

Title: The 3D Face Refresh

'Three triangles of beautification'

Name: Dr Rupert Critchley
Director & Founder of VIVA Skin Clinics

The 3D Face Refresh is a non-surgical treatment devised by Dr Rupert Critchley, formulated from the needs of a vastly expanding younger client demographic. The 3D face-refresh marries 'patient want' with 'patient need', applying a safe and methodical treatment approach to dermal fillers for the next generation. It addresses both subtle 'Photoshop' imperfections and early signs of ageing for contribution to overall aesthetics. A holistic approach is the basis for the treatment, dividing the face into upper, mid and lower face. Using small quantities of a volumising hyaluronic acid based dermal filler, improvements can be made in these regions to tweak and improve minor imperfections. The Three Triangles of Beautification provides the practitioner with a template of safe points to address these using both syringe and cannula technique. The treatment is intended for the younger age category who want to tweak, touch up and correct minor imperfections which are commonly addressed using Photoshop and filters. The procedure involves small injections of a volumising dermal filler to create lift, volumisation and enhancement of most upper, mid and lower face. Using safe injection zones guided by facial anatomy, downtime and complication risk is minimal.

Imperfections addressed with the 3 beautification triangles:

Cheek Beautification Triangle C1-3	Cheek lift and volume / zygoma definition Lateral tear-trough / dark circle Crows feet
Jawline Lift and Contour Triangle J1-3	Jawline Contour Jowel Marionettes
Lower Face and Chin Shaping Triangle L1-3	Nasolabial fold Chin shape Marrionette

Biography

DR RUPERT CRITCHLEY BM MRCGP is the founder, director and lead practitioner at VIVA Skin Clinics (Est. 2004), a qualified Doctor and practicing GP. Dr Critchley graduated from Southampton University in 2009. Since beginning his career in non-surgical cosmetics whilst at Kings College London, he has developed a thriving aesthetics practice with clinics throughout London & the UK. Dr Critchley's main focus has become set on the professional artistry of dermal fillers, developing his own particular techniques and consultation methodology. Dr Rupert Critchley is highly regarded in his field and currently offers training in fine facial aesthetics internationally.

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