

Dr Alberto Armellini: PRP, the new frontier of beauty

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The desire for beauty is timeless and doesn't know crisis. The constant pursuit of youth pushes more and more women and men of all ages to turn to plastic surgery; others to correct a defect, some to reduce a wrinkle, and many for prevention, as the latest trend in plastic surgery is to act before the problem occurs.

In our second [interview](#) for PaulaTrendSets.com, [Doctor Alberto Armellini](#), Specialist in Plastic, Aesthetic and Reconstructive Surgery, Graduate of the International School of Aesthetic Medicine and owner of the Gianicolo Plastic Surgery Institute in Rome, Italy, explains the non-surgical PRP method for skin regeneration.

For over 15 years now, the famous Roman surgeon shares his time between his office in the heart of Rome and LA, California.

Dr. Armellini, what is PRP ?

It is the acronym for Platelet Rich Plasma, a technique for "autologous cellular regeneration with platelet growth factors." This procedure is an injective technique of biostimulation which uses the patient's bioactive platelet-rich plasma, with the aim of regenerating the damaged and aged skin. It is a procedure that involves the stimulation of the tissues with the patient's own blood, deprived of red blood cells through a special centrifugation. PRP is not a surgery, it is painless and allows immediate presentability.

Is PRP popular in the USA?

Absolutely, it has become very popular because, compared to traditional techniques, it does not pose any risk for allergic reactions, thanks to the method being totally autologous. In practice, the injection of autologous plasma is enriched in platelets through a separation system, which produces a matrix that acts as a scaffold for the regeneration of cells and simultaneously as a reservoir of growth factors.

What are the effects after the treatment?

The face is stretched to a filler effect immediately but transiently, and then the progressive production of new collagen increases the firmness and elasticity of the skin, which will soon appear more radiant and youthful. The technique should be performed with a frequency of 2 to 4 sessions per year, and the effect can last for more than a year – usually 18-24 months. It is safe, fast, and improves the quality and health of the skin to 360 degrees.

Which Hollywood actresses are most admired by your patients for the quality of their skin?

There are certainly several Hollywood beauty icons when it comes to skin quality, but now that I think about it, I could say that an actress very much admired by my patients for her skin is Scarlett Johansson.

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