

Press Release: MyCells Platelet Rich Plasma Rejuvenation Treatment: 02/02/10

AMAZING “FACELIFT” THAT’S KNIFE-FREE AND VIRTUALLY PAINLESS

Limerick’s leading aesthetic cosmetic centre, The Otto Clinic, is the **only** clinic in Ireland performing the “MyCells” Platelet Rich Plasma Rejuvenation treatment. MyCells has been hailed as the ‘holy grail’ of anti-ageing treatments because, like a facelift, it can turn back the clock and achieve amazing results but WITHOUT the pain and inconvenience of surgery. The discovery of MyCells PRP is a massive breakthrough in the field of dermal fillers because, for the first time, we have a treatment that simply uses the patient’s own cells to create an all-natural solution to the problem of ageing skin – Goodbye synthetics, hello MyCells!

This innovative technique involves taking a minimal amount of the patient’s blood which goes through a specialised process to separate the red blood cells from the platelet plasma. (Platelet enriched plasma is the component of blood that carries the body’s natural healing powers and has been proved to be highly effective in healing skin wounds and burns). The plasma is then re-injected into the chosen area. It can be used on the face, neck, hands and all over the body with astonishing 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. The benefits of this treatment are multiple:

- 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 day
- Virtually painless plus fast results and fast recovery

“We are delighted by the success rate of this treatment” says Ita Murphy, MD of the Otto Clinic. “We introduced it in 2006 and all our patients are extremely happy with the results. Here at The Otto Clinic, we are dedicated to the discovery of ever safer, more natural techniques and one of the things we love about MyCells PRP is that it is harnessing the body’s natural healing power, not synthetic products, to turn back the effects of time – it’s safe and reliable, what more can you ask of a treatment?” says Ita.

The Otto Clinic is one of Limerick’s leading aesthetic cosmetic centres and is a pioneer in the field of non-invasive beauty treatments which include skin rejuvenation, laser hair removal, body reshaping and body contouring – check out the extensive range of treatments at www.theottoclinic.ie.