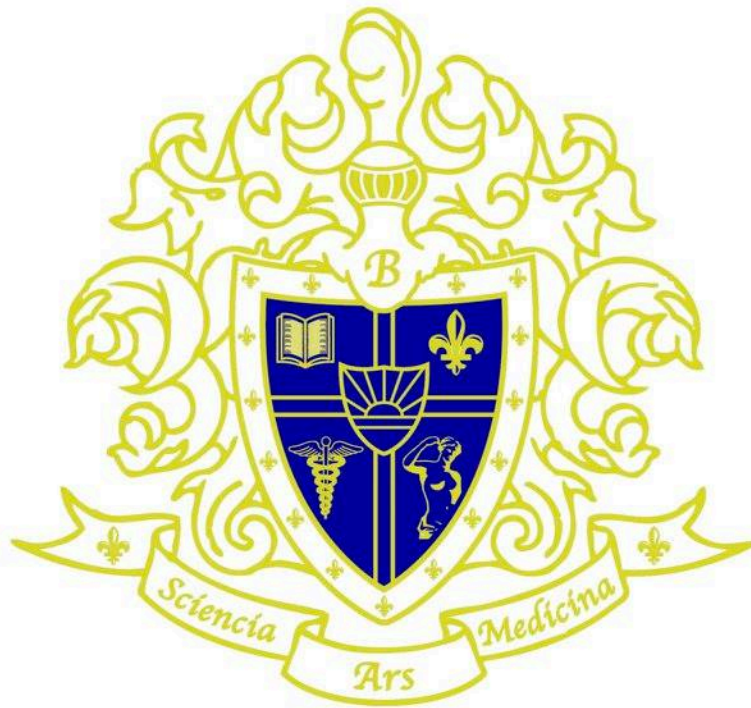


COSMETIC SURGERY

FACIAL REJUVENATION



BEESON COSMETIC SURGERY

William H. Beeson, M.D.

Society places an emphasis on looking and feeling good. There is no doubt that we have become an appearance-oriented society. Evidence of this is that cosmetic surgery has become more socially acceptable in the past 25 years.

In the past 25 years medicine has made tremendous strides. Years ago, the emphasis of medicine was on eliminating disease and suffering. In recent years, the emphasis has switched to prevention. There is an increased emphasis on improving our lifestyles through nutrition and physical exercise.

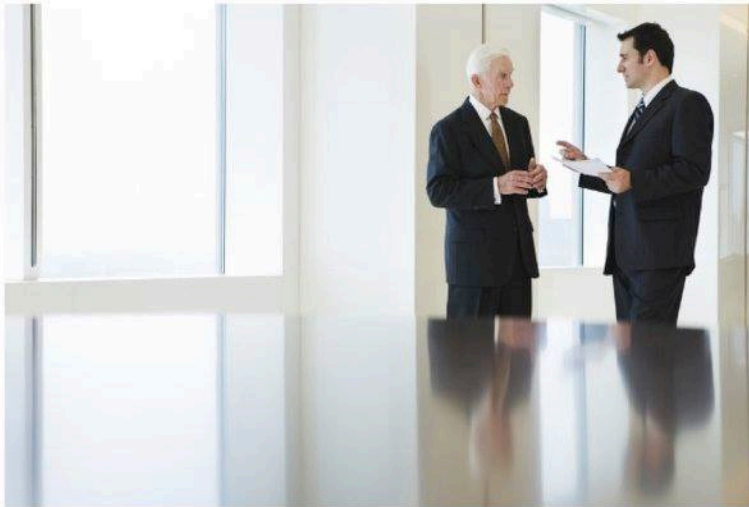


It stands to reason that as we live longer, we will desire to retain a youthful, attractive appearance as long as possible. Many patients having cosmetic surgery state that they only “want to look as good as they feel.” This is a reasonable request and one that cosmetic surgery may help provide.

Economic Reasons

Today, many individuals are starting new or second careers after the age of 40. Unfortunately, with the failure rate of marriages so high, many individuals are entering or reentering the workforce in mid-life. They want to be competitive and also desire to become more socially active.

For these individuals, plastic surgery may help to



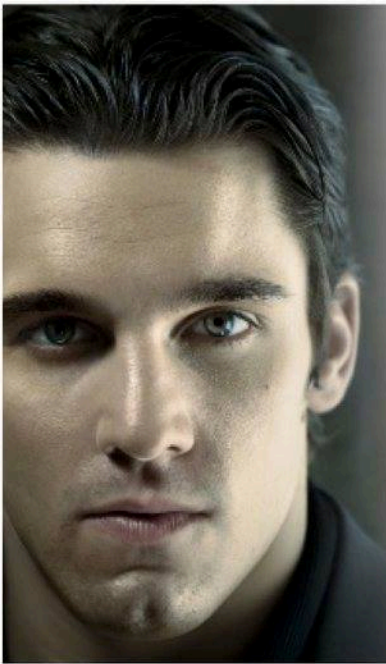
provide more self-confidence and improve self-esteem.

Many individuals find they are working longer. It is not unusual to find individuals

who, in their mid-60's, are viable, energetic and invaluable to their businesses. They wish to avoid the stigma commonly associated with senior (elderly) individuals that they are "ready for retirement." For these people, cosmetic surgery may help to enhance that rested, energetic appearance to match their inner drive. One salesman once told us that our faces are our "calling cards." He said he wouldn't think of making a call on a customer in a wrinkled suit. Why would he want to call on a client with a wrinkled face, when there was an alternative?

In the past, far more females than males have been facial plastic surgery patients. However, an increasing number of men are seeking facial plastic surgery. Corporations commonly undergo reorganization and restructuring every five to seven years to change with the times and environment. Facial surgery provides a similar “restructuring” to help them deal with aging changes and to essentially put our “best face” forward.

Facial Analysis



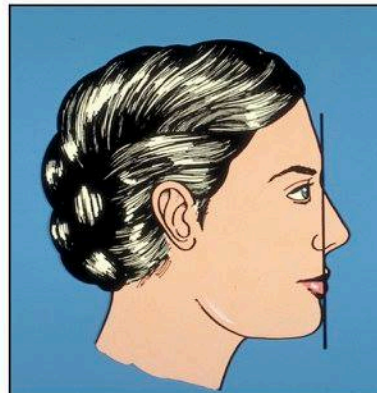
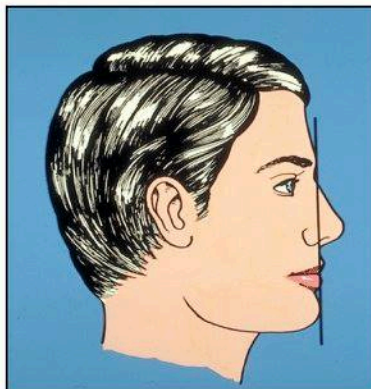
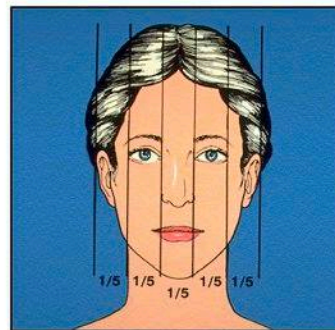
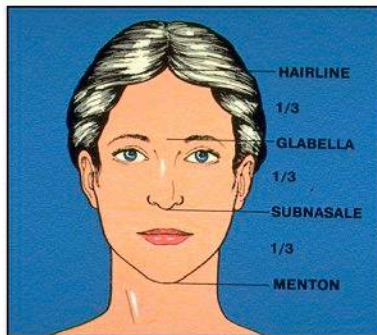
Beauty is defined in Webster’s dictionary as “whatever pleases the senses by line, color, form, texture, proportion, motion, or tone.” Essentially, beauty is symmetry and proportion. The key to successful cosmetic surgery is to obtain a natural look, which restores symmetry and proportion to the face.

It allows for a refreshed, more rested appearance, which naturally enhances and accentuates our best features.

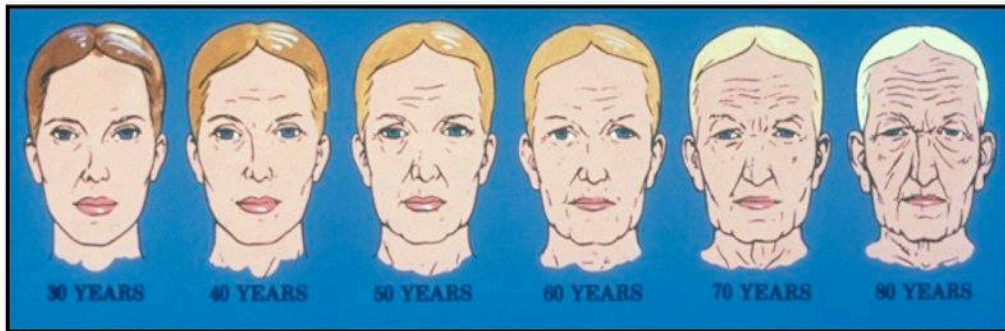
Cosmetic surgery is divided into two types. One type is correcting those parts of the body, which are functionally normal, but as we age, our skin loses moisture and elasticity, the fat redistributes, and the muscles weaken. This can result in sagging jowls, which make our face look more square and longer. It can result in droopy eyelids and eyebrows, which make the face appear narrower. It can result in the “turkey gobbler” neck, which makes our profile unattractive. Many people are surprised that, as they age, their nose gets longer.

Beauty is Symmetry and Proportion= How We Analyze The Face

The basic tenets that a portrait painter uses can be used by the patient to analyze their own face. Ideally, the face can be divided into equal one-thirds in the vertical dimension by lines at the forehead, eyebrows, base of the nose, and chin. Horizontally, the face should be five eye widths [five times the width of an eye]. If the nose or chin is out of proportion to the other facial features, correction can provide significant harmony. From the profile, the chin projection should be in line with the lower lip. Any deficiency may be corrected with chin augmentation.



Facial Rejuvenation Surgery



As we age, the almond-shaped face goes to a more oval configuration. An oval face goes to a more round shape, and the round goes to a more square shape. The square shaped face ages the least gracefully because even minimal redundancy is noted immediately. Individuals with high cheekbones and an almond-shaped face can camouflage laxity of skin and muscle more readily. These people age the most gracefully.

Normally there is a groove that runs from the nose to the corner of the mouth called the buccal labial fold. This is a normal anatomical finding because of the junction of muscles in this area. However, as we age this fold may become more prominent. When it extends below the corner of the mouth and begins to form the jowl, this is the time when most people feel that surgical correction is needed immediately. Other individuals tend to treat this laxity before it extends to this more dramatic end point.

There are two ways of addressing laxity in this mid-face area. One can think of it in terms of a hill and

valley. One way to address the problem is to fill in the valley, however this method is usually temporary. This can be done with injectable fillers (hyaluronic acid), microlipo injections, or facial implants such as Gore-Tex. These are all outpatient procedures with a minimal convalescence and can satisfactorily reduce the prominence of the buccal labial folds. This can help to preserve or extend a more rested appearance to the face and in some cases, postpone the need for facial rejuvenation surgery.

On the other hand, one can treat prominence and sagging in this area by reducing the hill. This would essentially be a facial rejuvenation procedure, which would remove the excess skin and tighten lax facial muscles. Eventually the valley is going to become too deep to be filled and the only treatment option will be to reduce the hill, or the facial rejuvenation procedure.

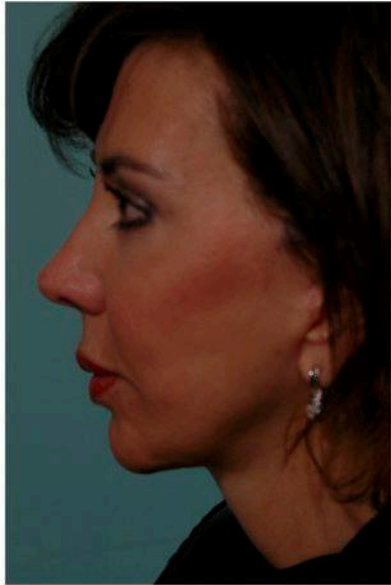
The facial rejuvenation procedure, or rhytidectomy as it is medically called, treats the neck, cheek, jowl, and lateral temporal area. It gives the ultimate improvement in facial plastic surgery because it addresses all the areas of concern, and repositions tissues into a more normal, natural position.

Aging results in loss of moisture from the skin, the fat redistributes itself, the skin becomes more lax and the muscles become more lax. Facial rejuvenation surgery addresses many of these areas. Liposuction is used in conjunction with facial rejuvenation surgery

to remove excess fatty tissue and fatty tissue that has repositioned itself in aesthetically unpleasing locations. In some, fat can herniate down into the jowl area and accentuate fullness in this region. Liposuction can be used through a small incision on the inside of the mouth to remove the excess fatty tissue in this area.

Facial rejuvenation surgery repositions muscles into their normal position. With aging, there can be a diastasis of muscles. This is most prominent in the neck area where the platysma muscle sags, resulting in the deep banding or cording in the neck. By repositioning these muscles, we obtain a more natural, more physiologic appearance. We feel it is important to reposition the muscles into their natural position and avoid cutting or altering the position of the muscles, feeling that this would give a more artificial appearance and prolong the healing process. Facial rejuvenation surgery then removes the excess skin.

Newly developed anesthetics and surgical techniques have been shown to reduce swelling and bruising associated with facial rejuvenation surgery significantly in most individuals. Usually, patients are able to return to work and social activities within 7-10 days.



A facial rejuvenation will essentially last forever, because the excess skin has been surgically removed. However, we will continue to age. The day we have surgery performed, we continue to age. One needs to think of this in terms of a conveyor belt of time. If one has surgery at the age of 50, following surgery they may look 10 years younger. This means that chronologically they are 50, but physiologically they appear to be 40. Unfortunately, the conveyor belt of time keeps moving and 10 years later, chronologically they are 60, but physiologically they look 10 years younger (50). When they are 50 they desire to have a more rested, youthful appearance. For that reason, many desire to maintain this look with repeated surgeries. However, this is certainly not necessary.



It should be pointed out that every facial rejuvenation patient could get improvement with a tuck-up, one year after surgery. However, that is not obligatory and many patients are so satisfied with their appearance that they defer a tuck up.



We think it is important to have a very natural appearance and to create a good foundation for surgery that allows those individuals to maintain their result as much as possible.



Because the skin is surgically removed with a facial rejuvenation, there will always be some degree of permanent improvement. However, we will continue to age. The degree at which we continue to age depends upon a number of factors including general health, environmental exposure, nutrition, and other numerous variables. Many people who have facial rejuvenation surgery desire to maintain this look with repeated surgeries. However, this is certainly not necessary.

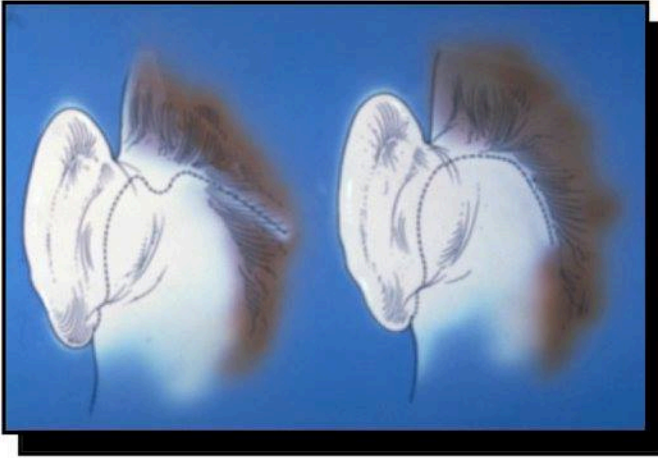






Surgical Technique

In the female patient, incisions are hidden within the skin creases around the ear, going behind the tragus (the small flap of skin immediately in front of the



opening to the ear canal). This means there is no incision in front of the ear, which can be a telltale sign of facial rejuvenation surgery. The incision then goes behind the

ear and back into the hairline. In the frontal temporal area, the incision extends superiorly into the hairline.

The incisions around the ear are closed with dissolvable sutures in multilayers. The hair is not shaved and incisions in the hair bearing tissues are made within hair parts. Small clips are used in order to allow the patient to shower following surgery. In most cases, a small incision is made in a natural chin crease below the chin. This helps to obtain additional support and contouring in the neck and submental area.

With facial rejuvenation surgery, excess fatty tissue is removed, the muscles in the neck, cheek, jowl, and lateral temporal areas are supported, and the excess skin is removed.

In some cases, an endoscopic facial rejuvenation can be utilized. This is a “minimal incision” type of surgery where very small incisions are hidden behind the hairline and small telescopic instruments are inserted underneath the skin, and are used to elevate and to reposition tissues in the mid-facial area. The advantage of this procedure is that the incisions are very small, they are not routinely visible, and the recovery time is very fast. In our experience, approximately 15% of facial rejuvenation patients are candidates for the endoscopic facial rejuvenation. These patients tend to be younger individuals who have good skin elasticity and “sagging” which is localized to the malar (cheek bone) area or deeper nasolabial folds. The technique is also useful in selected patients who have had a good foundation established with their initial facial rejuvenation and are able to utilize the endoscopic facial rejuvenation for a “tuck.” The more skin laxity there is, the more likely a traditional facial rejuvenation technique will be needed.

Recovery

Following surgery, a turban-like dressing is used for the first 24 hours. Cold compresses are placed over the neck area. The following morning the dressing is removed and cold compresses are applied to the face and neck areas for the next 48 hours. Hydrogen peroxide-soaked Q-tips are used to clean over incision lines, followed by showering 4-6 times a day

to accelerate wound healing and prevent crusts from forming. Individuals need to sleep with their head elevated 30 degrees for two weeks and avoid heavy lifting or straining for the first 7-10 days following surgery. One should also minimize movement of the head and neck for one week following surgery to avoid stretching those newly positioned tissues. This means driving is prohibited for one week. Makeup can be applied after one week. Most individuals find that they can resume their normal social and work activities within 1-2 weeks following surgery.

S-Lift and Neck Lift Post Procedure Care Instructions

- Sleep with head elevated 30-40° for two weeks
- Apply cold compresses over neck and cheek areas every 10 minutes for 48 hours following surgery
- No heavy lifting or straining over 5 pounds for 7-10 days after surgery
- Soft or liquid diet for 5-7 days following surgery
- Clean incision lines with hydrogen peroxide and shower 3-4 times a day for the first 7 days following surgery
- Avoid applying makeup over incisions for 1 week

Neck lift



The neck lift is designed to treat laxity in the neck and the submental area. It is especially helpful in treating the “turkey gobbler” neck and the deep cords or unsightly bands that often develop in the neck. These are due to laxity of the platysma muscle. For people with advanced or premature aging in the neck area, the neck lift can provide significant improvement with an accelerated recovery.

Surgical Technique

The neck lift is a minimal incision surgical technique. The endoscopic neck lift utilizes a small incision approximately one-half inch in a small crease hidden underneath the chin. Incisions are also made in the crease behind the ear so that no incisions are visible. Using a tumescent technique similar to that of body liposuction, anesthetic solution is injected into the neck area and the submental region. Small cannulas, smaller than the size of a pencil, are used to perform liposuction to remove the excess fatty tissue in the submental area. Following this, a carbon dioxide laser is used to separate the redundant skin and muscle. Utilizing endoscopes, sutures are placed to support the platysma muscle back into its normal position. The incisions are then closed using dissolvable sutures. If there is significant skin laxity, incisions can be carried into the hair behind the ear to allow for further improvement. Small clips are used to close the incisions so that the hair does not need to be shaved and instead, can easily be used to camouflage the areas.

Recovery

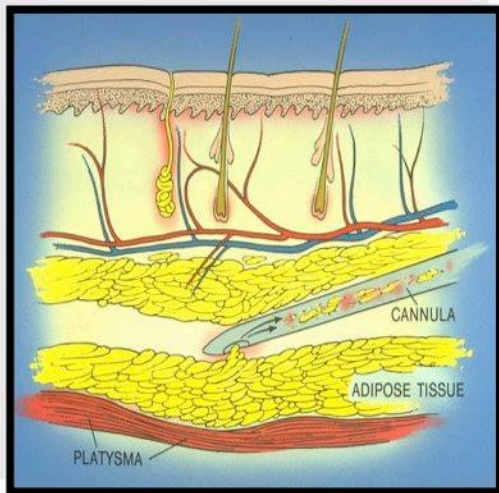
A small stockinet type of dressing is usually applied. Individuals apply cold compresses for the first 48 hours after surgery. They need to sleep with their head elevated for two weeks and refrain from heavy lifting or straining for one week following surgery. They usually will be able to resume normal social and work activities within 3-4 days and normal physical activity without restrictions at seven days.

While the neck lift is not replacement for facial rejuvenation surgery, in many cases 80% of the improvement that a facial rejuvenation would provide to this area can be achieved with a neck lift—but with the ability to avoid any visible external incisions and a much-reduced convalescence and healing time. This technique is especially beneficial for men who want to avoid the preauricular incision that is necessary in a male facial rejuvenation yet are concerned over laxity of tissue in the neck area. It is commonly performed on younger individuals who have premature aging in the neck area. The procedure is done under twilight anesthetic on an outpatient basis.

Liposuction

Some individuals are troubled at an early age with fullness under the chin and in the neck. This is often due, in part, to hereditary deposits of adipose [fatty] tissue in the submental area. Often, patients confirm that this appearance tends to run in their family and frequently is a characteristic of their father or mother.

If the bone structure in the neck is good and if the submandibular salivary glands are small, results of submental lipectomy can often be dramatic and postpone the need for facial rejuvenation surgery. This procedure works best on young to middle-aged individuals who have good skin tone. Without good skin



tone, the fatty tissue would be removed, but the skin tightening that occurs secondary to undermining tissues would not take place. Women can identify with this phenomenon. If a woman has a baby at the age of twenty, she regains her figure more easily and the stomach tissues flatten back to their pre-pregnancy state. However, if a woman has a baby later in life, the tissues do not easily recoil and she may even need a tummy tuck. Much the same thing can happen in the face. Liposuction often results in 10-20%

improvement by removing the congenital fat pads in the area. Over the next 9-12 months following liposuction, the tissues that have been undermined tighten approximately 20%, giving even more improvement. However, if this tightening effect did not occur, the patient would be left with tissue laxity in the neck and would be a candidate for facial rejuvenation surgery.

It is important for a patient to realize that a facial rejuvenation removes fatty tissue, re-supports muscles, and removes excess skin in the neck, cheek, jowl, and lateral temporal areas. The neck lift removes fatty tissue, supports muscles, and removes some skin in the submental and neck area. A submental lipectomy only removes excess fatty tissue and relies upon the skin's ability to tighten itself. It is not a replacement for a facial rejuvenation or a necklift. However, dramatic results can be obtained with a minimal amount of discomfort and recovery time in appropriate individuals.

Surgery

An incision approximately the width of a pencil is hidden in the crease under the chin and behind each earlobe. Small, specially developed suctioning instruments undermine the skin to the neck and remove, by suction, the excess adipose [fatty] tissue. The incisions are then closed with dissolvable sutures. A stockinet-like elastic dressing is applied to the neck area for 24 hours and is then worn at night for the next month.

Recovery

Ice compresses are applied to the neck area for approximately 24-48 hours after liposuction surgery. Individuals are instructed to sleep with their head elevated approximately 30 degrees for two weeks following surgery and not to lift objects heavier than 5-10 lbs. for the first week after surgery. Most individuals can return to work within 48 hours, but have slight bruising in the neck area. This can usually be camouflaged easily with makeup or by wearing high-collared shirts or turtlenecks. In some cases, additional improvement in the jowl area can be obtained with liposuction. In these patients, a small incision is made inside the mouth and a special instrument is used to suction away excess fatty tissue, which can herniate from the buccal space into the jowl area. These individuals need to stay on a liquid diet for five days after surgery to avoid food particles irritating the incisions. There is a minimal amount of discomfort with liposuction surgery. It is usually done under a twilight anesthesia on an outpatient basis.

Non-invasive or Minimally -invasive procedures

Some patients seek non-surgical procedures to obtain improvement in the submental and neck area.

Medications can be used to “dissolve” the fatty tissue and, in other cases, freezing (cryo-lipolysis) can be used to remove the adipose tissue and improve contouring in this area. The amount of discomfort associated with treatment; the recovery time; and the final result can vary dramatically among patients.

Deoxycholic Acid Injections (Kybella)



This treatment works by destroying fat cells, but can also destroy other kind of cells such as skin cells if not used correctly. Treatment consists of approximately twenty small injections in the submental area. Topical anesthesia cream or Xylocaine can be injected

to anesthetize the area. Small injections are made in the submental area.

Treatments take approximately 20-30 minutes. A burning sensation is commonly noted for the first day. For 3-4 days, individuals tend to have significant swelling in the area and can look like “a pelican

swallowing a fish". Most individuals can return to normal activities in 5-7 days. While some individuals notice affects in the first several days, it can take up to 12 weeks to obtain final improvement. It is important to note that treatments do not tighten skin, but melt fat.

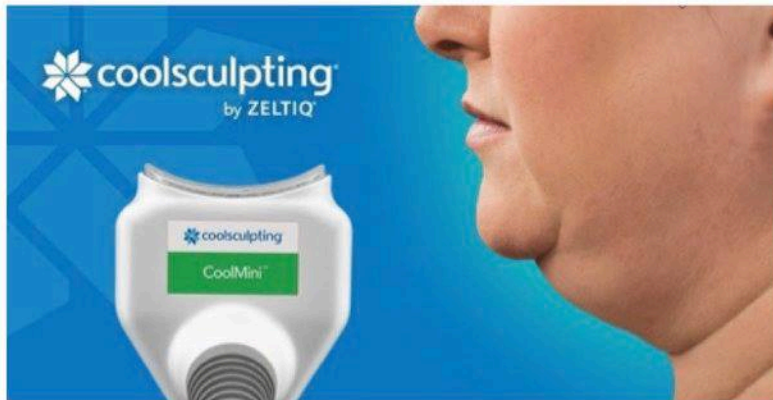


In clinical studies, approximately 60% of people required a total of 6 injections at one-month intervals in order to obtain the results they desired. The most common side effects that occur in the treatment include swelling, bruising, pain, numbness, redness, and hardness of the area. In rare cases, there can be an uneven smile or facial muscle weakness (4%) and trouble swallowing (2%), which is resolved spontaneously in the majority of patients. Results can vary. In two clinical studies, 68.2% of patients treated with deoxycholic acid (Kybella) reported *some/moderately better improvement* and 16% of

patients treated into clinical studies had *significant/a great deal better improvement.*



Cryotherapy (Coolsculpt)



In cryotherapy treatments, the cooling process freezes the water within the fat cells causing them to die (cryo-lipolysis). Over a period of several months the dead cells are absorbed into the body naturally. It is important to note that the dissolved fat does not result in any increased cholesterol or elevated

triglyceride levels within the blood, so there are no cardiovascular contraindications because of increased lipid levels in the blood.

Treatments are done without any anesthesia as an office procedure. A special appliance is applied to the neck area and gentle suction holds the neck tissue into the cooling apparatus. Procedures take 30-60 minutes with minimal to moderate discomfort.

Typically, 2-3 procedures are required to obtain the desired results. Patients note varying levels of discomfort associated with the treatment and in the post recovery. For several hours following procedure the tissue may be firm. Tenderness can persist for several days and bruising can be noted for 5-7 days. A dullness and tenderness to the area can persist for up to 8 weeks. Final results are not typically obtained until 3-4 months following the procedure.

Dermal fillers (Hyaluronic Acid)



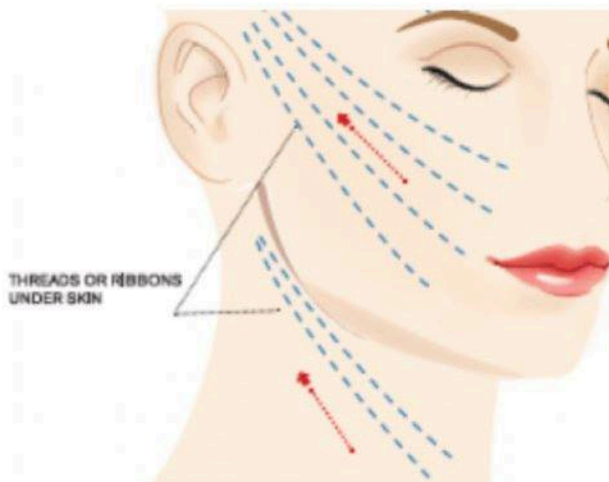
Some people desire dermal fillers (hyaluronic acid) injections to improve definition in the chin and a more defined, sculpted appearance along the jawline. These treatments are typically done as an

office procedure with topical anesthetic cream used to anesthetize the area. Small injections are used to help augment and define tissues in this area.

Treatments typically take 30 minutes or less with patient's being able to resume her normal activities immediately following the procedure. Results typically last 6–12 months.

Thread lifts

In select patients, thread-lifts may provide beneficial results. In these cases, a specially developed



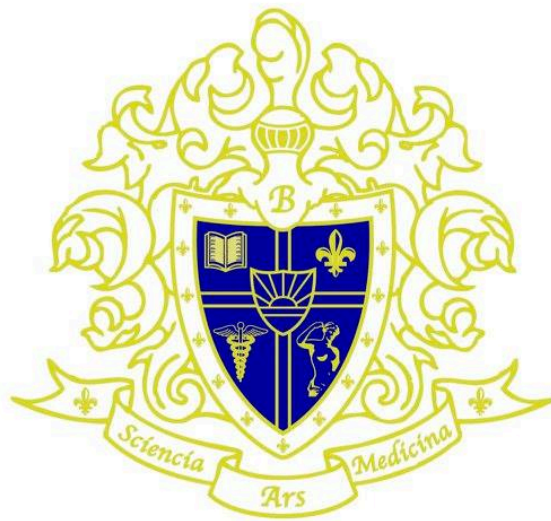
dissolvable suture with small barbs is inserted under the skin with a special insertion needle. Thread is then repositioned to help elevate and support the sagging neck tissues.

Results are variable and the sutures dissolve within 12–18 months. Results can vary dramatically based upon the thickness of skin; the amount of skin laxity; and the degree of muscle sagging. Treatments typically take an hour and are done under local injectable anesthesia.



New advances in surgical technique, anesthesia, and postoperative care have resulted in much less discomfort, less swelling, less bruising, and a quicker return to normal social and work activities than was previously associated with cosmetic surgical procedures. Men now have an ever-increasing

number of surgical, minimally- invasive, and non-surgical options to help them maintain a more youthful, rested, and energetic appearance in today's ever increasing "visual" and appearance conscious society. The optimal treatment for the patient can vary depending upon the area or areas they desire to obtain improvement in; the amount of improvement they desire; how long they want that improvement to last; and the amount of "downtime" or healing process they want to commit to. Overall, most patients desire to obtain a more youthful, rested appearance which reflects increased vitality. They want a natural, unoperated appearance. They want to "look good" and "feel good"!



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