

FACIAL PLASTIC SURGERY

TODAY

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Can surgery buy you happiness?

Most of us care how we look and strive to look our best. Some of us seek treatments or procedures to improve our appearance. However, having cosmetic surgery will not buy you happiness. If you have a healthy self-image and realistic expectations about your personal appearance, cosmetic surgery may positively impact your self-esteem and self-confidence.

"I didn't really think about cosmetic surgery until I started to see changes in my face that made me look so much older than I felt," says Rosemary. "Generally, I am pretty happy with how I look, I just think I would feel a lot more confident if I could reduce the wrinkles around my eyes."

Although the media and others may try to define beauty in a certain way, you should think about how you define your own personal beauty. A healthy attitude is to be the "best me I can be."

"When I decided to have surgery on my nose, I had realistic expectations about whether or not it would make me more popular or more successful," says Andrew. "For me, it was important about feeling good about myself—and it really was the best decision I have made. I wish I would have done it much sooner."

Americans have an increasing interest in the benefits offered by cosmetic surgery. Three out of four Americans (75 percent) believe that cosmetic surgery offers at least one benefit, ranging from looking younger to looking more attractive.

Americans also subscribe to the theory that a little goes a long way, and if offered a free cosmetic procedure, respondents would elect to change at least one feature about their face. Thirteen percent of Americans who would accept the offer of free cosmetic surgery would change everything about their face.



Whether you are looking for refinement, reconstruction, or rejuvenation, it is important to be informed. Ask yourself how much the status quo bothers you. Learn as much as possible about your options by researching the procedure, getting input from friends, and talking to previous patients.

"I think seeking a professional opinion from a facial plastic surgeon is invaluable," says Nicole. "I wanted someone to listen to my concerns, evaluate my face, and give me options that I could choose from and that would fit within my budget."

Schedule a consultation appointment to talk about your facial features; find out your options to help make you more confident and more satisfied with your appearance! ■

A two-part rejuvenation strategy ... targeting structure and skin for

Time, gravity, and the elements naturally take a toll on the appearance of your face. As we age, the skin begins to lose its elasticity and wrinkles start to appear. Fatty tissue tends to decrease in volume and in density causing the skin to sag and hang loosely. There are also changes in the bony facial structure that when combined with changes in muscular action and the effects of gravity, leads to more prominent skin folds. These changes are greatest under the chin, in the upper neck, and at the skin folds near the corner of the mouth. Facial plastic surgeons are targeting both the underlying bony structure, as well as the skin, with a two-part rejuvenation combination of implants and a facelift.

Midface implants

One of the strongest characteristics of youth is fullness of the cheeks, indicating an abundance of healthy soft tissues and fat that is present under the skin. Also a sign of vitality, the cheekbones are responsible for defining the face, highlighting the eyes, and adding overall balance to your features. Not everyone can retain contour and fullness with age. Not everyone has prominent cheekbones. When there is depletion of tissue and fat and minimal cheekbones, the skin sags, appears flattened or sunken, and may cause folds and wrinkles around the mouth. The midface implant can hold up the collapsed tissue and restore the youthful appearance of adequately padded skin at healthy levels of distention and elasticity. This improves the contour, creates balance, and bolsters self-esteem.

Midface implants are performed under local anesthesia with sedation. A small incision is made inside of the mouth in the crease above the upper lip. A pocket is created over the bone. Each patient is evaluated for proper sizing and shape of the implant that will provide the desired effect.

The sterile implant is placed into the pocket. The implant is secured and the incision is sutured closed. Supportive tissue forms around the implant after a few weeks; and once healed, it will feel like your normal underlying bone structure.

Chin implants

In a recent study by the University of Rochester Medical Center, researchers found that significant changes in facial bones—particularly the jaw bone—occur as people age. As the jaw bone loses mass, it contributes to sagging skin, decreased chin projection, and loss of jawline definition.

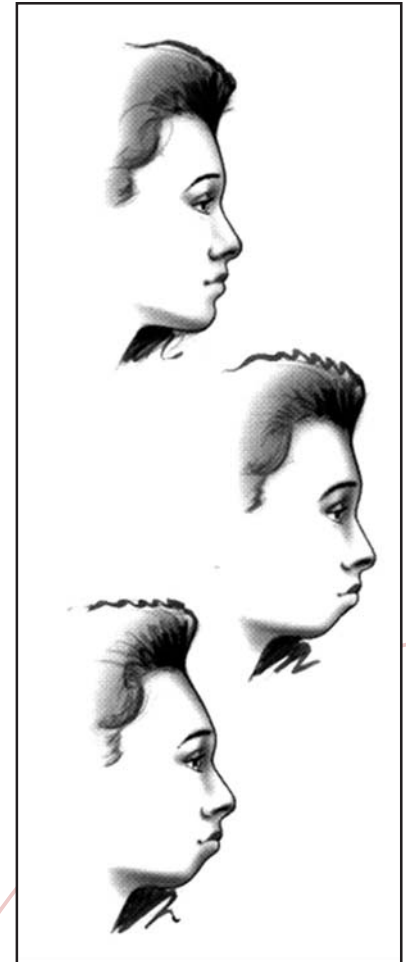
Many people have a chin that is too small for their face. Flat, under-projected chins are usually genetic, although traumatic injury or previous jaw surgery can also result in deformity. Chin augmentation can help restore balance to the lower face and jawline.

Take a look at your profile. A weak or receding chin can sometimes make your nose seem larger or more projected. During consultation, you can discuss if a chin implant will bring your profile back into balance or if a combination of rhinoplasty (nose surgery) and chin augmentation is the solution.

Some patients seek to reduce the appearance of deep grooves from each corner of the lip down to the chin. These marionette lines can be improved by placing small implants along each side of the jaw, just in front of the jowl.

Chin augmentation is performed under local anesthesia with sedation. The face is cleansed and a small incision is made underneath the chin or inside the mouth, where gum and lower lip meet. A pocket is created by gently stretching the tissue. The sterile, custom-fit implant is then inserted in front of the bone. The implant is secured and the incision is sutured. When the incision is inside

the mouth, no scarring is visible. If the incision is under the chin, the scar is usually imperceptible.



Nasal surgery or chin implant? Your nose can appear more prominent than it actually is because of other facial features. The noses in these three profiles are identical but look different. The first one shows a normal jaw structure and presents a pleasing appearance. The nose in the second profile appears more prominent because of a receding chin. And the nose in the third profile seems to project even more because of a long sloping forehead and a weak chin.

better results

Facelift

Once the structure of your face has been reinforced, it is time to lift and tighten the sagging skin. A full facelift addresses primarily the lower two-thirds of the face. It smooths the neck area, reduces jowls, and refines the jaw line. Incisions are made around and behind each ear (see illustration below). The skin is raised, excess fat and skin are removed, the underlying connective tissue is lifted and repositioned, and permanent sutures are used to hold the skin in its new location. The surgery is typically performed taking two to four hours depending on the extent in an outpatient facility or in a hospital setting, and most patients go home the same day. The surgery may be done under twilight anesthesia; medication is given orally and intravenously, along with a local anesthetic. Swelling diminishes after one to two weeks.



Your facial plastic surgeon may recommend a specialized facelift, such as deep plane facelift, s-lift, j-lift, or midface lift; it depends on your needs and what will produce optimal results. Be ready to discuss your options and what that means in terms of recovery and results.

Many patients who are seeking a younger looking appearance and refinement of their profile are happy with the results of facial implants, a facelift, or a combination of the two. Make an appointment today to talk with your facial plastic surgeon to see what procedures might be right for you. ■

ASK THE SURGEON



I heard that the Food and Drug Administration (FDA) is warning places not to use a fat dissolving injection. What is this and why isn't it safe?
The FDA is alerting consumers about false and misleading claims being made about products used in lipodissolve. Recipients of lipodissolve get a series of injections intended to dissolve and permanently remove small pockets of fat from various parts of the body, e.g., abdomen, chin, around the eyes. Complications such as scarring, skin discoloration, and knots under the skin have been reported. The process is also known as injection lipolysis, lipozap, lipotherapy, and mesotherapy.

The drugs most regularly used in the lipodissolve injection regimen are phosphatidylcholine and deoxycholate. These have not been approved by the FDA for fat removal. Other ingredients may also be used, including drugs or components of other products such as vitamins, minerals, and herbal extracts.

The FDA is not aware of evidence supporting the effectiveness and safety of the substances used in lipodissolve for fat elimination.

In order to protect the consumer, the FDA has sent warning letters to six medical spas for making false or misleading statements about safety, effectiveness, and superiority assertions about lipodissolve.

This "too good to be true" injection is too good to be true. Consult with your facial plastic surgeon if you have concerns about fat deposits in your face. ■

HEALTH TIP



A survey conducted by Harris Interactive, on behalf of Neutrogena, revealed that despite educational efforts, there is a major gap between what doctors recommend and what Americans actually do when it comes to sun-safe behavior.

While one in five Americans will develop skin cancer over the course of their lifetime, the survey found that only one in five people (20 percent) wear sunscreen on a daily basis, even though 94 percent of Americans know that prolonged exposure to the sun can cause skin damage and even skin cancer. Make applying sunblock part of your daily routine. The sunblock should have a sun protection factor (SPF) of at least 15; reapply every few hours, after swimming, and after sweating. ■

WHAT'S NEW?



Spanish doctors carried out a full-face transplant on a man who injured himself in a shooting accident five years ago that left him unable to breathe or swallow. This first of its kind operation—a full face transplant—was a success.

The 30-doctor team at Vall d'Hebron University Hospital in Barcelona operated for over 20 hours to transplant a completely new face from the donor to the recipient. The transplant included new facial skin, muscles, jaw, cheekbones, nose, lips, teeth, and eyelids. Although there have been 10 partial face transplants worldwide, this is the first complete and most complex one. The patient is said to be recovering well. ■

Men want to look good too

While women dominate the offices of facial plastic surgeons, men are interested and increasingly showing up for treatments and surgeries. According to the American Academy of Facial Plastic and Reconstructive Surgery, the most common non-surgical procedures for men in 2009 were Botox, hyaluronic acid injections, and chemical peels. The most popular surgical procedures were rhinoplasties, blepharoplasties, and facelifts.

Why

Reportedly, surgeons are finding two main trends when it comes to the reasons behind men having cosmetic surgery. The top reason is to increase competitiveness in the workplace. Regardless of profession, men see it as very important to look younger, less tired, and more vigorous to retain their jobs and advance their careers. Studies have shown that both good-looking men and women receive more promotions and raises than their less attractive peers.

The second trend is to look more attractive for a spouse. Men want to look good and feel confident about how they present themselves to others. They realize that staying attractive for their mate is a major factor in maintaining that relationship.

What

The following describes the top non-surgical and surgical procedures men are having.

Botox®: This botulinum toxin A injection is approved by the Food and Drug Administration (FDA) to reduce the signs of wrinkles around the eyes and between the brows. Using a small gauge needle, it is injected under the skin to weaken the muscles in the forehead and around the eyes that contract the skin and cause wrinkles. There is no recovery time and results should last three to six months.

Hyaluronic acid: This dermal filler is approved by the FDA for correction of moderate to severe facial wrinkles and folds, e.g., nasolabial folds. In the skin, hyaluronic acid fills the space between collagen and elastin fibers, replenishing the natural volume lost during aging while



delivering essential nutrients and hydration. Results may last six to 12 months, due to the body naturally absorbing the injectable over time.

Chemical peels: Resurfacing of the skin with an acid solution that peels the top layers and allows smoother, regenerated skin to emerge is called a chemical peel. It is an effective treatment for wrinkles caused by sun damage, mild scarring, and certain types of acne. The deeper the peel, the longer the recovery time, with an average of two weeks.

Rhinoplasty: This surgery improves the function or shape of the nose. A surgeon can reduce or increase parts of your nose, remove a hump, change the shape of the tip or bridge, improve breathing ability, or narrow the nostril span. This surgery requires at least two weeks recovery time.

Blepharoplasty: This procedure removes excess skin in the upper and lower lids and reduces the amount of fatty tissue under the eye. Surgery may be done on the upper or lower lids, or both, depending on the specific problem.

Facelift: Men have this procedure to smooth and tighten the skin in the lower part of the face. The underlying muscles can also be tightened and repositioned. The signs of aging are lessened by shaping the neck area, reducing jowls, and refining the jaw line.

Make room for more men in the waiting room. They are taking charge of their appearance to increase self-confidence, which will positively affect all aspects of their professional and personal life. ■