

BEAUTY



Leanne Cashmore, a registered nurse, has years of experience in the Bay administering Botox and fillers.

# Youthful glow

Cosmetic procedures, as **Annemarie Quill** discovers,

**S**PECULATION OVER celebrities having cosmetic procedures is commonplace in glossy magazines, with many actresses, such as Nicole Kidman, having a surprisingly line-free face for a woman in her 40s.

Last month, 45-year-old Renee Zellweger's stepped out on the red carpet in Beverly Hills with a dramatically changed look, causing much speculation about if or what "work" she'd had done.

Though many cosmetic procedures may seem in the realm of celebrities or the rich, other procedures — such as Botox and fillers — are becoming more mainstream. It is no longer taboo to mention you are having them.

Botox has become so commonplace it is now offered to shoppers in malls in Auckland. Life Pharmacy St Lukes has become the first New Zealand chemist to offer cosmetic procedures usually found at specialist facial clinics.

Alison van Wyk, head of professional services at pharmacy operator Green Cross Health, which looks after Life and Unichem pharmacies nationwide, told *indulge* that plans were afoot to roll out Botox treatments through its chain of Life Pharmacies nationwide including Tauranga. The service will be handled by a registered nurse and will include Botox

and fillers.

Botox is the most popular cosmetic procedure at the Skin Centre, says nurse Leanne Cashmore, who has been injecting Botox injections for Bay women for 17 years. She says it is a simple, cost-effective way to reduce signs of ageing.

Leanne says Botox alone, or Botox combined with dermal fillers, can reduce facial lines and furrows, and both need little if any down time. Botox smoothes lines by being injected into facial muscles, and fillers help to restore lost fullness to the face, lips, and hands. Fillers boost your skin's natural collagen, effectively softening wrinkles and giving back "a youthful fullness".

Leanne begins with a consultation about what aspects of skin bother clients, or what changes they want.

Where do I start? I hold a mirror and talk it through with Leanne. An impressive thing to note is that she recommends only what she thinks you need. So, whereas I say I need a full facelift, Leanne smiles and says, "Not until your 50s at least", and that for now, Botox will suffice. She is of the philosophy of rejuvenating a client's look to rediscover its "youthful glow" rather than completely changing it.

"Less is more when it comes to cosmetic treatments. Unless someone is



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