

Be a Perfect 10

To commemorate our 10th anniversary, *Elevate* asked readers to weigh in on their favourite anti-aging, enhancement and wellness treatments, products and techniques. The results of our first annual **Anti-aging, Enhancement and Wellness Survey** are in! **BY MARLENE REGO**

ANTI-AGING

A whopping **84% of you said you use cosmetic anti-aging products** (Bravo readers! This is a wise preventative action), but 60% of these products are bought at drugstores and mainstream retailers. Around 20% get their goods at a spa or dermatologist's office. To learn why spa-grade products are an effective choice, check out "Doctor's Orders" on page 52.

Which signs of aging are you most worried about? 41% said face wrinkles and fine lines and 22% are concerned with skin laxity and loss of volume.

19% of you are considering soft-tissue fillers and injectables, such as Restalyne, Perlane and Juvéderm, to correct your aging concerns.

For those who don't want to go under the knife just yet, 36% are turning to diet and weight loss to turn back the clock.

17% would like to try laser body contouring (such as **Velashape and Accent**).

62% aren't considering going under the knife to treat aging on the face, while 12% have thought about a facelift and 10% are thinking about an eye lift/brow lift/forehead lift.

As for invasive body treatments, it was an even split between three popular procedures: **tummy tuck (31%), liposuction (27%) breast augmentation/lift/reduction (30%)**.

"This doesn't surprise me," says Dr. Jerome Edelstein, a Toronto-based plastic surgeon. "That's absolutely typical of my practice. For women who've had kids, if they've lost skin tone or elasticity on the abdomen, then it's just not going to look good unless you tighten with a tummy tuck."

We asked how likely it is that you'll opt for a non-invasive anti-aging/enhancement treatment within the next year? 33% said "very likely".

For those who answered not very likely or definitely not, your reason was clear:

52.6% said you can't afford it.

ENHANCEMENT

What part of your body are you most self-conscious about? Almost half answered stomach, while 17% aren't happy with their eyes.

What enhancement procedure would you be most likely to consider to treat this area? **Liposuction is the answer for 49%.**

"Personally I still think the gold standard for body contouring is liposuction. I can guarantee better results," says Dr. Edelstein.

16%: the number of you who would get an eye lift or face lift.

If you are not planning to engage in an enhancement treatment, what most resembles your reason? 56% indicated they can't afford it. But if your heart is set on a procedure, there are options out there: "A fair number of my patients use **Medicaid** and other company's options and it's a good service. The company will set up a payment plan with patients, and I haven't had any complaints," says Dr. Edelstein.

DENTAL

What concerns you most about your teeth? 69% worry about discoloration "That makes a lot of sense. Aging naturally discolours teeth internally because they become more solid over time with denton. Since denton is naturally yellow the teeth appear more yellow," says Dr. Edward Philips, DDS., in Toronto.

14% are unsatisfied with their crooked teeth. "Even if you've had orthodontics, teeth naturally shift and drift as we age. There's a natural tendency for teeth to become crooked over time," notes Dr. Philips.

34% look to consumer whitening systems such as Crest White strips, while 24% would go for an in-office whitening treatment like Zoom!

31.5% are "somewhat likely" to correct the issue they're concerned about within the next year.

If you are not planning to engage in dental treatment, what most resembles your reason? Again, 50% said they couldn't afford it. A good plan of action: talk to your dentist about payment plan options and look into any insurance coverage you may have.

WELLNESS

Who knew power-walking was so popular? 37% of you turn to this activity to keep fit and 25% of readers hit the gym.

Here's how our readers keep mentally sharp:

32% engage in activities you enjoy

26% spend time with loved ones

21% rely on puzzles and crosswords

As far as alternative treatments go, almost half of you are fans of **massage**. Good choice! It's been shown to boost immunity, relieve stress and control blood pressure.

14% seek acupuncture

13% turn to chiropractic methods On behalf of *Elevate* magazine, we'd like to extend a sincere thank you to the readers who participated in our first annual Anti-aging, Enhancement and Wellness Survey. 🍷

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