

Agenda

Ireland's cultural and lifestyle magazine

Guilty pleasures

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Hollywood comes to town

■ Ladies, ditch your creams, your vials, lotions and potions for making you look younger, healthier and glowing. Why? Because – aside from the fact we secretly know that nothing can stop us aging – the 'Hollywood facial' has at last come to Ireland.

Intra**ceuticals's** **Infusion Treatment** is a non-invasive treatment that has been referred to as a 'natural face-lift', and for good reason: with a puff of air from a wand that passes over your skin, it lifts, firms, tightens, and erases fine lines. You will love the treatment, and so will your face. How do we know? Because when our tester – a youthful-ish 35 – saw her face after treatment, she wept. "In one glance it was obvious how bad I had let my skin become," she said. "Where there had been dark circles, there was light, where there had been creases, there was plumpness, where there was sagging, there was tightness. I looked young, smooth and glowing – and all within an hour. I was amazed."

How does it work? First, an 'esthetician' cleanses and exfoliates your skin before nudging a pen-like wand over every inch of the face. The wand delivers pressurised oxygen that pushes hyaluronic acid deep into the layers of the skin.

Outside of facial filler injections (Restylane), pressurised oxygen is said to be the only method of delivery of the acid that penetrates deeply enough into the layers of skin. So if you see a cream containing the ingredient, steer clear as it will have the opposite effect. The hyaluronic acid molecules will actually sit on the top layer of your skin, drawing water out. This is not a relaxing, pampering facial. The machine whirs and it tickles a bit – and that's it. The results won't last more than a week, so it's necessary to take a course of six weekly treatments to build up a store of the acid, and then repeat the treatment every four to six weeks – forever. And as any wicked stepmother will tell you, the secret of everlasting youth comes at a price. Revive in Milltown, Dublin, is the only place in the country licensed to do the treatment, where it costs €120 for one session or €600 for six.

As an instant facelift before a big event, a one-off treatment is money well spent. Details at www.revive.ie.