

Bottoms Up!

What you need to know about enhancing your rear end. BY BONNIE STARLING

WANT TO FILL OUT YOUR JEANS WITH GORGEOUS CURVES OR HAVE A FIRM, BIKINI-READY BOTTOM IN TIME FOR RESORT SEASON? DON'T JUST SIT THERE! WE SPOKE WITH TWO SURGEONS ABOUT TODAY'S BUTT-ENHANCING OPTIONS, WHAT THEY INVOLVE AND—BOTTOM LINE—THE KIND OF RESULTS YOU CAN EXPECT.

The Challenge of Great Glutes

"Thanks to celebrities such as Jennifer Lopez, Kim Kardashian and Beyoncé showing off their great glutes, women are now free to embrace their curves or even enhance them," explains Dr. Martin Jugenburg, MD, FRCSC, a board-certified plastic and reconstructive surgeon in Toronto.

Although some people can create a better bottom through diet and exercise alone, the odds aren't in your favour. "For the buttock area needs a certain amount of fat to look well-shaped. And most people lose fat through exercising and dieting," says Dr. Peter Bray, MD, M.Sc., FRCSC(C), a board-certified plastic surgeon specializing in cosmetic body contouring surgery practising in Toronto and Windsor, Ont. Dr. Jugenburg adds: "For 95 per cent of women, there simply is no amount of exercise you could do to enlarge your gluteal muscles enough to get the butt augmentation that you want."

Implants and Lifts

To permanently improve the shape of the butt, there are three options available:

1 GLUTEAL IMPLANTS

Ideal for the patient who lacks sufficient excess fat to transfer to the butt area, gluteal implants are similar to breast implants. "The implants are made of solid silicone and inserted through an incision either just above or within the gluteus muscle," explains Dr. Bray. The result is a larger, fuller butt. Dr. Jugenburg advises patients to think carefully before opting for this procedure: "Gluteal implants require a tremendous amount of care after the surgery."

COST: \$12,500 to \$16,000.

RECOVERY TIME: No sitting for two weeks; light activity only for 6 weeks.

RESULTS: Permanent; the area will continue to age.

2 TRADITIONAL BUTT LIFT (GLUTEOPLASTY)

This procedure is geared toward the patient who's experienced a significant loss of weight and has sagging skin in the gluteal area. A traditional butt lift, like a facelift, involves excising any excess skin for a smoother, tighter appearance, yet does have the drawback of a long incision across the

lower back or upper buttock region. "Gluteoplasty corrects sagging skin, but usually results in a flatter behind," advises Dr. Jugenburg.

COST: \$11,500 to \$17,000.

RECOVERY TIME: No sitting for one week; light activity after two weeks; wait several months before strenuous activity.

RESULTS: Permanent; the area will continue to age.

3 BRAZILIAN BUTT LIFT

This popular procedure offers more than just a better bottom. "It's almost like the new millennium mantra: reduce, reuse, recycle," explains Dr. Bray. "We reduce by doing simple liposuction in an area where there's some excess fat, such as the waist. And we process the fat to separate out the pure fat and then recycle it by injecting the processed fat cells into the buttock area."

Although an actual lift isn't involved, this body-contouring procedure gives the illusion of a lift by creating a shapelier, higher rear end. "A Brazilian butt lift will usually create a flatter belly, tighter waist and fuller butt." ►

LET'S GET **TOPICAL** Although topical treatments will not produce the same results as a procedure or increase volume, following a good skin-care regimen is a great step to getting your bottom bikini-ready.

ZO Skin Health Oraser Body Emulsion
Retinol, ceramides and emollients create an antioxidant-rich complex that perfectly hydrates, exfoliates and nourishes skin. \$96, in doctor's offices.



Clarins Body Lift Cellulite Smoother
Aquatic mint and celosia extracts reinforce skin's firmness, microcirculation and hydration to treat developing and existing cellulite. \$65, at department stores.



GM Collin Lipo-Fitness Serum
Organic green tea, lotus plant and ginger extracts stimulate drainage and promote anti-inflammation while detoxifying, hydrating and rejuvenating the skin. \$58, gmcollin.com



PHOTO: THINKSTOCK

says Dr. Jugenburg. “The enlargement is not as big as implants, but the combination of a fuller butt and smaller waist creates a beautiful hourglass figure.”

COST: \$8,500 and up.

RECOVERY TIME: No sitting for two weeks; light activity only for 6 weeks.

RESULTS: Permanent; the area will continue to age.

Body Contouring and Laser Treatments

Patients may want to explore a non-invasive procedure to improve their butt’s appearance, whether to whittle away the waist (making the glutes appear larger) or to smooth out troublesome cellulite. The BodyFX Body Sculpting System uses three actions—radio-frequency thermal energy, vacuum massage and an electroporation high-voltage pulse—for skin tightening, body contouring and fat cell destruction.

In the fight against cellulite, laser treatments can help to improve the surface of the skin. CelluSmooth uses a specific wavelength (1319 nm) at a depth of two to three millimetres to burst the fibrous bands that create divots, melt the fat in those pockets and tighten the skin. For his Brazilian butt lift patients, Dr. Bray may add a CelluTITE skin-tightening treatment. “And, for some people who’ve got really dense divots or pockets of cellulite, I may put additional fat right underneath those depressions,” says Dr. Bray.

COST: \$2,500 to \$3,500.

RECOVERY TIME: A few days to a week, depending on the size of the area treated.

RESULTS: Permanent; the area will continue to age.

We’ve explored the options, and now it’s up to you to find the right professional to help you connect with your best bottom ever! 🍑



Women aren’t the only ones boarding the Brazilian butt lift train—the procedure is becoming more popular among male patients, as well. “However, the final shape you’d want for a male backside is going to be different than the one you’d want for a female one,” explains Dr. Bray. “And rarely would we be taking extra fat from the hips and thighs in the man, but often from places like the chest, abdomen or love handles.” Explore the rise in male butt augmentation at elevatemagazine.com.

PHOTO: THINKSTOCK

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