



DARIO AYALA/URBAN EXPRESSIONS

Montreal plastic surgeon Dr. Arthur Swift's signature anti-aging technique corrects sagging jowls and wrinkled necks.

# Generation G(Old)

Women, like wine, get better with age, but a little help can't hurt. Two cosmetic surgeons reveal their signature techniques.

By Rochelle Lash

Imagine having J.Lo's curvaceous body. Or Natalie Portman's perky nose. Perhaps Scarlett Johansson's luscious lips.

All worthy goals — but women of a certain age have other ideals. Like maybe Faye Dunaway's sculpted cheekbones, Meryl Streep's creamy complexion or Helen Mirren's bountiful décolletage.

Hollywood babes grab a lot of photo ops with their velvety skin and taut bodies, but we also idealize those who are steeped in timeless beauty.

Sixty is the new 40. And 70 is the new 50. And 50 is downright fabulous. Hey, who's counting?

Actually, a lot of people. Cosmetic procedures add up to an estimated \$17.6-billion industry in North America, with approximately two million surgical and 15.3 million non-invasive procedures performed in 2014. About 10 per cent of that business is in Canada.\*

Women represent 91 per cent of the market, and they range from the "filler addicts" spoofed on TV's *Desperate Housewives* to network correspondents who brave the harsh spotlight, looking younger year after year.

We asked two prominent cosmetic surgeons for their views and news about this beauty boom:

## DR. ARTHUR SWIFT

Westmount Institute of Plastic Surgery,  
[drarthurswift.com](http://drarthurswift.com)

Dr. Arthur Swift has a prestigious 30-year cosmetic surgery practice in which breast enhancement, body contouring, nose jobs, face lifts and eyelid tucks are all in a day's work.

He also is the developer of Swift Solution medical skin-care products and a co-director of the posh Victoria Park MediSpa, a beauty and fitness centre.

One of the most sought-after medical mentors on the international esthetic circuit, Swift travels the globe giving master classes in progressive surgical and injection techniques. He has been called the "injection guru," and hundreds of physicians in 40 countries on six continents now use his trademarked BeautiPHIcation injection procedure.

This innovation uses a calliper-like instrument to map facial contours according to Leonardo Da Vinci's mathematical principle of ideal beauty, proportion and symmetry.

Swift has a reputation for being conservative in his approach.

"The art is to release a woman's natural beauty and the science is to customize a plan for each patient."

**Q: What is the most important factor in cosmetic work?**

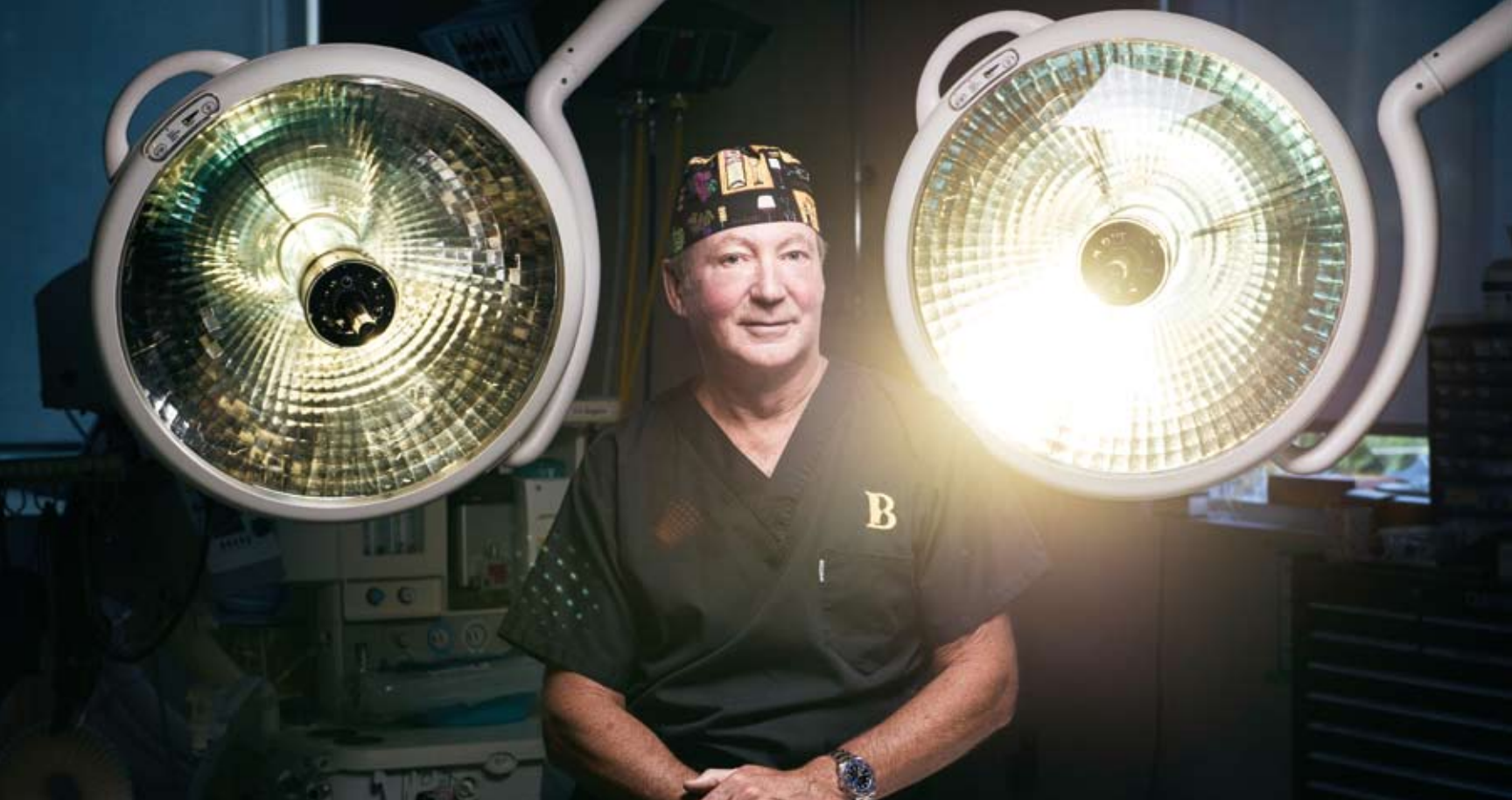
**A:** To maintain a natural look and to achieve a best-version of the woman, not a different look. People should hear: 'You have never looked better,' not 'did you have a facelift?' Less is more.

**Q: Surgery or non-surgical?**

**A:** Both. Surgery shores up sagging skin and muscles. The greatest advance is that downtime has been minimized. Patients recuperate within hours after a local anaesthetic and sometimes they're out-and-about in less than two weeks. Then, we maintain with injectables (Botox and fillers) that sculpt details and smooth wrinkles, as well as laser work to reduce age- and sun-spots and home care to improve skin tone.

**Q: What is your signature anti-aging surgical technique?**

**A:** My demi-lift corrects sagging jowls and wrinkled necks and gives the face a more youthful, triangular shape, rather than square.



JAMES PARK/URBAN EXPRESSIONS

Respected cosmetic surgeon Dr. Peter Brownrigg specializes in surgery on the face and neck. He is credited with crafting some of the best noses in Ottawa.

**DR. PETER BROWNRIGG**  
Ottawa, [drpbrownrigg.ca](http://drpbrownrigg.ca)

Dr. Peter Brownrigg specializes solely in facial cosmetic surgery, including cheek and chin implants, fat transplants and neck liposuction. He is credited with crafting some of the best noses in Ottawa and performs several revisions each week on patients who had rhinoplasty elsewhere.

Technologically, he uses 3-D imaging with a high-definition camera to show each patient the proposed new look on a computer screen. Non-surgically, he recommends Thermage, which delivers a radio frequency to the skin's deepest layers, stimulating collagen and tightening facial skin.

Brownrigg is inspired by the challenge of the face. "I have to hit a home run every time, I can't hide my work."

**Q: How do we know when we're due for a nip 'n' tuck?**

**A:** When signs of aging start to bother you. Some people savour their wrinkles as a testament to their lives and others want to fight growing old.

**Q: What are your signature techniques?**

**A:** The MACS Lift Incision (Minimal Access Cranial Suspension) results in stitches in front of the ear, but not behind. And I lift on a vertical vector, which fights gravity, rather than pulling backwards, which gives a windblown look.

Plus, I use tissue glue, which inhibits bruising, bleeding and swelling so effectively that one of my patients went on a date one week after a facelift.

**Q: Is there any truth to the sensationalist TV show *Botched* (E! Channel), which focuses on sad cases like burst implants, deformed faces and leaky lips?**

**A:** Disasters happen when patients and doctors think "if a little bit is good, a lot is better," but no respectable surgeon wants complications. It's critical to avoid risky techniques such as deep-plane facial surgery, which can damage the nerves. Studies on identical twins have shown that less extreme surgeries last just as long and yield equally attractive results.

\*Statistics estimated from figures of the American Society of Plastic Surgeons and the Canadian Society of Plastic Surgeons.

---

## OVER 50 — AND FABULOUS

**50-SOMETHING:** Madonna, Michelle Pfeiffer, Sharon Stone, Julianne Moore, Oprah Winfrey, Liz Hurley and Annette Bening.



**60-SOMETHING:** Goldie Hawn, Isabella Rossellini, Jessica Lange, Susan Sarandon, Helen Mirren, Caitlyn Jenner, Diane Keaton and Meryl Streep, who scored her most recent Academy Award after she turned the big 6-0.



**70-SOMETHING:** Faye Dunaway, Tina Turner, Blythe Danner, Raquel Welch, Catherine Deneuve, and Netflix stars Jane Fonda and Lily Tomlin, who cope with golden-age divorce in the bittersweet Netflix comedy *Grace and Frankie*.

