

News | For Immediate Release:

COSMETIC PHYSICIAN, DR RAVI JAIN, ANNOUNCES TWO NEW AND PATENTED AESTHETIC CONCEPTS. INTRODUCING **INVISIBLE AESTHETICS®** AND THE **R-LIFT®**.



Dr Ravi Jain has patented a pivotal approach in Cosmetic Beauty, called Invisible Aesthetics®. The industry has shed its fascination for fake or extreme make-overs, and Dr Jain's role in this evolution is pioneering. He is leading the pack as the first Aesthetic Physician to brand a philosophy and commitment to natural-looking results that have onlookers unsure of whether you've actually had work done! And his new surgery-free signature facial procedure, the R-Lift®, blends the efficacy of aesthetic medicine with the art of Invisible Aesthetics.

## THE INSPIRATION

A clear preference for natural-looking results has emerged within the cosmetic beauty industry, with both practitioners and patients advocating the benefits of subtle enhancement. The capabilities of next-level solutions have proved unparalleled when it comes to reversing confidence-quashing imperfections like fine lines, cellulite, acne-scarring and pigmentation. And the public are well aware! Drastic overhauls have had their day, yet the demand for botulinum toxin and fillers is on the rise as well as non-surgical solutions across the board, showing a desire for fixing flaws without diminishing the unique characteristics of our face or body. "Patients are seeking extremely natural-looking, almost invisible results" explains Dr Ravi Jain who is at the forefront of the movement and has pioneered the Invisible Aesthetics® method to achieve elusive enhancement while embracing a holistic and ethical approach to procedures.

## AN INDUSTRY FIRST

The first in his field to actually brand his gold-standard approach, this is not the only game-changing element of Dr Jain's strategy. Like we pay regular visits to ensure our health, our teeth, our hair are in tip-top condition, Dr Jain supports a long-term vision when it comes to aesthetic treatment. He believes that cosmetic treatment is not just a visual concern; nutrition, hormones, skeletal structure and sun damage - to name a few - are essential considerations.

## ABOUT INVISIBLE AESTHETICS®

Dedicated to natural-looking beauty, Invisible Aesthetics® is a principle that Dr Jain has injected through the DNA of Riverbanks Wellness. The clinic carries out 200 facial procedures a week, and each one embodies this standard. Publicity of cosmetic treatment has, at times, fuelled a shock-factor and Dr Jain has observed the result of this misrepresentation in patients who worry that enhancements will have them looking frozen, obvious or fake. Drastic transformations have never been his goal and founding the Invisible Aesthetics® approach represents his commitment to ensuring patients look healthier not augmented, and promoting gradual enhancement throughout the medical community.

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Increasingly, patients want to have non-invasive procedures to get ahead in business, feel fresher and more confident - quick-fixes can, and do, ignite embarrassing discussions amongst friends, family and colleagues. Dr Jain believes that no one should be able to guess that you've had aesthetic work at all, but they'll certainly see that you look healthier. He says "The measure of change should be when someone looks back at an old photo and spots the difference at that point, not the other way around".

Whether a patient has injectables, laser treatment or peels, discretion is the staple of his clinic's treatment plans, and if a patient requires several procedures, a protocol is in place to avoid dramatic results over a short space of time.

### **BRAND NEW: THE R-LIFT®**

In line with the principles of Invisible Aesthetics®, Dr Jain has launched a brand new technique that reverses sagging and hollowing on the face caused by the effects of ageing. The R-lift is a surgery-free solution for both men and women that restores natural shape and contours, and improves skin tone and elasticity.

As the face ages, and typically in our early forties, sagging and hollowing can occur and continue to progress for the next three to four decades. The hollowing is because natural cushions of fat have shrunk and as a result the skin deflates and begins to sag. Loss of facial volume is exacerbated by bone depletion in the skull and thinning of the muscles and ligaments. By applying filler precisely to areas of the face that have aged, natural-looking plumpness can be achieved.

Without the fuss of multiple procedures and expense, the R-Lift is minimally-invasive and works by focusing on two to three injection points on each side of the face, applying minimal pin pricks, rather than multiple injections across the face which can cause discomfort and bruising. The treatment is specifically designed to maximize comfort and anaesthetic cream is not needed. Dr Jain uses premier quality hyaluronic acid dermal fillers and selects the best products for each area considering tissue quality.

Knowing there's no excuse for a patient to suffer a 'pillow face', The R-Lift technique has been developed by Dr Jain to effectively restore natural contours to the temples, cheekbones, tear troughs, cheeks, nose-to-mouth lines, lips, chin and jawline.

*The treatment takes approx. 30 minutes and results last from 12 to 18 months. Price starts from £900.*

**Riverbanks Wellness is located in Harpenden Hertfordshire LU2 9QS, 01582 762 877, [www.riverbanksclinic.co.uk](http://www.riverbanksclinic.co.uk)  
Dr Jain and his expert medical team can also be consulted in Central London at The London Welbeck Hospital - 27 Welbeck Street,  
London W1G 8EN**

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