

# • HAMPSHIRE Living

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## VINTAGE DESIGN

Merchant &  
Found, Hook

## LET'S PARTY

Canapé recipes from  
The Watercress Co

## ALL THAT *glitters*

GOLDSMITHS UNVEILS SHOWROOM  
AT SOUTHAMPTON'S WESTQUAY

HAMPSHIRE LIVING

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# LOVE YOUR SKIN

*Living* discovers more about two innovative new anti-ageing treatments being offered at a Basingstoke skin clinic

**W**ith an increasing number of her clients admitting they were thinking about Botox or surgery, but weren't sure they were brave enough to go under the knife, it got beauty salon owner Emma Silcox thinking. Emma, who has owned The Beauty Spot in Basingstoke since 2012, recently celebrating ten years in business, was sure there must be something that could deliver better, longer-lasting treatments than a facial, but didn't involve general anaesthetic or freezing parts of your face. Her research led her to discover HIFU treatments and radiofrequency microneedling, and an innovative new machine. She was so impressed by what she found that Emma now offers two new treatments at the salon.

"I knew it would be really safe. That's always the bedrock of any new treatment for me," she explains. "The treatments genuinely improve your skin by stimulating collagen growth. That feels like a much better option than treatments like Botox, which simply freeze and disguise what's really there."

"The results are very natural-looking, which chimes perfectly with what clients were telling me they wanted. They didn't want a radical new look. They weren't trying to look like they were still in their twenties, they just wanted to look good for their age, and that's what these treatments deliver."

Emma and her team are now fully trained to offer High Intensity Focused Ultrasound,



also known as a non-surgical or lunchtime face lift, which targets deep structural layers of the skin with heat, without damaging the surface, to achieve a natural lift by stimulating the skin's cells to produce kick start dormant collagen as well as producing new collagen.

The treatment can lift, firm, tighten and sculpt the face, brow, neck and jawline, as well as the chest, hands and other parts of the skin and body. Clients can also now opt for radiofrequency microneedling, which uses ultra-fine needles to penetrate the skin to different depths, while simultaneously releasing radiofrequency energy to heat the skin, leading to the production of new collagen and elastin, to reduce signs of ageing.

It can be used to target wrinkles and fine lines, acne and surgical scars, crepey neck skin, loose and sagging skin, uneven skin tone and texture as well as pigmentation and large pores.

"Plenty of beauty salons offer great massages and manicures, but few can help people with specialist treatments for skin concerns," says Emma, who lives in Hatch Warren with her husband and two daughters.

"This is where I want to focus in future because the benefits make such a difference to how people feel and their confidence in themselves."

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