



PROMOTION

Facial rejuvenation



Immediate effects that leave no sign of the intervention

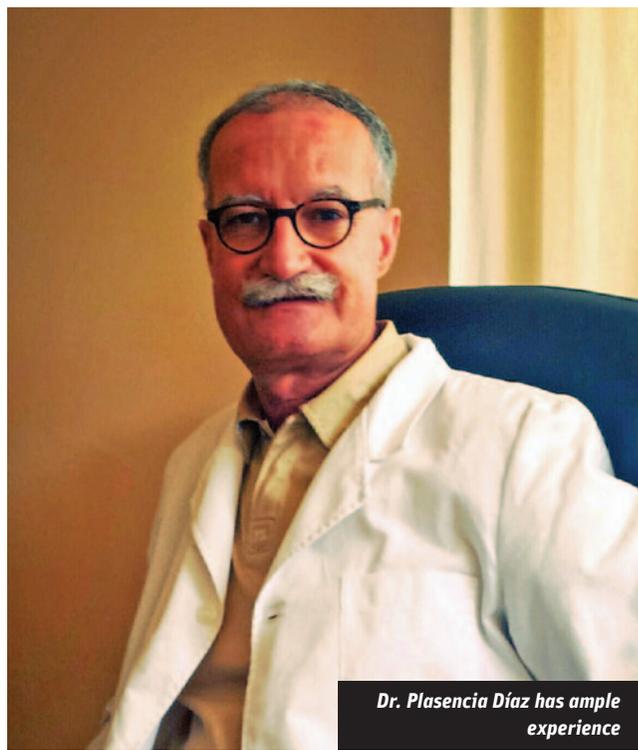
We recently spoke with Dr. Enrique Plasencia Díaz, director of the International Aesthetic Centre in Puerto de La Cruz.

Today doctor we would like to know, which are the most demanded facial rejuvenation treatments?

There are currently several methods for facial rejuvenation and a multitude of products for it. Some 30 years ago I started in aesthetic medicine injecting collagen. Today we use hyaluronic acid utilising the latest generation products that eliminate wrinkles and give a rejuvenating aspect in general.

What is the best according to your experience?

There are currently many products to inject, but not all



Dr. Plasencia Díaz has ample experience

of them give a guarantee of durability. I use a high-density cross-linked hyaluronic acid that can guarantee a duration of one year, while the others do not last more than two months.

Is the result immediate or do you have to wait to see it?

The result, if it is well done, is immediately visible, the patient is given a mirror so that she can see the difference in her face. Also, there will not be a single sign that the face has been treated; no swelling, bruising or redness. The difference that can be made with a single application is really spectacular. If not, it has not been applied well.

What do you mean, Dr?

I mean, if after being injected, a patient has bruises or swelling, this is due to a lack of experience on the part of the person who performs it.

What are the prices for the treatment?

In general, the budget will depend on the amount of wrinkles you want to treat. We offer a free initial consultation, where we inform you about the treatment, the product and give you a personal quotation. However, wrinkles can be removed from €400.

Where can we go for treatment?

I have been working at the International Aesthetic Centre in Puerto de la Cruz for 30 years and now I'm also available in Playa de Las Americas, at Salon María in Parque Santiago 1. To make an appointment call 922 757 027. ■

PREVENTION CAMPAIGN

Red light means danger

Hardly anyone would consider driving through a red traffic light, but running into the sea despite the presence of a red flag seems to be quite normal.

For this reason, several audiovisual spots were filmed in Gran Canaria at the end of September to show the public the dangers.

The campaign is led by the journalist Sebastián Quintana, who uses his Facebook page 'Canarias 1500km de costa' to ensure that the Canary Islands Government also spends more money to warn of the risks. For this purpose, a red traffic light was installed at Playa de Melenara for five hours, attracting attention and spreading rapidly via social media.

One video, recorded at Las Lajas Beach in Las Palmas, illustrates how quickly a surfer can be carried out to sea by strong currents. In the video, the surfer is rescued by a member of the Red Cross on a jet ski, but in real life things don't always end so smoothly. The statistics alone, which show that 62 have drowned in the Canary Islands so far this year, tell a clear story.

The disregard of the red flag out of carelessness or ignorance is the cause of 60 to 80 per cent of the drownings. In addition, a clip filmed at Playa de Las Canteras gives information on how elderly people can best prepare themselves for swimming in the Atlantic Ocean.

Quintero has committed himself to educating people about the dangers with the aim of reducing the number of drownings. He frequently criticises the fact that the Canary Islands Government is not providing a bigger budget for preventive measures. Additionally, Quintero is in direct contact with hotels to encourage them to join the initiative so that video spots can be broadcast to holidaymakers via room TV.

Recently, the director of Gloria Thalasso & Hotels, José María Mañaricúa, signed an agreement with Quintana. In the group's four hotels located in holiday resorts across the Islands, tourists will be able to see nine situations that can lead to drowning in the ocean or pool, through the audiovisual room service. Each spot lasts about one minute and is available in six languages: Spanish, English, German, Italian, French and Swedish. ■



► To the surprise of residents and holidaymakers, a traffic light suddenly appeared on Melenara beach

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