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No pain, more gain

Modern-day treatment junkies no longer have to be casualties of beauty, with zero downtime, zero pain procedures.

Jan 16, 2016 5:50 AM

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LONG gone are the days when looking good meant having to endure the pain of aesthetics treatments equivalent to that of child birth. While turning back the clock without going under the scalpel has been a prerequisite for plenty of anti-ageing

beauty junkies for years, the latest slew of treatments are not only non-invasive, they also cause minimal pain.

According to Dr WS Heng, the demand for treatments that didn't require popping a Xanax to cope with the ouch factor probably began about three to five years ago.

"Previously patients didn't have much of a choice with regard to pain and discomfort during treatments," says Dr Heng. "For example, it was common knowledge that lasers are painful. But now, laser treatments that are almost painless with no downtime are the standard in the industry."

The doctor hopes that with technological breakthroughs in the comfort levels of procedures, people will be more willing to try out treatments such as threadlifts, radio frequency skin tightening like Thermage or skin firming procedures like High-Intensity Focused Ultrasound (HIFU).