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## Building a better body?

### Fanny 'facials,' foot 'facelifts' and ankle lipo – it seems there's no body part we won't try to reshape

By ANN MARIE MCQUEEN

Who knew we needed facials, there?

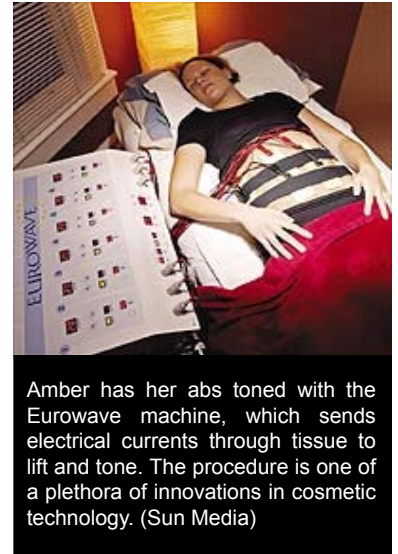
Heather O'Donnell, manager of **Manhattan's Smooth Synergy Cosmedical Spa**, reports the facility is currently in the process of trademarking the "fanny facial" they have been offering for about a year.

Up to 15 people a week have been indulging in the three-step, 90-minute treatment. A papaya-mint cleansing and exfoliation is followed by microcurrent treatment, which sends electrical currents to posterior tissue and muscle to lift and tone. The process is finished off with an organic spray tan.

"We've done one on a man, but usually it's women," says O'Donnell. "I guess women feel more comfortable. And we're probably more worried about it."

Women are using that same microcurrent technology to tone and lift in Canada too.

At Ottawa's Body Toning Solutions, director Patricia Howland explains the company has obtained distribution rights for the Eurowave machine for Ontario and Quebec. The U.K. market is already saturated, with salons now offering the service in the U.S. and Vancouver, Edmonton and Calgary. The company plans to showcase it to spas in Toronto this week.



Amber has her abs toned with the Eurowave machine, which sends electrical currents through tissue to lift and tone. The procedure is one of a plethora of innovations in cosmetic technology. (Sun Media)

#### 'SAGGY AND BAGGY'

Electrical muscle stimulation, explains Howland, tones muscle the way a workout would, only "quicker and more effectively." It works on any part of the body, though the belly seems to respond most when it comes to inch loss, she said.

"People do it on their butt, because especially as you grow older, you get a bit saggy and baggy," she said.

Cosmetic procedures increased 44 per cent between 2004 and 2005, according to the American Society of Plastic Surgeons (the Canadian Society of Plastic Surgeons does not keep national statistics). In 2005, the society reports 15.6 million procedures -- both surgical and nonsurgical -- were done in the U.S. A spokeswoman for the Canadian Society estimates Canadian procedures at 10 per cent, or 1.5 million, of the number of American procedures.

And mixed in with all those breast lifts, laser hair removals, and hair transplants are others procedures it would have once been impossible to imagine.

Heard of an upper arm lift? Calf augmentation? Vaginal rejuvenation? How about hand plumping, leg lengthening and belly button reshaping? All now possible.

In her book *Beauty Junkies: Inside Our \$15 Billion Obsession With Cosmetic Surgery*, New York Times writer Alex Kuczynski interviews Dr. Suzanne Levine, a New York podiatrist known as the city's "foot facelift" doctor. Levine -- who has opened her own clinic for feet, called Institute Beaute -- does everything for the feet. She shortens toes and offers laser rejuvenation to lessen the appearance of spider veins, collagen injections to make high heelwearing easier and even Botox.

#### HATE THEIR TOES

People come to me and they say 'I want to wear my Jimmy Choos, I want pretty feet, I hate that long skinny toe in the middle,' she says.

A recent issue of Esquire magazine listed "ankle lipo" as one of the worst new trends. New Jersey-area plastic surgeon Dr. David Watts is not a fan either, though those afflicted with the condition known as "cankles" -- where the calf and ankle meet in a portly fashion -- may not agree.

"You do have some people who have fat ankles and it is a described procedure," says Dr. Watts. "(But) they stay swollen forever." When weekly tabloid magazines showed "before" and "after" pictures of Demi Moore's knees this fall, there was no mistaking something appeared to be missing from the 43-year-old's knobby parts; a pouch of fat hanging over two kneecaps. Dr. Watts suspects liposuction. "It looked as though she did," he said. "A tuck, you're going to see a scar. I didn't see any hint of an incision."

Dr. Watts recalls the flood of interest in labiaplasty -- trimming the labia -- after Howard Stern discussed it on his radio show. So whether Moore lightened her mid-leg load or not, even a rumour was bound to put the idea into others' heads.

"A lady just asked about it today," said Dr. Watts.

For more information on Smooth Synergy Cosmedical Spa, visit on the web at [www.smoothsynergy.com](http://www.smoothsynergy.com)