

feel great about yourself and look younger without having any invasive procedures," she told WHO in February. While she has had breast implants and a lift on one eye, Dawson has ruled out more major surgery, instead relying on regular Botox shots and dermal fillers to counteract the effects of ageing. "Botox is safe, and to me it's just part of a beauty regimen," she adds.

Indeed, Caswell and Dawson highlight a trend towards subtle procedures or what one UK magazine has dubbed the "no trace face"—anti-ageing treatments that leave patients looking intriguingly fresh rather than different. "The number of non-surgical, minor or so called 'lunch-time' procedures performed has skyrocketed," says Sydney cosmetic surgeon Dr Michael Miroshnik. He says products and techniques are being constantly refined, and they "have minimal to no down time, minimal side-effects and are relatively cheap and well-proven to be efficacious."

Such treatments include "baby Botox" -a reduced dose-as well as lasers, chemical peels, dermabrasion and hyaluronic acid-based fillers such as Restylane and Juvederm, which are used as volume enhancers to treat lines, wrinkles and folds around the mouth, nose, eyes and cheeks. Miroshnik says the trend towards "lite" treatments follows criticism of stars such as Madonna, who look to have gone overboard with facial fillers and lifts: "We have seen numerous examples of overdone lips, frozen foreheads. In my practice, by far the most common request is one of a 'natural look.'"

Gwyneth Paltrow, 37, Eva Longoria Parker, 35, and Demi Moore, 48, are examples of stars who possibly adher to the "no trace" method, says Miroshnik, who has not treated any of these celebrities. For her part, last August Moore denied any face surgery—"I've never had it done"—but Miroshnik suspects she has possibly had a facelift, neck lift, upper-eyelid surgery, skin resurfacing treatments and Botox.

While Minogue says she now relies on \$4 "old classic" Pond's Cold Cream to keep her skin glowing, she credits finding love with Spanish-model boyfriend Andrés Velencoso, 32, for helping her to accept her body will age naturally. "I'm healthy, I'm with a man I love and I'm happy now," she said. "I wouldn't want to go under the knife. You're not yourself if you do that."

CHARLIZE THERON, 34

■ By Alicia Neil





EVA LONGORIA, 35.
"It is possible she has had Botox to her crow's feet, forehead and frown," says Miroshnik. "And possibly a brow lift with Botox and injectable fillers around the eyes."

"NO TRACE FACE"

Have they, or haven't they? Remarkably radiant and wrinkle-free for their age, celebrities are moving away from invasive agecounteracting plastic surgery to noninvasive treatments such as lasers, injectables and peels that are soft and subtle so the client is not left looking fake or overdone.







"WINDSWEPT"

The 1980s facelift trend saw pulled-back cheeks and eyes, creating a pinched, taut result. Said Rivers: "It's a business of beauty. You have to look good."





A ubiquitous look in 2009, "Pillow Face" refers to obvious injectable fillers in cheeks and lips that leave patients looking like an over-stuffed pillow.







"BOTOX MASK"

More refined techniques and media scrutiny has led to a move away from the late 1990s and early Noughties trend of waxy, immobile faces and highly arched brows resulting from Botox overuse.