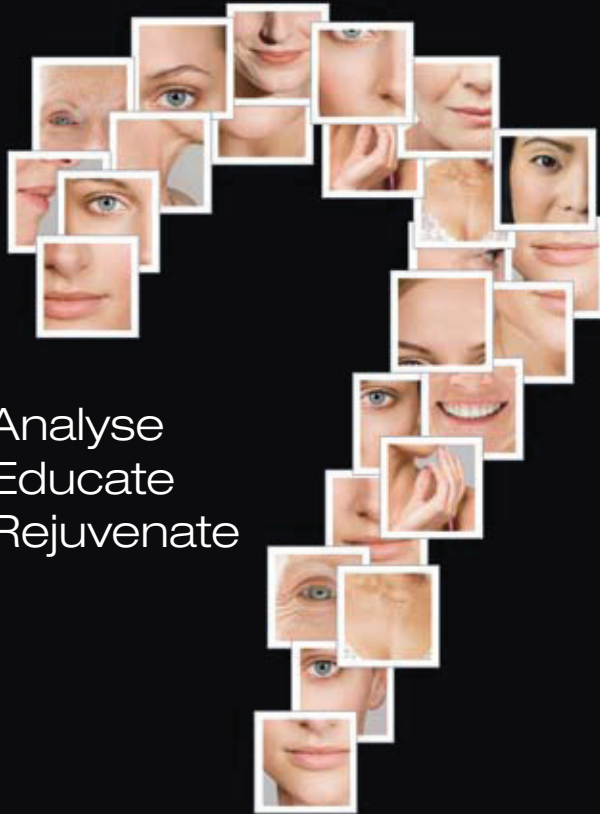


HOYS

How Old is Your Skin?
New facial assessment technology



Analyse
Educate
Rejuvenate



In collaboration with



Our pursuit. Life's potential.™

A close-up profile photograph of a woman with blonde hair, looking towards the right. The image is overlaid with several white callout boxes with thin black borders, each containing text that identifies a specific area of the face or hands for skin assessment. The areas are: Forehead, Eyes, Cheeks, Lower face, Neck, Hands, and Décolletage. The background is a soft, out-of-focus light blue.

A NEW APPROACH TO SKINCARE

Forehead

Eyes

Cheeks

Lower face

Neck

Hands

Décolletage

HOYS

New facial assessment technology

The HOYS program has been developed by one of Australia's leading dermatologists and is the culmination of over 20 years' experience in the field of cosmetic dermatology.

If you're considering cosmetic rejuvenation you've probably already spent a fair bit of time scrutinising your skin. The beauty of the HOYS technology is that it helps you to make an informed assessment of your own appearance. Few things are as empowering as choosing how you're going to improve the health and outward age of your skin.

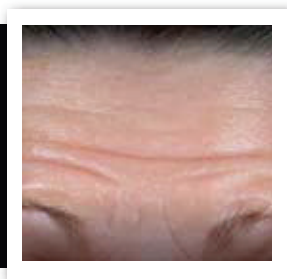
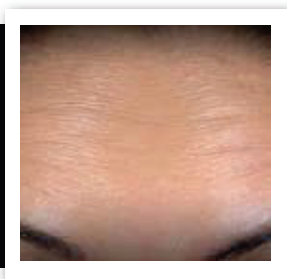
HOYS is a facial assessment technology that, in conjunction with a trained consultant, will help you to evaluate whether your appearance reflects your actual age. The program requires you to compare your skin, area-by-area (as divided in the diagram opposite), with a set of photographs depicting different degrees of skin ageing and health. Selecting the images that best match your actual appearance will reveal your outward skin age.

Appropriate treatment plans can then be discussed, including lifestyle changes or treatments to correct lost volume, surface irregularities, unwanted lines or wrinkles or, if necessary, surgical options. Whether there's one area you want to prioritise or a few you'd like to refresh, the plan you develop with your clinician will be totally individualised and under your control.

Before you complete the HOYS program, it's important that you understand the natural skin ageing process. This brochure will explain the changes that take place over time, looking at how they affect the skin surface, muscle movement and facial volume. Once you're informed, you'll be able to go forward and discuss the most effective treatments and procedures available to help you achieve younger, healthier looking skin.

The forehead

In youth, the forehead and frown area has a smooth, unlined appearance. In our mid-30s, we see the beginning of expression lines formed by repeated muscle movements. Their intensity increases through our 40s and 50s, until frown and horizontal lines become etched into the skin and are present with or without movement.

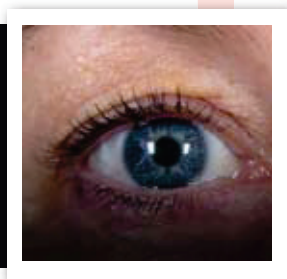
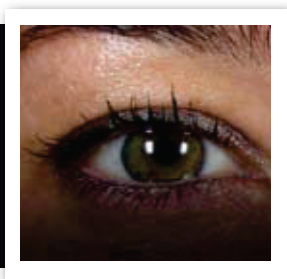


The youthful volume of the forehead decreases over time due to loss of tissue such as bone, muscle, collagen and fat under the skin. The temples become more indented and there is less support for the eyebrows, the skin and structure of the upper eyelids.

Surface changes can include widespread sun damage, including sun spots and pigmentation changes and a variety of lumps and bumps which are often blocked oil glands.

The eye region

Some of the most noticeable changes in this area are due to the surface quality of the skin where medium and very fine wrinkling and even more subtle textural changes can create an aged appearance. Again, it's advisable to protect yourself from the sun by wearing sunscreen, hats and sunglasses to minimise the effects on your skin.



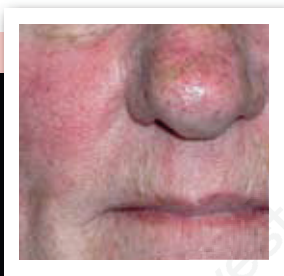
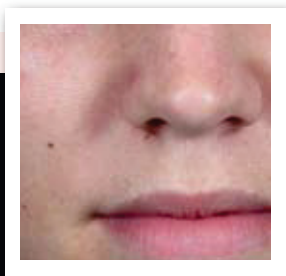
Crow's feet tend to be less of a structural issue, relating more to the dual effects of sun damage and continuing movement caused by smiling and squinting due to the sun or smoking, frowning and grimacing. At first they are only noticeable when you smile or frown but in our 40s they tend to become visible at rest.

Lines underneath the eyes that appear in our 30s are noticeable on smiling but mild or absent at rest. In our 50s and 60s these lines, like those of the crow's feet area, become permanent. Dark circles also form as a result of loosening collagen, fat, elastin and muscle.

In the lower lid area, pads of fat may start to form caused by weakened retaining structures and muscles. As a result, the mid-cheek can descend. This creates an area full of undulations rather than one that slopes gradually and seamlessly from the eyelid to the cheek.

The cheek and nose region

The volume loss caused by diminishing fat, muscles, collagen and/or bone allows the cheeks to fall victim to gravity. The descent of the cheeks causes the formation of jowls at the jaw line and increases the heaviness of the groove and skin fold that travels from the corner of the nose to the corner of the mouth. Sun-damaged skin amplifies this loss of volume and support and is often responsible for the secondary smile lines and mid-facial wrinkling.

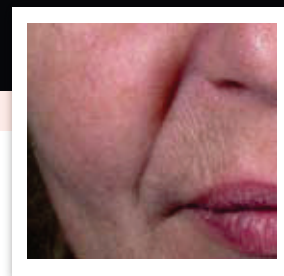
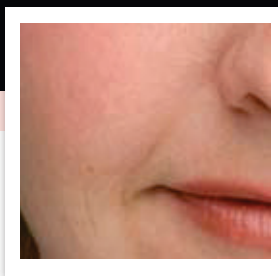
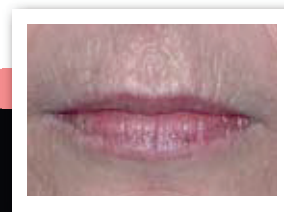
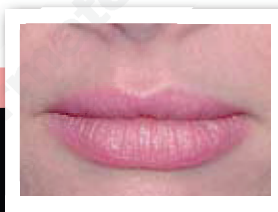


Fine and medium wrinkling is common as are sun-related spots such as sun spots and age spots. Hormonal pigmentation is often at its most obvious in this area especially high on the cheekbones. Scarring, predominantly from acne, is common on the cheeks and temples and, in this region in particular, will often lead to ageing changes in your 50s. Blood vessels are particularly common in this area due to sun damage and diseases such as rosacea.

The nose may develop bunny or wolf lines on squinting, frowning or smiling which, over time and with sun damage, become entrenched on the side of the nose. As the nose ages it seems to drop downwards.

The lower face region

The main focal point in this region is, of course, the lips. The youthful fullness of both the lips themselves and the tissue above the lips decreases with age as the lips thin and appear to lengthen. The loss of volume is a major cause of the vertical wrinkling. Although this wrinkling is very much affected by our genetics, it is exacerbated by sun damage, smoking and how we speak. The vertical



wrinkling of, and around, the lips is especially annoying for lipstick users as it tends to bleed into the creases.

The area in front of the developing jowl deepens with increasing years and begins to merge with the developing groove at the angle of the mouth. The chin itself becomes softer and seems to blur into the neck but may also appear a little pronounced as it tends to project further.

The neck region

In our 20s, the neck is very defined, free of horizontal and vertical neck banding. It has a good tight angle to the chin thanks to the platysma structural muscle. By the time our 30s come around, the definition of the jaw line softens as does the center area under the chin. The vertical and horizontal bands also become visible. In our 40s, this progresses with the neck often showing advanced signs of ageing when compared with the face.



Over time, banding of the neck area (vertical and horizontal) increases and the texture of sun-damaged skin becomes blotchy. Often it takes on a goose-like flesh appearance.

The change in colour and texture escalates, not only due to sun exposure, but also by the use of perfumed products. These effects worsen in our 50s and 60s. With further development of jowls and consequently the loss of the jaw line and chin/neck definition, neck laxity also becomes severe.

The décolletage region

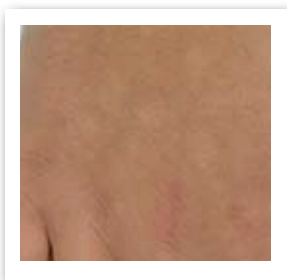
The décolletage is especially affected by the environment, particularly the sun. If you use perfume or perfumed creams, these also tend to concentrate the effects of the sun.



The sun is definitely the main enemy, causing redness and enlarged blood vessels, blotchy brown pigmentation, age and sun spots and a leathery appearance producing a multitude of vertical wrinkles in the centre of the chest and between the breasts. Changes usually occur in our 30s depending on individual sun habits. These effects worsen with vertical wrinkling adding to the increasing colour changes in our 40s and the leathery look occurring in our 50s, eventually causing the actual folding of the skin in our 60s.

The hands

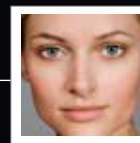
The hands, more specifically the backs of the hands, experience both intrinsic (internal) and extrinsic (environmental) ageing. The volume we start out with as a newborn gradually decreases as we begin to lose the layers under the skin. Our veins begin to show in our 30s. By our 40s, the tendons appear and, in our 50s and 60s, these changes become more pronounced and the elasticity of the overlying layers slackens. The skin becomes very



thin in our 60s with bruising occurring from minimal or no trauma. This is due to a lack of support of the underlying vessels, caused by the effects of age and sun damage.

The surface of the hands suffers mostly from the effects of the sun. This begins with dryness and a few age spots in our 30s, progressing in our 40s, often with a few sun spots. In our 50s and 60s, we see extreme dryness, blotchy colouring and a myriad of spots – some sun and some age-induced.

How HOYS can help you



Within this brochure we've looked at how the natural ageing process affects us all. The HOYS program focuses on exposed areas such as the forehead, eyes, cheeks, lower face, neck, décolletage and hands, as these reveal the most common signs of ageing. These are also the areas that can be targeted effectively with current cosmetic procedures – which brings us to the empowering part.

Once you've completed the HOYS program, in conjunction with a trained consultant you'll be able to make an educated evaluation of your own skin and go forward with confidence. Your clinician will discuss some of the preventative methods and treatments – both non-invasive and invasive – that are available.

The next step will be to develop a personalised treatment plan with your clinician, remembering that, even though there may be one particular area you're keen to refresh, age is actually perceived by looking at your appearance as a whole.

To address this, a combination of treatments is often effective. Whatever your requirements, talk to your health practitioner about a personalised treatment plan that makes you feel good on the inside and out.

Analyse



Educate

Rejuvenate

