Face beautification principles

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“Beauty is the aim”

Patients are asking for:
1. Beautification in 92%
2. Rejuvenation in 8%
Three dimensional beauty

= volumes, forms, proportions & angles

Tissue volume augmentation (PAA gel, MetaCrill)
frontal, glabelar, supraorbital, lips, chin, cheekbones

Volume reduction (ultrasonic liposculpture) skin tightening
cheeks, fat pad, parotid-maseteric region, double chin and neck

Upward face lift: Temporal SMAS lift – angles, expression
liftdsbw eyebrows, eyes, fat pad, lips

Fibrous tissue cutting - folds – nasolabial etc., scars

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Face rejuvenation and beautification

- Wrinkles, acne scars & pigmentation
  Exoderm lift & TCA peel
- Scars
  vacuum peeling, dermabrasion, surgery
- Excessive hair
  photoepilation, laser
- Teleangiectasias
  micro-electro/radio-surgery
- Baldness and thin hair
  implantation or transplantation.

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Face beautification principles

European Aesthetic Surgery mostly accepts:

• **aesthetic profile**,  
• **golden dividing rule** in 3 equal parts,  
• **beauty triangle** etc.

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Beauty triangle is obvious
PROFILE

1. Straight profile

2. Golden dividing in 3 equal parts
Beautification
Rhinoplasty
to
correct middle face proportions
Nose is the middle third of the "Golden dividing" rule = the middle part of the 3 equal parts of the face
NOSE

90 degree at the top

110 degree at the nasolabial angle
Rhinoplasty = beautification

pre op

4 days post op

12 days post op
Beautification Rhinoplasty
Beautification Rhinoplasty

pre op

5 d post op
Columella sliding for projection
my technique
Columella sliding for projection
Changing of proportions = beautification
Columella sliding & chin augmentation
CHIN
form and position correction for beautification
Chin is part of lower third of "Golden dividing" rule

= 3 equal parts of the face
Importance of the chin position

Chin is a part of the straight profile & golden rule
Chin & cheekbone correction
= beauty triangle & straight profile remodeling
Previous lip augmentation
Chin, cheekbone repositioning, lip augmentation
19'30 – 19'40 h.

"Mentoplastia sin implantes"
Dr. Nikolay Serdev (Bulgaria)

You are invited
Lips are part of the face and profile proportions

=equal to the volume of eyes & eyebrows
PROFILE
Importance of lip rejuvenation after 40
Importance of lip rejuvenation after 40
Lip beautification & rejuvenation in elderly

pre op post op
Lip position = Straight profile
PAA correction in deformities
Temporal SMAS lifting by hidden incisions

“my technique”
Temporal SMAS lifting

- Changing expression
- Eye beautification
- Angle correction
- Lifting of the facial mask
- Skin beautification
SMAS lifting by minimal temporal incision
- changing of angles
- skin beautification
- correction of fat pad position
SMAS, lip, chin, cheekbone correction

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SMAS, lip, chin, cheekbone correction
Temporal SMAS lifting
my technique
changing expression
Temporal SMAS lifting by hidden incisions
“eye beautification”
Unilateral temporal SMAS lifting
my technique
in facial paralysis

Immediate post op

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Rejuvenation = Beautification

SMAS lifting,

Columella sliding,

Fat pad ultrasound treatment
TOTAL SMAS LI FT

My technique
Before & immediately post op
FACE
Ultrasonic Liposculpture

• Beauty triangle
• Refinement of the face proportions
• Tightening of the skin
Ultrasonic liposculpture of the face

1. Buccal fat
2. Neck
Cheek ultrasonic liposculpturing to obtain the “beauty triangle”
Ultrasonic rejuvenation in young
(heavy lower face looks old)
Double chin ultrasonic liposculpture in 72 skin tightening 1 month post op
Double chin ultrasonic liposculpture in 50 skin tightening 4 months post op
Ultrasonic double chin sculpturing
Temporal SMAS lifting
Columella sliding

before
Intra op
7 days post op
EXTRAORBITAL EYES BEAUTIFICATION
Using beautification rhinoplasty
before & immediately post op
Beautification rhinoplasty, chin augmentation, lip volume adjustment
Beautification rhinoplasty, chin augmentation, lip volume adjustment
Using temporal SMAS lift
Temporal SMAS lifting
my technique
changing expression
Eyes beautification after TOTAL SMAS LIFT
Fintsi’s exoderm lift
Fintsi’s exoderm lift
Auriculoplasty is a part of beautification.
Hair implantation

- Beautification
- Immediate aesthetic result
Artificial hair
Sábado, por la mañana – Aula 1

Principios básicos en cirugía facial: rinoplastia, lifting, ultrasonidos etc.

Dr. Nikolay Serdev (Bulgaria)

A lot of videos
Invitation for courses
-regularly each month on 15th
-individual courses available

- Total face beautification
- Temporal and Total SMAS lifting
- Beautification rhinoplasty and collumella sliding
- Chin augmentation without implants
- Total ultrasonic liposuction of the face
Barcelona 2001

Thank you

Dr. Nikolay SERDEV, Ph.D.