

# **MyCells Platelet Rich Plasma (PRP) Rejuvenation Treatment Article**

## **Young Blood - The Secret of Ageing Gracefully...**

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 of skincare, 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 starts to sag, heading further south the older we get!

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the traditional solution may have been to go under the knife but recent advances in skincare mean that surgery has been superseded by a wave of less invasive yet very effective techniques.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 skin to rejuvenate itself”.

The treatment involves harvesting platelets from the patient's own blood, therefore the first step is to extract a minimal amount of blood. This is then placed in a centrifuge to spin it down separating 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. Apart from being completely safe and natural, 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/ no synthetic substances/no danger of allergic reactions**
- **Walk-in Walk-out procedure - minimal disruption to your life**
- **Virtually painless with very little recovery downtime**

PRP is not a new concept in medicine, in fact it has been used for many years in the U.S. 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, who trained with The Harley Medical Group in London. "We introduced it in 2006 and we now treat on average three patients per week – we've 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.

Ita adds that "although many of our patients would be aged over 40, we are seeing an increase in patients in their 30's because it is also a very effective treatment for those experiencing the first signs of ageing as it tackles fine lines and wrinkles before they have a chance to take hold. With PRP you can effectively stop the first signs of ageing as the treatment develops over a period of about 3 months and actually strengthens the dermal structure.

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!

**The Otto Clinic is one of Ireland'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](http://www.theottoclinic.ie) or call us at 061 317678.**