



YOUNG BLOOD



We speak to Ita Murphy about her clinical experience with the MyCells Platelet Rich Plasma (PRP) Rejuvenation Treatment



Ita Murphy is founder and managing director of The Otto Clinic, Limerick, which is one of the top aesthetic cosmetic centres in Ireland. She pioneered the introduction of the MyCells Platelet Rejuvenation Plasma (PRP) technique in Ireland and The Otto Clinic is currently the only clinic in Ireland to offer this procedure. Besides being a MyCells practitioner, she is also a recognised trainer in this procedure having trained several doctors in the UK

Time is a luxury many of us don't have. As we get older we all hit a point where we get stuck in the Twilight Zone, as life tends to get in the way of our best intentions. As early as our mid-20s to early-30s we start to see a deterioration in our skin – gone is the velvety-soft canvas of youth. Years of sun exposure, lifestyle choices and other external factors or skin conditions take their toll culminating in crow's feet, fine lines, wrinkles, sun spots, dark under-eye shadows and uneven texture, to mention but a few. Collagen loses its elasticity and our skin starts to sag, heading further south the older we get!

RENNOVA[®]

HIGH TECHNOLOGY • GREATER SAFETY
GREATER PURITY • GUARANTEED RESULTS

Renew
beauty
naturally
and safely...



RENNOVA[®] Fill is a sterile gel, monophasic cross BDDE linked (1,4 - butanediol diglycidyl ether) with a hyaluronic acid, obtained through bacterial bio-fermentation. It is completely viscoelastic, biocompatible, homogeneous, transparent and resorbable. It has results with long-lasting effects. Easier application, greater lifting effect and greater security.

Thanks to its high-tech manufacturing, **RENNOVA[®]** offers more visible and longer lasting results.

RENNOVA[®] was developed and is manufactured by one of the largest pharmaceutical companies in Europe, which has been operating in the pharmaceutical market for more than 30 years, specifically with hyaluronic acid based products for use in ophthalmology, orthopedics and dermatology. It has a history of more than 15 million treatments sold around the world.

Thanks to the new **XPM Tech[®]** technology, **RENNOVA[®]** is submitted to processes that make the gel's tridimensional molecular structure even more even, stabilized and elastic, with new definite molecular "bridges", extremely important characteristics for providing a greater lifting effect, greater duration and greater aesthetic results.

**INNOVAPHARMA**
INTEGRATED SOLUTIONS FOR HEALTH

New technology
XPMTech[®]
Xtreme Pure
Matrix

medical aesthetic

group

Specialist Solutions for
Non-surgical Aesthetic Procedures

CE 0459

www.magroup.co.uk

For further information about **RENNOVA[®]** call **Medical Aesthetic Group** on **02380 676733** or visit www.magroup.co.uk

So what can we do about it? In the past the traditional solution may have been to go under the knife but recent advances in skincare mean that surgery has been superseded by a wave of less invasive yet very effective techniques. One of these ground-breaking new procedures, MyCells Platelet Rich Plasma (PRP) therapy – or autologous rejuvenation therapy – has been pioneered by The Otto Clinic, a leading aesthetic cosmetic centre in Limerick, Ireland. Ita Murphy, MD of The Otto Clinic explains that “this technique works on the basis that the body’s own natural healing powers may slow and even reverse the ageing process – it’s a revolutionary repair system that places growth factors in the exact location where we want the skin to repair and rejuvenate itself”.

The treatment involves harvesting platelets from the patient’s own blood in order to inject them into problem skin areas, starting with the extraction of a minimal amount of the patient’s blood. This is then placed in a centrifuge to spin down the blood which separates the red blood cells from the platelet rich plasma. Platelets contain a high content of growth factors – proteins that help to heal injured tissue or damaged skin. (Studies have shown this technique to be highly effective in the treatment of skin wounds, particularly burns). Upon injection the platelets release their growth factors which trigger surrounding cells to proliferate, in turn stimulating repair, increasing volume and rejuvenating the skin. They do this by sending out signals for other cells to ‘rush’ to the affected area. One such cell type is fibroblasts – these are the cells which create collagen. Collagen acts like a scaffolding structure for the skin, supporting it at the very deepest level – the dermis. Our bodies constantly create new collagen to repair what’s been damaged however, as we now know, around the age of 35, collagen production begins to taper off and the quality of collagen produced is not as good as that previously created. This is why the action of fibroblasts (during the PRP process) is a crucial weapon in the battle to age-proof our skin. MyCells PRP can be used on the face, neck, hands and all over the body with excellent results: skin is re-plumped and rejuvenated; fine lines and wrinkles are reduced and skin contours are redefined to create a youthful, radiant bloom. It is highly successful in reducing crow’s feet and wrinkles around the lips, nose and mouth. For the patient, the benefits of this treatment are multiple:

- It’s the only treatment of this type that can be injected right into the tear trough without fear of any adverse effects
- No surgery/ no anaesthetic
- Completely safe and natural – no synthetic substances/no danger of allergic reactions or infections
- Walk-in Walk-out procedure - minimal disruption to your life
- Virtually painless plus fast recovery

PRP is not a new concept in medicine, in fact it has been used for many years in the US and parts of Europe. With a successful track record in wound and tissue repair, it has applications in many medical fields such as orthopaedics, sports and musculoskeletal medicine, dentistry, neurosurgery, ophthalmology and urology.

“We are delighted by the success rate of this treatment” says Ita. “We introduced it in 2006 and all our patients are extremely happy with the results. We now treat on average three patients per week and have had huge success with crow’s feet and wrinkles around the eyes as this is the first place we lose our fat.

MyCells helps to correct the hooded look and the ‘crepey’ skin of the upper eyelids which many women start to notice in their early 40’s”. And, of course, it is the only procedure which is absolutely safe to inject under the eye and right into the tear trough to rejuvenate and tighten skin around the eyes with no fear of adverse reaction.

“The treatment should be virtually pain-free and its effects are long lasting. For patients aged 30-40 we would recommend treatment once every two to three years, for people aged 40-50 maintenance every 18 months, and those aged 50-plus, once every 12 months. However, it can also be very effective for patients in their 30s experiencing the first signs of ageing as it tackles fine lines and wrinkles before they have a chance to take hold and as such can be a very effective preventative step. With PRP you can stop the first signs of ageing as the treatment develops over a period of about 3 months and actually strengthens the dermal structure”.

Greg, 25, from Limerick has had the treatment in an attempt to counteract acne scarring on his face. He is thrilled with his results and plans to return on a regular basis saying “I had spent a lot of money on my skin. Medication had cleared my spots but I still had pock marks and dark shadows. After the treatment, the skin was swollen for a couple of days, but as time goes on, the results become more apparent. My skin looks much fresher and clearer now”.

Margaret, 47, is also a regular at the clinic and says she chose MyCells because it’s such a natural treatment: “Wrinkles and lines around my eyes and in the neck area in particular have been a problem for me for years” she says. “I heard about this treatment when I went to the clinic for Botox around my eyes and forehead. After the first treatment, my neck was smoother and tighter, and now the skin around my eyes is younger looking and less creased. My eyes look more open and people say I look younger. And it’s totally safe, you know, there’s no foreign or unnatural substances being injected into my body”.

The Otto Clinic has used MyCells PRP since 2006 and Ita, who is a highly recognised practitioner of this technique, treats patients from all over Ireland and the UK. She is also regularly called upon to train doctors in both countries in the administration of MyCells.

So next time you feel you’re stuck in the Twilight Zone, consider that the secret to successful skincare may lie in your own blood!

