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Support for the Structure

Advancements in rejuvenation surgery allow men (and women) to put their best face forward.

By William J. Binder, M.D., F.A.C.S.

Efforts to keep men and women looking younger through facial rejuvenation have been around for decades. People who could afford to do so have asked surgeons to make strategic nips and tucks or dramatic face lifts to compensate for the effects of aging, to correct facial deficiencies, or to recover from injuries.

Face lift surgery has been the most popular request of plastic surgeons over the years. It is designed primarily to lift and tighten loose or sagging skin and is particularly helpful in removing jowls and the redundancy of skin and muscle found in the aging neck.

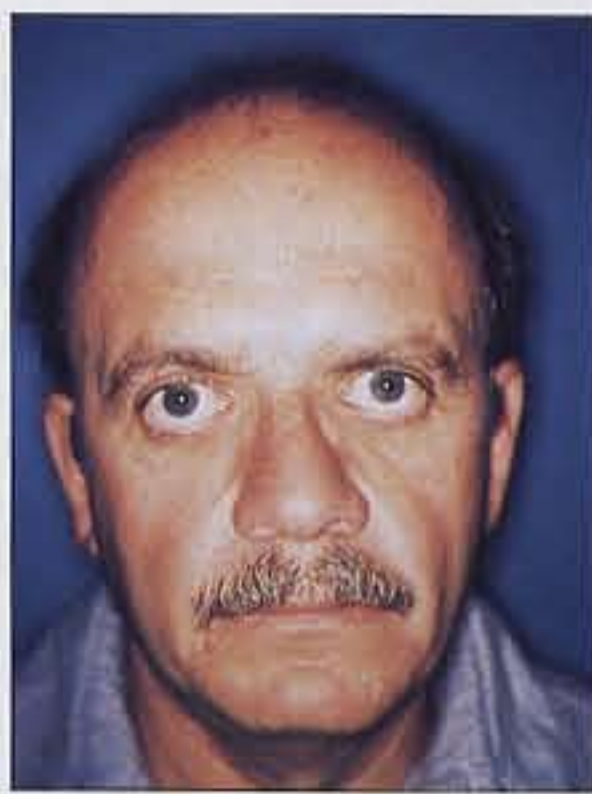
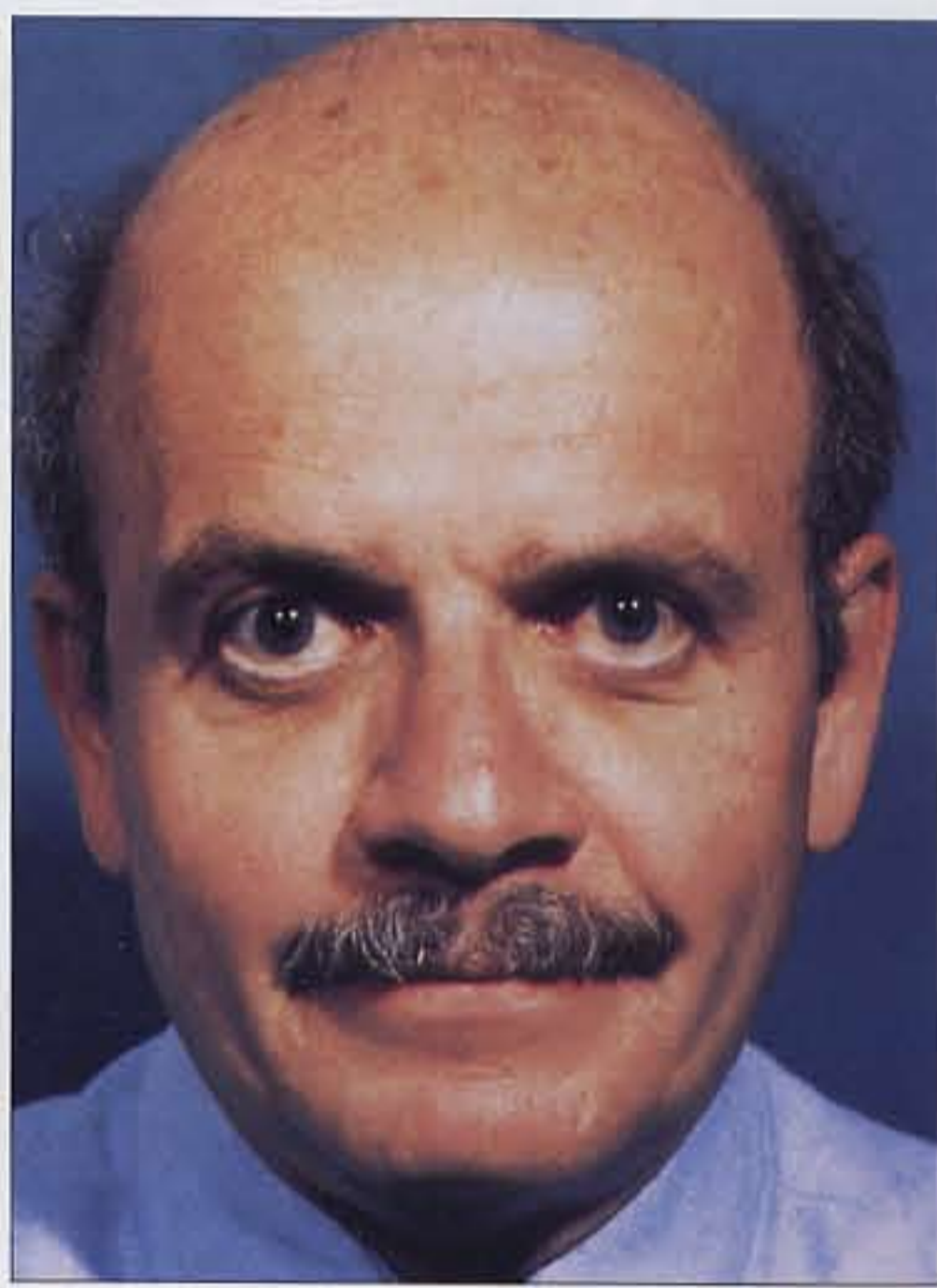
In analyzing the effects of face lift surgery over the past 15 years, studies have shown that face lift techniques alone may not be enough to restore the vibrancy that people identify with youth and beauty. In fact, in some instances, the consequences of face lift surgery alone may prove to be just the opposite of what is desired.

In some individuals, if the skin is over-stretched against the underlying bone, the patient may appear taut, drawn, or "mask-like," making the patient look less healthy or natural. The effects of aging or damage from disease or injury are not shown only in excess skin, but in the loss of underlying facial support, whether in soft tissue or bone.

Looking at photos of an individual over a lifetime reveals that soft tissue, starting with the fullness of a baby's face, gradually lessens over time. A somewhat leaner appearance emerges in early adulthood, and for some, spare or even hollow lines of maturity come later. Over time, the thick supporting tissues gradually thin out and fail to maintain the skin at the levels of elasticity which characterize the faces of youth. This natural process of atrophy or gradual loss of soft tissue results in the underlying bone structure becoming more apparent over time. People with "great cheekbones" or similar attributes are not as affected by the aging process — others find previously unnoticed features, such as asymmetrical structure, to appear more noticeable.

Facial Contouring

Facial rejuvenation or restoration, particularly for men, has taken a giant step thanks to a variety of enhancements to face lift surgery. One such method is a new surgical discipline called facial contouring. This method has quickly become the foundation for many of the standard facial rejuvenation or face lift procedures. The aging process gradually deteriorates soft tissue or bony structure. Facial contouring is used to correct these deficiencies, and uses a new generation of computer-designed facial implants to accomplish these goals.



Computer-designed facial implants tighten and lift sagging skin, allowing for a more youthful and relaxed appearance.

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These new facial implants are unlike the gel-filled implants used in breast surgeries. The facial implants are designed from Silastic or silicone rubber material. Computer imaging customizes the shape of the implants for the cheek and midface, mandible, nose, and forehead and provides a high degree of precision in improved balance and symmetry of facial features. These new implants enhance underlying facial structures by restoring facial support.

The most common implants used by male patients are the mandibular and midfacial implants. The new designs of mandibular implants wrap around the entire chin and mandible, providing a more natural look from both the front and side views than the traditional button-type chin implants that were popular years ago.

One of the most popular of the new midfacial implants is the submalar implant. It restores midfacial support in a remarkably safe and quick procedure. It can be used by individuals who may

not need or want a traditional face lift. However, when used with face lift procedures, the submalar implant provides striking results by enhancing facial structure and thereby improving and prolonging the results of the face lift. Submalar augmentation's most outstanding contribution is its capacity to add fullness back to this area of the face. Another commonly performed facial procedure is malar (cheek) augmentation, which is performed in a similar fashion as the submalar augmentation.

The field of structural augmentation and its application to facial rejuvenation is rapidly advancing through computer imaging techniques. We now have the ability to use 3-dimensional computer images to produce custom implants for the reconstruction of congenital or traumatic facial defects. By combining plastic and reconstructive facial surgery with computer technology, the 1990's promises to be an exciting decade for improvements in our ability to maintain a youthful, vibrant, and healthy appearance.

"Facial Rejuvenation, particularly for men, has taken a giant step thanks to a variety of enhancements to face lift surgery"



William Binder, M.D., has more than a decade of research and patient care experience in facial plastic and reconstructive surgery. He helped create a new vista in plastic surgery known as facial contouring. Today he uses computer technology to perfect the implant design.

Since establishing his practice in Los Angeles in 1978, Dr. Binder has specialized in plastic and reconstructive surgery of the nose and face. Dr. Binder currently teaches at the UCLA School of Medicine, is an Attending Staff Physician at the Cedars Sinai Medical Center, and has published over 22 articles and chapters in national medical journals and textbooks. Dr. Binder is currently located at 9201 Sunset Blvd., Suite 809, Los Angeles, Ca. 90069. Telephone (310) 858-6749.