

Beauty: The Bee Venom[enon]



There has been a real 'buzz' about bee venom treatments over the past couple of years with celebrities and royals all having had them. But, despite these endorsements, many people are still a little reluctant to try them. It makes sense that people are wary, after all most of us go out of our way to avoid bee stings. The truth is; however, that being put off by the name or idea means people are missing out on a safe, organic, natural product! Bee venom rejuvenates and transforms both the look and feel of your skin, body and hair. It also improves a plethora of skin conditions and even treats cellulite!

Here are some of the most common questions I'm asked in clinic, so I can hopefully bust the myths surrounding bee venom so you (both ladies and gents) can see the results for yourselves.

What is bee venom? Honey-bee venom (apitoxin) is the clear liquid that's released when a bee uses its sting. It's a complex mix of peptides, proteins and other bioactive components. The major one of these is an amino acid peptide called mellitin — which possesses anti-inflammatory, anti-bacterial and anti-viral properties.

How does it work?

The mellitin in bee venom causes the skin to react as it would to a 'normal' bee sting (but without the pain!). The way the body does this is to pump more blood to the area. The increased blood flow triggers collagen production, which in turn improves elastin — both of which are vital in anti-ageing and skin rejuvenation.

The result: smoother, plumper, hydrated, younger-looking skin and a clearer complexion.

Does it sting? No! Bee venom treatments are painless and non-invasive. There is no 'sting' involved.

Is it safe? Yes. It's a natural product. The apitoxin compounds I use in clinic are natural, organic and safe. In fact, some view bee venom therapy as a natural alternative to botulism toxin.

Does it really come from bees? Yes. It comes from real bees! Apitoxin cannot be created synthetically.

Are the bees harmed? Again, I can only speak for the products I use (Heaven® by Deborah Mitchell), but the answer for these is: No.

The venom is collected in the hive using fabric-coated plates that vibrate. This gentle vibration stimulates apitoxin secretion in the bees without affecting the 'stinger' (the part that has to be removed if you are stung).



What does it treat?

Once people are reassured about the safety and ethicality of bee venom, the next question I'm usually asked is: "What does it do?"

I could 'wax lyrical' about the benefits for hours, but the short answers are below. As with any treatment, for optimal results consult an aesthetician to tailor your treatment to your specific needs, but as a general overview:

Face

Facials, masks and home products.

Anti-ageing and rejuvenation: Mellitin — the main ingredient in venom — stimulates blood flow to the treated area. This boosts collagen production and strengthens elastin and connective tissue. The result is skin that's plumped, hydrated, tauter and lifted; the treatment reduces the appearance of lines, wrinkles, and other signs of ageing such as skin laxity and pigmentation.

Complexion: By stimulating the body's natural anti-inflammatory mechanisms, apitoxin improves the overall complexion. The outcome is brighter, smoother and more vibrant skin, while also reducing the appearance of age spots, redness, pigmentation, spots and other blemishes. It works on all skin types (normal, dry or oily) depending on the ingredients combined with the apitoxin.

Chronic skin conditions: The anti-inflammatory and anti-bacterial properties make clinical treatments and home products a natural and efficacious way to treat a plethora of acute and chronic skin conditions. These include: Rosacea, acne, eczema and psoriasis, dry, oily or sensitive skin. As it works by stimulating natural processes in the skin and body, it can be used on sensitive skin.

Body

Slimming, cellulite, pigmentation and detox.

Bee venom is not just for a pretty face! It works on the body, too. Combining exfoliation and targeted massage with special apitoxin products, it detoxes the body and stimulates the lymphatic system (to aid the expulsion of toxins and excess fluid). It smooths, tones and rejuvenates the skin and even improves cellulite. It also treats pigmentation on the body. With targeted treatment, it can address different problems on different areas of the body. The result: a slimmer, smoother, toned and contoured figure.

Home Products

Just as the treatments we use in clinic are tailored to specific concerns, so is the huge range of homecare for the face, body and hair. With products for each skin type or problem, and body products to detox, reduce cellulite and even improve sleep, it really is the 'bee's knees'.

'Bee' beautiful!

Tracey

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