



Sally Churchward tries cosmetic acupuncture to the point

It was only as I was laying on the couch waiting for acupuncturist Dudley Kent to put the first needle in my skin that I really let myself think about what facial acupuncture was going to involve.

It's not the best point to wonder if you're really up for having a load of needles put into your face, as well as other points on your body.

Luckily, I had nothing to worry about. I could feel the needles but it was no different to the pressure of someone pressing on my skin with their finger.

I had signed up for a course of cosmetic acupuncture at Ellevisage in Whiteparish on the Wiltshire/Hampshire border. Billed as giving your skin a lift, the treatment claims to reduce fine lines and wrinkles and the appearance of eye bags, and generally tighten the skin on your face giving you a more youthful appearance. It's a far less invasive, more natural alternative to the likes of Botox.

Dudley has more than 15 years' experience as an acupuncturist and is a member of the British Acupuncture Council and the Register of Chinese Herbal Medicine, so I felt confident I was in good hands.

I also noticed that he and Karen Gunning, who owns Ellevisage, both had really good, healthy looking skin as if they'd just come back from a holiday – which they hadn't – so I was keen to give it a go myself.

Dudley inserted needles in traditional acupuncture points on my hands and feet as well as over my face. He also inserted 'Japanese intradermal needles' in fine lines on my forehead and between my eyebrows.

The idea is that the needles boost the body's collagen production as well as microcirculation in the skin, reducing the appearance of lines and giving your skin a healthy glow.

For a while I wasn't sure if I could see any changes, but a couple of weeks after I started the treatment a friend was so impressed with how well I looked she booked a course herself.

As the course of four treatments went on I noticed my forehead in particular looked different. My skin looks smoother and my lines have faded. People will typically require between four and eight treatments initially.

Dudley says after an initial course you need to revisit every four to eight weeks in order to maintain the effects which, as he points out, works out a lot cheaper than many more invasive techniques. And, for many people, there is also the fact that they simply don't want to have chemicals put into their skin in the interest of beauty.

A single facial acupuncture session costs £60, a pre-paid course of four sessions costs £200 and a pre-paid course of ten sessions costs £400. To book an appointment, call 07724 899833. ellevisage.co.uk and facial-acupuncture.co.uk.

* COMPETITION

We have a prize of a course of four facial acupuncture treatments with Dudley Kent to give away. For a chance of winning answer this question:

What is one of the societies that Dudley Kent is a member of?

Send your answer by email with your name, address and phone number to sally.churchward@dailyecho.co.uk marked *Wiltshire Society Ellevisage* by January 27.

If you do not want Dudley Kent or Ellevisage to contact you with offers and information please write 'no information' on your entry.

Usual *Wiltshire Society* competition rules apply.

For more information visit dailyecho.co.uk and click on competitions.