

# BeautiPHication™: A Global Approach to Facial Beauty

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## KEYWORDS

- Beauty • Phi • Facial attractiveness
- Facial shape • Facial angles

## RENAISSANCE PHYSICIANS: PURVEYORS OF BEAUTY

The Renaissance Period (1350–1550) was the rebirth transition period between the Middle Ages and the modern world, and has been described as the most productive era in mankind's history. As a cultural movement, it engulfed Europe in a revival of artistic learning based on classical sources and the development of linear perspective. Although the Renaissance saw resurgence in intellectual scientific activity, it is perhaps best known for the monumental achievements of such artistic geniuses as Leonardo Da Vinci and Michelangelo. Their influence affected and shaped the future by empowering their generation to embrace knowledge, and stood as a testament to the development of limitless skills in all the arts. These gifted Renaissance men were more than just intellectual icons: they inspired a medieval world to break free of dogmatic ideology and endeavor to develop its capabilities as fully as possible.

Da Vinci claimed, "I have offended God and mankind because my work didn't reach the quality it should have." It is time to rekindle his torch of commitment and excellence with a spark of passion and pride. We are the Renaissance artists of our time. Patients are our easels, their faces our

canvas. We should strive to create beautiful works of art; to maximize each individual's natural facial beauty.

The world today is immersed in an expectation economy: aesthetic consumers do not want to look just good, they expect to look fantastic; immediately, and with little downtime. Patients always budget to look great because looking great never goes out of style even in a disruptive economy. Today's aesthetic patients realize that a youthful appearance is the best thing you can wear.

There exists a sea of sameness with a biblical flood of products, devices, and nonmedical centers, compelling aesthetic physicians to differentiate themselves through superior results. To chase lines is a guarantee of copying the competition in a race to the bottom; cosmetic specialists must separate their clinics from the monotherapist down the street by creating exceptional results through a comprehensive global approach.

The recent availability of safe volumizing fillers has provided cosmetic physicians with the tools necessary to contour facial features nonsurgically and cost-effectively. Like our Renaissance ancestors, it is incumbent on us to have a good understanding of the aesthetic goals necessary to achieve a beautiful and natural result. What should be the preferred facial volume and feature shape?

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**Fig. 1.** Using morphing software, German researchers created gradually changing images. Images 5 and 6 consistently scored highest on the 7-point attractiveness scale when exposed to different large-volume cohorts.

What is the ideal beautiful normal for each individual face, and is there a code to unlock the patient's potential? Is it unreasonable to have lofty aesthetic goals, or should clinicians be less principled and more moderate? Thomas Paine (1737–1809), a British author who supported the American Revolution and became one of the Founding Fathers of the United States, wrote: “A thing moderately good is not as good as it ought to be. Moderation in temper is always a virtue; but moderation in principle is always a vice.”

This review focuses on outlining objective parameters necessary for creating a template to maximize each individual's facial beauty. The techniques offered are the unique conceptions of the authors, experienced injectors who have applied their expertise in both aesthetic dermatology and cosmetic plastic surgery. It in no way represents the sole method to nonsurgically release the patient's facial beauty potential. The intent is to encourage aesthetic injectors to always



- I. Facial shape (cheeks & chin)
- II. Forehead height
- III. Eyebrow shape
- IV. Eye size and inter-eye distance
- V. Nose shape
- VI. Lips (length and height)
- VII. Skin clarity/texture/color

**Fig. 2.** The Magnificent Seven facial features that influence our perception of facial beauty.

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