

# Work it Out

Not quite ready for a facelift? Try one of two non-invasive treatments that move the muscles of the face, delivering visible results—with zero downtime

BY SHERI RADFORD

Seventy-two-year-old Gisele Rasmussen looks at least 15 years younger than her age. She founded Facial Fitness in Vancouver in 1992, specializing in microcurrent toning facials. The clinic's medical-grade equipment uses a powerful low-grade electrical current to tone the facial muscles—Rasmussen likens it to a gym workout for the face—which results in better blood flow, more collagen production and increased cellular activity. The lively septuagenarian recently added LED red light therapy for the face and neck to the end of the microcurrent treatments.

"The LED is just magic. I'm astonished at the results," she says. "All those beautiful toned muscles that you have, suddenly you've got this tight skin on top. Within six treatments, you can look 10 years younger." Rasmussen explains that muscles toned by microcurrent form the perfect foundation for other cosmetic treatments, from Botox to fillers to peels, and she describes the LED red light therapy as "the icing on the cake."

Most of her clients do their treatments every three or four weeks, though some fountain-of-youth seekers come in as often as every second week. No matter how frequent the treatment, there's no downtime and the results always look natural and healthy, Rasmussen says. "I want it to look natural. I don't want it to look fake."

EmFace is another non-surgical rejuvenation procedure that works the facial muscles, and it's exploding in popularity. "EmFace is an energy-based treatment that is really one of a kind because it is the first to target the lifting facial muscles," says Dr. Shannon Humphrey, medical director at Humphrey & Belezny Cosmetic Dermatology in Vancouver. Humphrey is also a clinical associate professor at the University of British Columbia.

EmFace combines high-intensity facial electrical stimulation with targeted radiofrequency energy to tone the facial muscles while also increasing the skin's production of collagen and elastin. "It's kind of like a bootcamp for the lifting facial muscles," Humphrey says. "We get lifting but also skin-quality improvement."

And, somewhat miraculously, EmFace takes just 20 minutes per area, it isn't painful, no downtime is required and it can easily be combined with other treatments such as microneedling. Clients do a series of four EmFace sessions anywhere from two days to two weeks apart, then come in twice a year for maintenance sessions. "This has been a real game changer in our practice," Humphrey says. "Patients love the ease of the treatment experience. They love the multimodal outcomes, so both lifting and skin-quality improvements, and they love the natural-looking outcomes."

Dr. Trevor Born agrees with all the acclaim for EmFace. The founder of



TMB Cosmetic Surgery in Toronto, Born aims for a natural look for his clients. He praises the results that EmFace achieves in terms of smoothing out fine lines and improving the skin's texture and vasculature, though he cautions that individuals with "a lot of sun damage, a lot of fine wrinkles, a lot of volume loss in the face" might not achieve stellar results. "It's not a do-everything device," Born says. "This is really a technology that's meant for people who aren't quite ready for a facelift but want a little bit of change." Other devices currently on the market promise to deliver similar results, but Born points out that "they all compare themselves to EmFace, which is really the gold standard."

Humphrey concurs that other non-invasive surgical procedures simply can't compete with EmFace. "There are actually no other ones that target the lifting facial muscles," she says. "So I think in that way, EmFace is relatively standalone." And surgery belongs in a completely separate category. Humphrey explains, "A surgical intervention like a facelift may involve repositioning facial muscles along with other tissues, but it's really in quite a different category of treatment in terms of patient experience, degree of improvement, cost, etc."

As for treatments that an individual might try at home, nothing can compare to EmFace or a microcurrent toning facial. Humphrey and Born both cite the lack of randomized trials and clinical studies to back up claims made by home-equipment makers. Rasmussen notes that some of her clients have had limited success using LED red light therapy at home, but they're mostly in their 40s and trying to extend the time between clinical treatments—home treatments are simply no replacement for the clinic.

Rasmussen says with a laugh, "If you're in your 50s or 60s, you need the big guns." V

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VITA X WALMART

## 5 Affordable Gift Ideas for Kids of All Ages from Walmart Canada

With the holiday season just around the corner, you're likely starting to brainstorm gifts for all the kids in your life. Get inspired and become the ultimate elf with cool gifts at affordable prices from Walmart Canada. This year, the gifts are bigger and better than ever, inspiring creativity, fun and playfulness. Discover five of our favourites for kids of all ages, and let the holiday magic begin! [Walmart.ca](#)



**1. BARBIE MINI BARBIELAND DREAM HOUSE, \$42.97** Mini BarbieLand is a place to imagine big and dream in mini! Built with tiny cuteness and a big surprise, this playset includes a mini DreamHouse doll house, two vehicles and five mini Barbie dolls. The small-scale DreamHouse comes with unboxing fun that reveals one of the mini Barbie dolls and a randomized pet and pet accessory. When it's time for a mini adventure, kids have the Dream Plane and SUV to take for a spin!

**2. FISHER PRICE INTERLOCKING BLOCKS PUZZLE, \$29.97** Watch kids stack, sort and build fun designs with this colourful puzzle, made with FSC-certified wood from well-managed forests. Nineteen shape blocks give kids the chance to stack in free-play or sort into the tray, which features guidelines to help create an interlocking design. As kids play, they'll be exercising their hand-eye coordination, creativity and problem-solving skills.

**3. MEGA POKÉMON BUILDING TOY KIT, \$79.99** Start their Pokémon journey with three beloved buildable characters: Pikachu, Eevee and Piplup. Ideal for ages eight and up, these building toys help develop creativity and problem-solving skills.

**4. LEGO CREATOR 3 IN 1 TROPICAL UKULELE INSTRUMENT TOY, \$39.86** Kids can build, play and display three beach-themed models in playset. A great gift idea for girls and boys aged eight and up, it features a ukulele on a beach scene stand, with colourful flowers and grass. The instrument toy can be detached from the stand and has four plastic strings that vibrate when strummed.

**5. BITZEE DISNEY INTERACTIVE TOY WITH 30 CHARACTERS INSIDE, \$44.97** Explore the world of Disney like never before with Bitzee Disney! Bitzee Disney characters respond to swipes, tilts and taps with cute sounds and reactions at every interaction. Inside the Bitzee pod, collect 30 iconic characters and experience classic, Pixar and new Disney friends, all in one place!

## Current Affairs

The pros say over-the-counter microcurrent devices can't compare to in-clinic treatments; still, the following are available to those who want to try-it-at-home:

NUFACE TRINITY

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ZIOTEK MICROCURRENT FACIAL DEVICE

MICROCURRENT FACIAL TONER BY BEAUTYBIO

FOREO BEAR

LIFT BY MZ SKIN

