

Face Clinic, Moscow, has recently announced a new approach to facial longevity called Smart Cosmetology.

So far, the only qualitatively new cosmetology in the world for women and men who care about presentability and health.



Moscow, Russia Jul 7, 2022 ([Issuewire.com](https://www.issuewire.com)) - Unlike traditional cosmetological methods that deal with local problems, [Smart Cosmetology](#) allows us to eliminate the main causes of aging or unpresentability of the face while at the same time preserving its individuality.

'It is a breakthrough solution for facial aging and loss of attractiveness', said Elena Shchelokova, Medical Director of Face Clinic.

Smart Cosmetology is a unique interdisciplinary approach that enables us, through cosmetological treatment, to reveal and highlight all attractive features of the face and conceal its flaws, making sure it stays healthy, young, and beautiful.

An attractive face positively influences our self-esteem and creates a favorable impression on others.

Our clinic's facial renovation program gives people a chance to feel more confident and, as a result, improve their lives."

Smart Cosmetology is based on an innovative understanding of the reasons for facial aging and loss of attractiveness.

It is not gravitational pull but rather individual peculiarities in the functioning of the respiratory, visual, dental, and neurological systems of the face, as well as speech and emotions, that lead to the appearance of wrinkles, folds, edema, and the sagging face.

So, unlike traditional schools, Smart Cosmetology uses a wide range of interdisciplinary methods, bringing together theory and practical knowledge from different medical sciences, including otorhinolaryngology, ophthalmology, dentistry, neurology, aesthetic medicine, dermatology, orthopedics, psychology, biomechanics, and general therapy, into unified Face Medicine.

Smart Cosmetology lets us:

- identify the primary cause of aging on the basis of an interdisciplinary approach
- predict future deformations of the face triggered by the key causes
- offer individualized treatment by managing the anticipated changes in the face
- ensure true longevity and natural attractiveness of the face.

“Unlike traditional cosmetology, the approach developed by our clinic allows us to predict the appearance of wrinkles and other age-related problems at an earlier age to prevent them from emerging or eliminate them by taking into account the patient’s general health”, said Elena Shchelokova, Medical Director of Face Clinic.

About Face Clinic

Face Clinic is a clinic of aesthetic medicine and intellectual cosmetology, based in Moscow, Russia. Since 2016 it has been providing interdisciplinary treatment of face problems using the methods of Smart Cosmetology. Its Medical Director is Elena Shchelokova, a practicing dermatologist with over 20 years of experience, a surgeon by training, and a member of the International Society of Aesthetic Medical Professionals.

About Dr. Elena Shchelokova

Elena Shchelokova is the author of several original methods and clinical observations. She specializes in complex interdisciplinary solutions for face problems with regard to aesthetic medicine, ophthalmology, otorhinolaryngology, dentistry, neurology, psychology, and other medical sciences.

About Smart Cosmetology

Smart Cosmetology, as an applied branch of Face Medicine, views the face as an individual body system and offers Face Treatment based on a unique diagnostic approach.

The basic principles of Smart Cosmetology were formulated by [Face Clinic](https://faceclinicmoscow.com/en/).

- Structural Facial Aging <https://faceclinicmoscow.com/en/structural-facial-aging>
- Nazal Face <https://faceclinicmoscow.com/en/nasal-face>
- Dental Face <https://faceclinicmoscow.com/en/dental-face>



Media Contact

Face Clinic

faceclinic@mail.ru

+7 (926) 656-88-08

Prechistenka 13

Source : Face Clinic

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