

Manchester's cosmetic lifestyle

Manchester Lifestyle held an open evening recently to promote its cosmetic surgery range to the general public.

Following a press campaign in the *Manchester Evening News*, the event was fully booked. So full in fact, that a number of people had to be placed on a waiting list.

Two consultants, Mr Rizwan Alvi and Mr Wayne Jaffe, gave presentations on the night about facelifts, Blepharoplasty and breast surgery. The guests were also given a tour of the hospital, as well as refreshments.

The evening was a great success and each guest subsequently made an appointment for a personal consultation. ■

Arthritis treatment is UK first



A pioneering operation was carried out last year at Goring Hall Hospital. Film producer Kenny Rye, age 39, was the first ever patient in the UK to have an implant using a new synthetic cartilage device called SaluCartilage, replacing damaged cartilage caused by arthritis.

Kenny was involved in a motorbike accident 18 years ago and broke his foot. Years later, the pain started to come back in his big toe to the point where he couldn't walk without a limp and was unable to run. Kenny was told during his first consultation that he had grade three osteoarthritis and that if his foot wasn't operated on, he would lose complete mobility within a matter of months.

Pioneering procedure

The operation was performed by Consultant Orthopaedic Surgeon Dr Dieter F. O. Nollau, MD, and has now opened the way for this new surgical procedure to be performed here in the UK. The SaluCartilage implant, supplied by Sheffield-based Biovation, can help thousands of people suffering intense pain caused by cartilage degeneration, resulting in reduced pain and increased mobility.

More than 13 million people in the UK (about three in ten adults) say they are currently affected by arthritis and joint pain, according to a recent Mori poll. The poll also shows that women are much more likely to be affected by osteoarthritis, rheumatoid arthritis, joint pain and back pain than men, and that more than half of those affected by joint and back pain are under the age of 55.

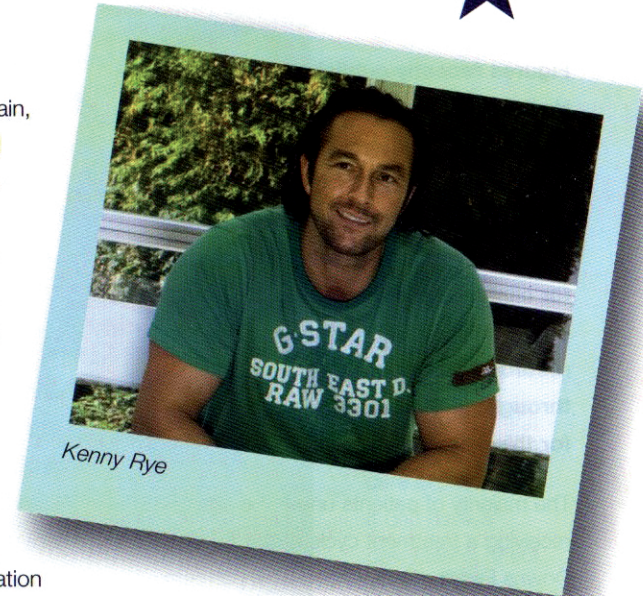
Pain and disability caused by arthritis is a serious, significant and widespread problem that not only dramatically affects the quality of life of those living with the condition, but as the UK population ages, is becoming an increasing drain on the NHS and on society.

Less invasive alternative

Developed in the US, SaluCartilage™ provides patients suffering from arthritis or cartilage degeneration with a less invasive alternative to existing surgical procedures, giving more mobility and longer-lasting results. This is achieved using standard arthroscopic techniques and instrumentation, whereby damaged articular cartilage is cored

out and replaced with the SaluCartilage™ device to provide a smooth, load-bearing joint surface.

Within hours of Kenny's operation, he was able to walk around without putting too much pressure on his foot. He is now back on his feet again and has regained mobility in his toe. Although he still experiences a little pain, he is now enjoying his running again. ■



Kenny Rye