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Wrinkles are a part of the ageing process; while some may show wrinkles very early, there are some lucky ones who only have a few wrinkles to testify to their age. But, whether early or late, wrinkles do make an appearance and it is always good to start taking precautions from the appropriate age to forestall or minimize their appearance.

Apart from heredity, there are certain other factors which influence the appearance of wrinkles on our faces and these include prolonged exposure to sun, improper dietary habits, stress and careless maintenance of a skin care regimen. All these factors, singularly or combined along with natural ageing wear down the collagen and elastin (skin's supportive tissues) present in the skin and cause wrinkles to appear. Nevertheless, it is possible to delay or minimize the onset of wrinkles by making certain lifestyle changes as well as taking the help of various products available in the market.

Since time immemorial people have been trying out various homemade potions and concoctions to improve the texture of their skin and to minimize wrinkles. The advent of technology has however given a further boost to this concept with various creams and lotions appearing in the market promising a flawless skin.

There are surgical procedures also which give an instant lift to the face, plump up the appearance by the injection of collagen and claim to reduce wrinkles. A facelift involves fat transfer to the underlying areas of the skin where the wrinkles are present to plump up that area. This smoothens out the wrinkles, although these surgical procedures come with their own side-effects which sometimes are not very pleasant. As a result, non-surgical procedures have gained tremendous popularity in the last few years as an alternative to surgical processes as unlike the latter, the former do not require hospitalization even for a short period and one does not have to go under the knife.

Non-surgical procedures for wrinkle reduction include injection of dermal fillers which are substances injected into the skin using hypodermic needles to fill up the hollow areas and to plump up the skin. There are many types of dermal fillers available and one can choose according to one's comfort level as to the cost, efficacy and the pros and cons of those products.

The other non-surgical procedure for wrinkle reduction which has become really popular of late is the usage of radio waves technology. This is a revolutionary system designed to heat the deep layers of the skin with the help of radio waves and which helps in contracting the collagen to reduce wrinkles. This process does not damage the outer layer of the skin and soon after the treatment the skin starts to produce new collagen improving the look and texture of the skin. The radio wave technology can be safely used on sensitive areas like the eye area and also on the neck and the décolletage.

People want to look good nowadays, no matter what their age and to this extent, wrinkle reduction, fat transfer, photorejuvenation have become much sought-after beauty therapies.

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