

NEWSLETTER 01 natural effects

MCA 10 YEARS YOUNGER - WITHOUT THE KNIFE!

Women are waking up to a revolutionary new treatment which tackles the onset of old age - but without resorting to surgery or even Botox!

Multitrepennic Collagen Actuation, or MCA as it is known in the business, is an entirely natural way of getting the body's own cells to regenerate and get rid of wrinkles.

MCA is a practically-painless, completely risk-free alternative to injecting muscle relaxants such as Botox - and, with prices starting from £75 per treatment, it's also less painful on the purse!

There is one major drawback - only a handful of practitioners in the UK currently offer MCA.

Fortunately, for those of us in the South East, Helen Porter is one of the few people with the qualifications and

experience to offer this groundbreaking new treatment.

Helen, who works from four centres in Kent, is a great believer in MCA and has her own 'before and after' photos to demonstrate results to her clients.

Helen said: "Although MCA still uses a very fine needle, we don't inject anything. The treatment causes a micro-trauma to the skin, in order to force it into a state of self-repair."

She explained: "Our bodies are equipped with a DNA system and, when injured, the body sends out the correct signals and tools which enable it to repair itself and heal."

Some patients notice the benefit after just one treatment; others may require up to three treatments, one month apart. What is not known is how long the benefits will last.

MCA is still so new that there is no documented medical evidence as to its success, but from Helen's own experience, the results certainly seem longer lasting than Botox - and, of course, the treatment is completely natural.

She said: "As you puncture the skin, you create a wound which heals in three phases - inflammation, proliferation and tissue remodelling. When the needle enters the skin, it starts the inflammation phase. Fibroblasts - cells that give rise to connective tissue - move into the affected area and start to produce collagen and elastin to help the healing process. Although the procedure does damage the skin and cause minor bleeding, the skin is essentially regenerating itself."

Following a treatment, the patient is left with a fine red scratch mark, which forms a scab and heals within 5-7 days at most. These are barely visible and, during the healing phase, camouflage cream and

make-up can be worn, although it is wise to stay out of the sun during this period.

One great advantage of MCA over other similar treatments is that it does not cause any permanent damage to the skin and the healing phase is short. It is virtually painless and the treatment can be repeated as often as necessary, without any risk.

Helen has already treated several dozen women successfully and demand for the procedure is escalating rapidly as word spreads.

So who is best suited to this kind of treatment?

Helen said: "Because it is completely harmless, it is suitable for most people who have worries about fine lines and wrinkles. We probably achieve the best results with women who are starting to show early signs of ageing and who are considering laser resurfacing or a face lift. It is also excellent for people who have suffered from acne and for treating fine lines around the lip area."

Away from the face, MCA is also excellent for treating stretch marks or other body scars - it can also be used to help soften scars caused by less-than-perfect face lift surgery.

Helen said: "Because each of us is different and our bodies - and skin - reacts in different ways, it is impossible to predict what the outcome will be. Some clients have noticed a marked improvement after just one treatment in a very short space of time. However, some people may find little change, or that the change is only short-lived.

"However results so far are very exciting indeed."

For more information about Helen Porter's Natural Effects, telephone 01227 453959 or visit website www.naturaleffects.co.uk, e-mail info@naturaleffects.co.uk.

