

GREAT NEWS FOR NOSES

Now Doctors Can Resculpt Your Nose Without Breaking It!

In part One of this two-part series, Michael Evan Sachs, MD., P.C., discusses the revolutionary nasal surgery he's developed and perfected. His technique can actually alter your nose without breaking it.

The ancient Greeks knew how important the nose was to the whole look of a face. In fact, they even studied the "perfect nose", examining its height, width and proportion to all the other facial features. Let's face it, everything from your looks (good or bad) - to your ethnic heritage is defined as much by your nose as by your skin tone and hair texture. Of course, each culture has its own definition of beauty, so a "Roman" nose would obviously not be particularly wonderful on an Eskimo.

While a delicate, attractive nose can influence your whole face and compensate for other, less-than perfect facial features, an out-of-proportion, badly shaped nose can ruin it. Did you know that the nose also functions along with the wrinkle, as a time-clock of the face, growing thicker, fuller and droopier as time goes by?

It's not surprising that people have always wanted beautiful noses (no matter what definition "beautiful" has in their culture), or that plastic surgeons have for the past 2000 years tried to change, repair and enhance this enigmatic facial feature. Believe it or not, surgeons were originally called upon to replace noses which had been hacked off during battle or removed as an act of punishment. And almost as dramatic as the physical changes, are the psychological overtones that naturally accompany changing your looks. In fact, most studies prove that there's a significant improvement in a patient's general mental outlook after a successful procedure. The key word here is successful.

In more recent times, attempts at beautifying the nose have too often resulted in a less-than perfect and almost unnatural "nose job," which could be spotted immediately. It seemed that plastic surgeons tried their hardest to make the nose more attractive but, more often than not, completely missed the boat. Although the hump was removed and the tip made less bulbous, the unnatural, scooped out, piggy looking, pointy nose that emerged was (if not offensive) at least obvious.

In response to this assault on the human nose, a new plastic surgical procedure called Finesse Sculpting Rhinoplasty (F.S.R) has been developed. This novel technique beautifies noses in a natural way, by sculpting and molding the nasal tissues instead of breaking bones and cutting cartilages. This pioneering method has made the "nose job" look totally obsolete. Finesse Sculpting Rhinoplasty is an operation which takes approximately 15 minutes to perform and can be done in an office operating room suite. Because nasal bones are not broken, the healing time is remarkably short and normal activities can be resumed in one week.

THE ACTUAL SURGERY

The actual operation takes place in the office operating room suite with the patient under a local twilight anesthesia. What does this mean? This type of anesthesia allows for the patient to totally relax and comfortably fall asleep into a light sleep state during the surgery. The patient is not aware and does not feel any pain. The operation involves sculpting and shaving down the excess bone near the nasal bridge, as well as the nose. The tip is then examined and the cartilages which make up the tip are molded into the desired shape. After the procedure, a light tape dressing is applied externally (there is no need for packing or anything else to be placed inside the nose). The patient leaves the office in about two hours and returns in five days, at which time all the dressings are removed and full resumption of activity is allowed. The operation is totally painless with minimal (if any) discoloration. Although the final result won't be fully evident for approximately twelve months, at the end of the first week, the patient looks healthy, improved and natural.

This type of cosmetic nasal surgery is reserved for those patients who need a refinement or reduction in the shape and size of the nose. There is another category of patient who actually needs the nose rebuilt. An example of this would be the patient with a bad "nose job". This patient needs to have actual tissue built up and bones and cartilage replaced. This type of surgery, which will be discussed in an upcoming issue, includes using a new substance called Tissue Clay (a natural protein which is mixed with the patient's blood immediately before surgery). The clay-like

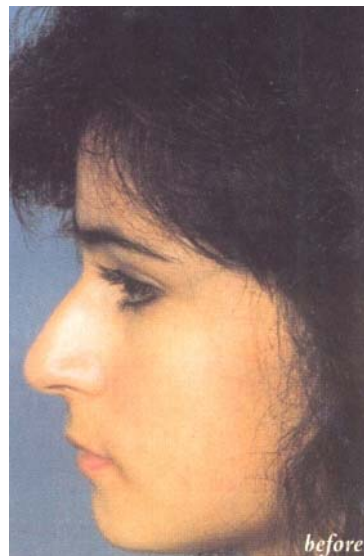
material is placed under the skin of the nose and actually replaces bone and cartilage.

A NOSE IS A NOSE?

What is a beautiful nose? The concept of beauty is, of course, subjective and changes radically from decade to decade. It is quite remarkable, however, that most people are in agreement on which elements make a nose beautiful. In a sense, a beautiful woman or man in one culture is seemingly also admired and appreciated in other parts of the world. The "classically beautiful" nose is intrinsically proportioned. This means that each part of the nose is correctly sized in relation to each other part of the nose - and just as important - to each part of the entire face. Even Michelangelo sculpted the width of the nose to be exactly equal to the width of an eye. Thus, a nose should be just wide enough at the base to fit between the eyes. In addition, most classical sculptors believed that the nose should be as long as the height of the ear. Plastic surgeons think of the nose as being divided into thirds: The top third should be strong and high, adding definition to the upper face and clearly separating the eyes; and a strong nasal bridge is almost universally admired. The middle part of the nose should act as a straight, yet soft, connection between the bridge and the tip. The tip should be refined, natural-looking, and have a rounded pear shape when viewed from below. Finally, the angle between the tip and the lip should be at right angles for men and slightly higher and upturned for women. Although men and women have very different noses, they both share the artistic qualities described here. The nose must fit the face of the individual, matching the proportions of the chin, cheekbones, forehead, eyes and ears.

In private practice, we operate on people from all over the world. It's most interesting that patients from France, Africa, Polynesia or China all desire changes consistent with the classical nose. Of course, each person has their own individual tastes which reflect their particular culture and ethnicity but, remarkably, the characteristics of the classical nose arc almost universally admired.

What's the most important part of any nasal plastic surgery? That you understand the procedure is not a panacea for your life -just for your nose.



Janine's prominent nose made her, feel very self-conscious



After Nasal Sculpting by Dr. Sachs a stunning profile was created for Janine



Dr. Sachs' sculpting techniques add softness and definition to this patients nose and face.



Before and After photographs from Dr. Sachs' files illustrate Finesse Sculpting Rhinoplasty used to refine the tip of the nose, creating a better overall balance to the face

