

Non-invasive Beauty Procedures for Brides

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Anti-Aging

Written by Amanpreet Dhani

Bride-to-be Lina Barkas enjoys a non-invasive makeover.



When it comes to preparing for weddings, the number of brides getting cosmetic enhancements—especially on the non-invasive side—is on the upswing. “Women in general are more educated about non-surgical cosmetic procedures. They want to look natural, refreshed, younger, happier and healthier without much downtime. Brides are often stressed in general, and they don’t want to be stressed about their appearance. Since these procedures are affordable, they are often budgeted into wedding expenses,” says Dr. Martie Gidon, MD, FRCPC, a cosmetic dermatologist at Gidon Aesthetics & MediSpa in Toronto.

“Bridal photography is much more involved now and makeup is less heavy than before, so women want their skin to be the thing people are seeing,” explains Dr.

Julia Carroll, MD, FRCPC, a dermatologist in Toronto. Plus, brides are older than they were 20 years ago. Combined with the improved results and efficacy and increased media coverage on non-invasive cosmetic enhancement, it's no wonder that brides, as well as their mothers and the bridal party, are increasingly becoming a larger part of cosmetic dermatologists' and dentists' clientele.

Tip: For skin and face treatments, book an assessment with an experienced physician six months before the wedding to make a treatment plan and sequence of procedures. Injectables should start at least one month before in case any touch-ups are needed.

Lina's story

When we met Lina Barkas, we knew she was perfect for our bridal makeover. She was friendly, intelligent, beautiful and excited about channeling "the best version of herself" for her upcoming wedding. Lina didn't want drastic changes, where she would feel or look like someone other than herself, yet she was also open to trying new things. As a psychoeducational consultant for the school board, Lina spends her days assessing kids with learning and behavioural issues. With the demands of her job, Lina finds "it's just easier to throw my glasses on and put my hair in a ponytail," but she wanted to bring out her femininity for her nuptials in July.

"David and I met about five years ago in a Brazilian martial arts class. He'd been training for 10 years. We took class together twice a week and became friends first. Initially, I did not view him as a potential romantic partner because he was seven years younger than me, but over time our relationship evolved as we learned more about ourselves and became more open and available to being with each other. We decided that we were 'officially' together about two years ago, and now we're getting married!"

When it came to the experience of the makeover, Lina was satisfied: "I had a lot of fun. It was nice to feel so beautiful, and I got to experience a lot of these treatments for the first time."



Get the Look: Ageless face

Neuromodulators and Fillers, Dr. Martie Gidon, MD, FRCPC, FAAD, Cosmetic Dermatologist, Gidon Aesthetics & MediSpa, gidonaesthetics.com

“Lina is very pretty, with lovely eyes and a beautiful smile. When I met Lina, she had very dynamic facial expressions and smiled a great deal. Her loss of facial volume and loose skin were more evident, as were her frown lines, crow’s feet, forehead lines and puckered chin. She also had a tag on her left upper eyelid,” explains Dr. Gidon. Lina expressed concerns about her frown lines and deep nasolabial folds as she felt they made her look angry or sad, even though she was actually a very happy person.

After examining Lina’s face, Dr. Gidon used a neuromodulator (Botox) to relax her forehead lines, frown lines, crow’s feet and puckered chin, as well as a hyaluronic acid filler (JUVÉDERM Ultra) to add volume to her nasolabial folds. She also removed an eyelid tag that made it difficult for Lina to apply eyeliner. With both injectables, there is potential for bruising. With fillers, bruising can last for a

week but can be covered with makeup. For Botox, results last between three and four months and for the filler JUVÉDERM, results last one year.

“I saw Lina 10 days after her treatments. She had great results and was very satisfied. She felt that she looked very natural, more relaxed and happier, and her nasolabial folds weren’t as deep. She said she would return for another treatment before her wedding to maintain the results,” explains Gidon.

