

You can now get a nose job via an injection which promises to straighten and uplift a less-than-perfect nose in less than an hour. *Grazia* gets the low-down on the latest alternatives to nip/tucks...

# The rise of the 'tweakment'

## WHAT ARE 'TWEAKMENTS'?

'They're small procedures that are set to replace full-on surgery such as facelifts, nose jobs and eye-bag lifts,' says plastic surgeon Rajiv Grover. 'These softer treatments give very good results, but at a fraction of the cost, downtime and invasiveness.'

## THE 60-MINUTE NOSE JOB

A surgery-free nose job is one of a rising trend of 'tweakments' – so-called because they're softer versions of traditional cosmetic treatments. Dr Nick Milojevic from the Milo Clinic, who has just started carrying out the procedure, told *Grazia*: 'There is a huge waiting list already for this treatment, mostly because it's quicker than a regular rhinoplasty.'

Eye surgeon Raman Malhotra has also developed a similar injectable eye lift, also using filler. In his studies, the 10-minute procedure raised the brow and lifted hooded eyelids.

**DETAILS:** From £400, Dr Milojevic as before. Dr Raman Malhotra, [www.ramanmalhotra.com](http://www.ramanmalhotra.com), 01883 712 888.

10-minute eyelift, which can fill a hollowed-out under-eye area (which can occur as we age, smoke or lose weight), lighten dark circles or smooth out bags. 'Small amounts of filler are injected under and around the eye

## THE FLUID FACELIFT

Injectable facelifts are set to be huge in 2010, showing even better results than their surgical counterparts, despite costing less, being

quicker, safer and scar-free. Surgeons are offering their own versions, including Dr Daniel Sister and Dr Cyrille Blum's new Fluid Facelift, which mixes fillers with Botox for a younger look. Dr Jules Nabet has created the 3D lift, which uses a unique patented injection gun that delivers filler more accurately. The procedure takes 45 minutes and is done with only two injections. Results are instant and last up to two years.

**DETAILS:** Fluid Facelift costs from £1,500, Daniel Sister and Dr Blum at [www.beautyworkswest.com](http://www.beautyworkswest.com), 020 7221 2248. 3D Lift from £2,000, Dr Nabet at The Soma Centre, [www.julesnabet.com](http://www.julesnabet.com), 0207 938 2195.

