

# GOLD RUSH

YOU DON'T HAVE TO BE A BOND GIRL TO ENJOY THE BEAUTY-ENHANCING PROPERTIES OF GOLD. **ABBY KNIGHT** LOOKS AT THE NEW HOT METAL TREATMENTS

**P**ure 24 carat gold threads woven under the skin to lift and stimulate collagen or gold leaf used as part of a luxe gold facial may sound futuristic, but the idea of using gold for its beauty-boosting properties is far from new. For centuries gold has played an integral part in beauty rituals the world over. Cleopatra supposedly slept in a gold mask every night to help cleanse her skin while Egyptian women painted gold leaf and paint on their skin – including their nipples – as the ultimate in luxurious beauty, and to create an aura of confidence. The ancient Chinese used gold rollers to massage their faces and later Roman women added gold leaf to face masks. And in terms of wellbeing, healers believe gold can ease tension, calm, and help people to realise their full potential.

Up until now the precious metal has been hard to incorporate into modern-day treatments because the skin finds it hard to absorb, but beauty specialists in Japan have recently perfected technology that allows super-fine particles to penetrate the skin, giving a lifting and firming effect. Ron Razeggi, US chief operating officer of the manufacturer UMO, explains: 'The skin tries to reject gold because it's a foreign object, and in order to do that it builds new cells. Right now the body produces cells every 28 days; this speeds cell turnover and as a result firms and tightens the skin.'

Now read on for the latest ways you can give your skin the golden touch this autumn, including a round-up of the best in gold make-up...

## GOLD HAND & FACE LIFTS

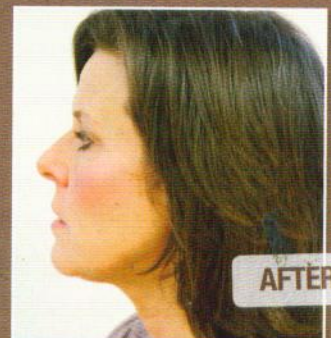
Already a hit with the likes of Sharon Stone and Demi Moore, last year's non-invasive surgery success story – the thread lift – gets a luxury makeover. The Midas Touch, perfected by Polish surgeon Paul Rataj, is a lifting and smoothing treatment for saggy-looking décolletage and hands that uses tiny needles to criss-cross fine gold threads just under the skin, producing a net-like scaffolding to smooth out wrinkles and folds. The procedure takes around 20 minutes to perform and, while it takes six months for full results to show, the benefit of using pure gold thread is that it speeds up tissue repair and stimulates collagen so skin looks smoother and fresher long term.

**Cost:** From £2,500 at Euromedica (for more information see [cosmeticsurgery.me.uk](http://cosmeticsurgery.me.uk))

**Try it if:** Your hands and décolletage have lost volume and texture and seem prematurely aged.

## 24 CARAT GOLD FACIAL

This skin-rejuvenating facial uses gamma PGA, a new kind of delivery system derived from natto, a Japanese soybean-based health food that's 10 times more hydrating than hyaluronic acid and has the same elastic properties as collagen. →



## 'I HAD A GOLD LIFT'

Jan Caswell, 50, from Brighton had a Gold Thread Skin Rejuvenation to tighten sagging skin on her face. Performed by Dr Alexandra Chambers it cost £1,800

'Once I turned 40, my self esteem slumped and I began to lose confidence in my looks. To my friends and family I appeared okay but on the inside I didn't feel happy. I really wanted to try the Gold Thread Skin Rejuvenation because it didn't involve unnatural surgery. Cosmetic doctor Dr Alexandra Chambers was the only practitioner in the UK to offer the treatment.

'I was a bit nervous, but the description of the treatment sounded worse than the experience. It only took one hour and the time flew past. My recovery was also very quick. I went back to work just three days later. There was some bruising, but this was easily disguised with make-up.

'I am very pleased with the results. They are subtle and everyone keeps saying how fresh and well I look – they don't know I've had anything done! I like the fact that the procedure boosts the production of my own collagen, and my looks are still mine and haven't been tampered with. The results take 2-6 months to show completely, so I am enjoying the improvements all the time.'

