

The WFH facelift! Women self-conscious of how they look on Zoom are going under the knife and taking advantage of flexible working to recover at home - and avoid awkward questions in the office

- Harley Street cosmetic surgeon has seen a rise in the working from home facelift
- More are going under the knife as they feel less awkward about a big reveal
- Long recovery procedures like face and neck lifts have become far more popular

By [LIZZIE MAY FOR MAILONLINE](#)

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Britain's new working-from-home culture has sparked a boom in 'Covid facelifts', a cosmetic surgeon has revealed.

Dr Julian De Silva, from the Centre For Advanced Facial Cosmetic and Plastic Surgery on Harley Street, said he had seen a rise in the number of female patients who want to go under the knife after spending more time looking at themselves on video calls.

Working from home has also allowed for greater flexibility with appointments. It also means patients can avoid any questions they might face when they go back to the office after the treatment.

Procedures with longer recovery periods such as face and neck lifts have become far more popular, Dr De Silva explained, as patients can enjoy anonymity by hiding their faces at home until it is ready to present to the world rather than immediately going back to the office.



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Dr Julian De Silva, from the Centre For Advanced Facial Cosmetic and Plastic Surgery on Harley Street, said he had seen a rise in the number of female patients who want to go under the knife after spending more time looking at themselves on video calls. Before and after shots of Melanie Antoniades who had a facelift, wrinkle-busting fat transfer and a eyebrow lift

He said: 'Patients love the anonymity of the working-from-home-facelift. It is far easier to do the big reveal on a Zoom call rather than walking into the office and facing lots of questions from curious colleagues about why you have had it done.'

'Rightly or wrongly, some people are embarrassed by the fact that they might be seen as vain and would rather not talk to people outside their immediate family about the reasons for having cosmetic surgery.'

'Working from home allows the whole procedure to be done far more discreetly. The pandemic has certainly brought about a rise in demand for more invasive procedures such as face and neck lifts.'

'What put a lot of people off surgery prior to Covid was all the questions they would inevitably face when they returned to the office about the reasons for having the procedure.'

'They found the idea of that big return to the office a bit too intimidating. Working from home has removed all that. Cosmetic improvements are a lot more anonymous when most of your meetings are on Zoom.'



Simona Suiogan, another of Dr Julian De Silva's patients, pictured before and after her six procedures including a facelift, necklift and eyebrow lift, plus fat transfer

'Whereas previously patients might need to book two weeks off following a procedure to allow swelling to go down and stitches to heal, they can now return to work immediately and just turn off the camera on their Zoom call.'

Dr De Silva said that patients seeking facelifts during the Covid crisis were seeking a more natural look.

He added: 'The trend in cosmetic treatments in the past year has certainly been towards a more natural, refreshed look. Clients all want to look more youthful, but don't want to look 'done'.'

'What we have found from our consultations is that in the past year people have spent more time looking at themselves, whether on video conferences or just at home and have had more time for introspection and have decided to go for it, and try to be the best version of themselves.'



Sarah will be celebrating her 71st birthday in December but she says most people think she is in her early 50s - she said she liked the fact that she could have the procedure in relative anonymity because of changes to work patterns brought on by the pandemic (before and after)

'Also during lockdown they have been able to retain more disposable income because they were unable to go out, restaurants or on holiday, and that money has been spent on improving themselves.'

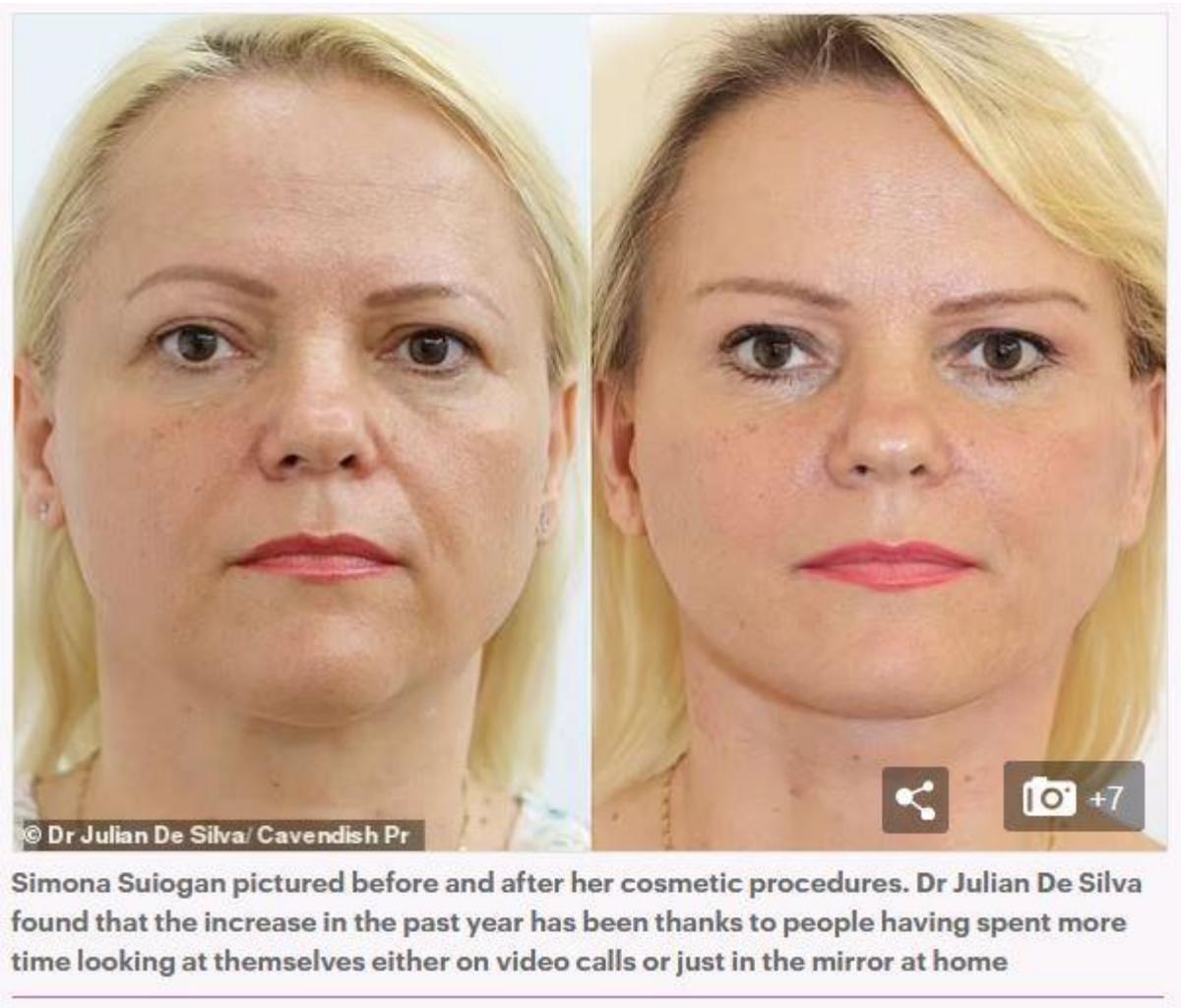
Non-surgical facelift treatments are also booming.

Dr Judy Todd, a leading aesthetic doctor who practices at the Taktouk Clinic in Knightsbridge, said: 'Patient numbers and demand for aesthetic treatments have been up well over 20% in the past year.'

'Several of my clients have taken advantage of working from home to have rejuvenation treatments in the past year, and the bookings have come uniformly over the year as opposed to during holiday season in the past, when they could conceal any downtime from procedures.'

Three women reveal who went under the knife reveal how they're feeling younger and happier

'Working from home made having six procedures easier'



Finance director Simona Suiogan, 48, from Canary Wharf, had a total of six procedures with Dr De Silva in the summer including a facelift, necklift and eyebrow lift, plus fat transfer.

She said: 'I felt that I looked old and wanted something to cheer myself up for my birthday in June.'

'I liked the fact that I could work from home while I recovered when I had some swelling while my body healed.'

'I am thrilled with the results and feel ten years younger. I am so glad I got the procedure done and the working changes brought about by Covid definitely made it easier.'

'I feel much better about myself'



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Sales representative Melanie Antoniades, 61, of Littlehampton, West Sussex, had a facelift, wrinkle-busting fat transfer and an eyebrow lift last month.

Sales representative Melanie Antoniades, 61, of Littlehampton, West Sussex, had a facelift, wrinkle-busting fat transfer and an eyebrow lift last month.

She went under the knife to cheer herself up after caring for her mother who has been suffering from Alzheimer's Disease.

The 61-year-old said: 'The last two years have been very stressful and I had aged quite dramatically and I had quite a tired look.'

'Now I have a fresh look and feel so much better about myself. I am going back to the office and I wanted to feel better about myself.'

'People think I'm 20 years younger than I am'



Bank worker Sarah Smith, from Kilburn, North London, had a full facelift and neck lift to remove sagging skin under her chin (pictured before and after)

Bank worker Sarah Smith, from Kilburn, North London, had a full facelift and neck lift to remove sagging skin under her chin.

She will be celebrating her 71st birthday in December but most people think she is in her early 50s.

Sarah liked the fact that she could have the procedure in relative anonymity because of changes to work patterns brought on by the pandemic.

She said: 'I was keen to reverse the gravity which was taking its toll on my face.'

'I have always looked young for my age but I felt that I needed a little help to reverse the ageing process.'

'I am delighted with the results and just wish that I had got it done earlier.'