

'Last year we had an all-time high in facelifts'

Facelift fever hits South Bucks

BUCKS folk are among those who are joining in the facelift fever as more and more people try to hold onto their youthful looks.

National figures released by the British Association of Aesthetic Plastic Surgeons (BAAPS) show that facelifts alone rose by 44 per cent in 2006 in comparison with 2005.

People are splashing out anything from £6,000 and upwards to try and stay young and beautiful into their later years.

One of Buckinghamshire's leading plastic surgeons, Adrian Richards, of AR & Associates, is not surprised by the upward trend and has witnessed a rise in people wanting to turn back time by having a facelift.

His practices have seen a 30 per cent growth in people having surgery in the last year. Dr Richards has practices in Bucks and Berkshire, including ones at the Shelburne Hospital in Queen Alexandra Road, High Wycombe, and the Paddock Hospital in Aylesbury Road, Princes Risborough.

In January alone Dr Richards has

By Ann-Marie Canavan

already performed 15 facelifts, which could mean a further rise in the procedure for the year ahead.

He said: "This significant rise in facial plastic surgery comes as no surprise to me.

"People are starting at a much younger age to opt for non-surgical treatments to target the gradual signs of ageing, but the most effective procedure will always, ultimately, be the facelift.

"We have seen a growth year on year in facelifts – but last year we registered an all-time high."

The figures from BAAPS also suggest that people are no longer embarrassed about having surgery, which may have been helped by famous faces such as Sharon Stone and Cher revealing that they have been under the knife and hit TV shows like Nip/Tuck.

Dr Richards, who specialises in facial cosmetic surgery and breast augmentation, agrees that procedures

are much more simple and straightforward.

Dr Richards said: "The facelift can be seen as a complex process, but modern anaesthetics are very light and recovery is usually rapid – with the patient usually back in work within two weeks.

"I only use absorbable stitches which melt away naturally, negating the need to have them removed which is often uncomfortable."

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Popular: Adrian Richards with a patient



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