinkle facial; Collagen replacement therapy; skin softening peels for sun spots and fine lines; mouth wrinkle correction; and lip reshaping procedures.

Fine art

Dr Colagrande has always had a strong interest in art. However, he views himself more as a doctor than an artist, and emphasises that you can't have the artistry without a sound clinical base in medicine and surgery. "I feel very creative when I am in surgery," he says. "To do this kind of work and produce really beautiful results you must have in your mind's eye exactly what you want to create. Attention to detail is of extreme importance. Then you must perform an operation that is technically good, to produce that vision."

Everyone has heard the old saying 'beauty is in the eye of the beholder' and it is vital to establish at the outset the patient's own vision of beauty. "Producing a factory line of exactly the same body isn't beauty, it is repetition," observes Dr Colagrande. "Patients have their own views on beauty. It is my obligation as a doctor, to achieve as closely as possible, their vision of beauty. You can't change a person's appearance with cosmetic surgery and allow them to believe it is going to change their life."

Dovetailing the services of AestheticA into Champneys provides guests with a unique opportunity to explore the latest cosmetic anti-ageing options. And because this is an additional service there is no pressure attached. Guests who may have been curious in the past about cosmetic surgery, but don't know how to get expert advice, can now discuss their needs and options with Dr Colagrande and his team while taking time out at Champneys to focus on their health and well-being.

"This new facility will enhance the services already offered at Champneys," confirms Stephen Purdew. "It has been prompted by client demand and will become part of the Champneys anti-ageing programme. As market leaders, Champneys has sourced the best experts in this field. It's a natural progression."

Cutting-edge expertise

Australian born Dr Colagrande qualified at The University of Queensland before continuing further postgraduate studies at Cambridge in the UK, where he worked at the world famous NHS hospital Addenbrooke's, utilising his skills to repair and help victims of accident and trauma. Recognised for his outstanding work, he went on to become Cambridge's first Aesthetic (Cosmetic) Plastic Fellow within the department of Plastic and Reconstructive Surgery.

Surprisingly, cosmetic surgery in England is not recognized as a separate specialty and cosmetic surgery training is not provided within the NHS. Therefore, to help plug this gap, Dr Colagrande has formed the International Association of Cosmetic and Aesthetic Plastic Surgery (IACAPS). This independent group is dedicated to training doctors, nurses and allied personnel in the beauty industry the highly specialised skills of cosmetic surgery and medical aesthetics. Dr Colagrande, explains, "my only concern is not having appropriately trained personnel performing these procedures. This would put the industry into disrepute. I recommend any spa contemplating incorporating cosmetic surgery and medical aesthetic services to do their homework – it pays off."

Facing the future

According to Dr Colagrande, access and advice about non-surgical and surgical cosmetic services to combat the effects of ageing has the potential to become an exciting growth area for the health spa industry in the UK.

"There has been rapid growth and demand for cosmetic surgery over the past five years, particularly for men who now account for one third of our clients. Male grooming is definitely on the rise. Men have Botox, eye-lid and eye bag correction and liposculpture to their waistline.

Dr Colagrande explains, "Cosmetic surgery is gaining wider acceptance in the health spa industry in the UK. Advances in surgical techniques and structured formalized training have instilled more confidence in my patients. Societal changes in attitudes towards cosmetic surgery are more positive nowadays. With an expected £250 million to be spent in the UK on cosmetic surgery and Champney being the worlds largest destination spa group in the world, with 500 000 visitors each year, Dr Colagrande concludes, the prospect for growth for AestheticA centers looks bright." •



To create a form in stone or paint a curvaceous impression on canvas is wonderful, but to sculpt a human face or body is the ultimate art. *Dr Ces Colagrande*



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