

BRYAN C MENDELSON FSCSE, FRACS, FACS
MEMBER AUSTRALIAN SOCIETY OF PLASTIC SURGEONS
DIPLOMATE AMERICAN BOARD OF PLASTIC SURGERY

THE TOORAK COSMETIC SURGERY CENTRE
109 MATHOURA ROAD TOORAK VIC AUSTRALIA 3142
PH +61 3 9826 0977 FAX +61 3 9826 6342
www.bmendelson.com.au



*Connie Gourvelos
Skin Care Specialist*

From the Skin Care Clinic

“As you may have noticed, we have recently changed our product range at the Skin Care Clinic.

The new range, ‘CosMedix’, is a ‘cosmeceutical’ (prescription strength) product which rejuvenates skin at the cellular level, with the additional advantage of being highly purified. Using a process known as ‘chiral correction’, the CosMedix range is filtered to remove any molecules which are not actively required, creating highly specific, totally pure products which are completely utilised by the skin.

This concentration and purity of ingredients means only a tiny amount is required each day and the incidence of skin irritation is greatly reduced.

The products and peels are designed to remedy, repair and rejuvenate the skin, particularly alleviating the effects of sun damage, ageing, wrinkling, hyperpigmentation, acne and acne scarring.

Most clients are noticing an improvement in skin texture, clarity and colouration within two to three weeks, and substantial changes after two months, with the benefits actually continuing thereafter, as the cellular rejuvenation progresses.

If you haven’t tried CosMedix yet and would like to know more about it, you can make an appointment for a free introductory consultation, which includes a skin assessment. »

From the Injecting Clinic

Our specialist Injecting Clinic is one of Melbourne’s busiest and most popular Restylane injecting clinics. To provide greater flexibility, the opening hours have been extended. It is now open every Tuesday and Friday from 9am to 5pm and every second Thursday morning.

Injecting of Restylane, Botox and Collagen at the Clinic is performed by our specialist injector, Nuala.

If you would like to speak to Nuala about injecting, or have a free introductory assessment, please call (03) 9826 8004.

Facelift booklet

Our new facelift booklet is now available. At 32 pages it provides a comprehensive introduction to facelift surgery, including an explanation of the difference between the old and new style of facelift, the current state of research into facial ageing and the psychological implications of having a facelift.

The booklet is part of our commitment to providing quality information and makes interesting reading for anyone with a general interest in plastic surgery, as well as those considering a facelift. If you would like a copy, please call the office and we’ll send one out to you.



BRYAN C MENDELSON FSCSE, FRACS, FACS
MEMBER AUSTRALIAN SOCIETY OF PLASTIC SURGEONS
DIPLOMATE AMERICAN BOARD OF PLASTIC SURGERY

THE TOORAK COSMETIC SURGERY CENTRE
109 MATHOURA ROAD TOORAK VIC AUSTRALIA 3142
PH +61 3 9826 0977 FAX +61 3 9826 6342
www.bmendelson.com.au

plastic surgery

DIRECTIONS 7 . WINTER 2003

Analysing the human face

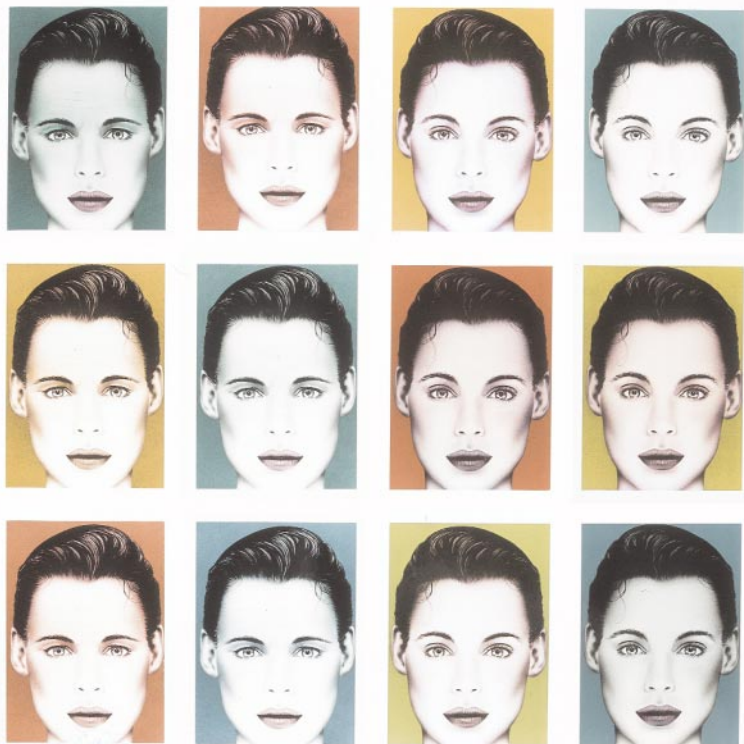
Small parts build the picture

When we look at a human face it appears to our eye as one continuous surface, providing an overall appearance which allows us to recognise someone we know out of a crowd of thousands.

However, from an ageing perspective, it is better to think of the face as made up of many different parts working together and covered with one piece of skin. Each of these parts plays its own role in the workings of the face and is subject to different forces, which means that ultimately it ages in its own way too.

That is why we can sometimes operate on just a small area of the face but achieve a disproportionately significant result in the overall effect of rejuvenation.

Some of these smaller areas are obvious, such as the nasolabial fold, the crease which runs from the outer nostril to the edge of the mouth. Because the nasolabial fold is an obvious and noticeable area of facial ageing, much has been written about it, and most people are aware of its role in making a face look older.



However, we now know that some small, almost unnoticed parts of the face also play a significant role in the appearance of ageing. One of these is the lid-cheek junction.

In the next 10 years the lid-cheek junction will become as well known as the nasolabial fold but at the moment, because its role in ageing has only recently been understood, it is not an area most people are familiar with. An article on the anatomy of the area, written by myself and colleagues from America, appeared in the

September 2002 issue of *Plastic and Reconstructive Surgery* and it has been the subject of discussion at conferences such as the American Society for Aesthetic Plastic Surgery conference in Boston in May 2003.

In this newsletter we introduce the lid-cheek junction, explain how it plays such a significant role in the appearance of ageing and discuss the surgical correction which is now available.

Bryan Mendelson

The Lid-cheek Junction

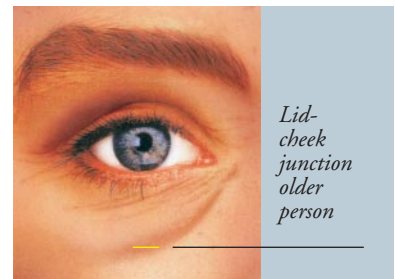
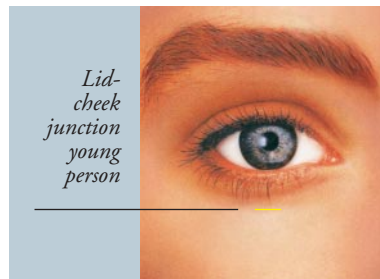
As the lid-cheek junction changes, the previously invisible under-eye area starts to dominate the look of the upper half of the face.

The lid-cheek junction is, as the name suggests, the point where the lower lid meets the cheek. On a young face this meeting place is scarcely noticeable, appearing as part of the attractive, slightly concave curve which sweeps down from the eye to the cheek (see illustration on left).

However, as we age this subtle junction starts to become visible, breaking up the attractive curvature and creating new lines and bulges in the under-eye area. The junction also drops and becomes more convex, leading to the appearance of an elongated area of 'droop' between the eye and the cheek (see illustration on right).

Visually, it means that the previously invisible under-eye area starts to dominate the look of the upper half of the face.

For most people, the first indication of ageing of the lid-cheek junction is intermittent puffiness under the eyes. This is usually linked with tiredness, as it creates a baggy, tired look. In time the puffiness becomes permanent and the eyes appear to have a perpetual sagging crescent of soft skin beneath them.



In very advanced cases, this deterioration appears as a heavy ring or bag under each eye, which patients often describe as 'having a fluid build up under my lower lids.'

Even in the early stages, ageing of the lid-cheek junction has a disproportionately ageing effect on the whole face. In fact, once you start observing this area on other people it becomes apparent that change to the lid-cheek junction is one of the less immediately obvious, but very real, signs of ageing.

Ageing of the lid-cheek junction occurs as a direct result of ageing of the underlying anatomical support structure of the cheek. The surgical procedure to improve the lid-cheek junction also takes place beneath the skin on the underlying support layer (a SMAS procedure), like all

today's quality aesthetic surgery. It leaves the face looking subtly refreshed, with a lasting result that also significantly slows the overall appearance of future ageing.

Early ageing can usually be corrected with surgery just to the lower lids, in which case the surgery itself is often undetectable within a week. In more advanced cases a cheek lift (performed through the lower lid) may also be required to ensure a nicely shaped and well proportioned result. If the ageing is very advanced, a lift to the upper cheek and outer brow may also be performed, using the temporal lift procedure.

Our Patient Information Notes explain more about the lid-cheek junction and the correction available. Please call the office if you would like to receive a copy.

International News from Dr. Mendelson

In May 2003 Dr. Mendelson presented a two hour instructional course, 'Understanding Facelift Anatomy', at the invitation of the American Society for Aesthetic Plastic Surgery (ASAPS) at their annual conference in Boston.

He was also invited to demonstrate his facelift technique

in front of an interactive video, followed by a panel discussion and audience interaction. This new teaching technique was offered to four surgeons at the conference.

While in Boston he also received the 'Raymond Vilain Award' for best presentation by an International Physician, given for

his presentation 'Facial Ageing and Surgical Solution', delivered at the ASAPS 35th Anniversary meeting in April 2002.

Dr. Mendelson was also a member on two panels; 'Facelift in the Global Perspective' and 'Key Elements of Cervical Contouring'.

Theatre Staff

These are the faces of the operating theatre at The Toorak Cosmetic Surgery Centre.

In the centre is Beverley, Theatre Manager and Director of Nursing, who has been working with Dr. Mendelson for 16 years. Judith (left) and Terry (right) complete the long-serving theatre team.

Their expertise and that of the five specialist anaesthetists who work with Dr. Mendelson ensure that every patient receives the same level of medical care, skill and technical support during surgery as is found in any major hospital theatre in Australia.



The Role of the Patient Advisor

“ Visiting a Patient Advisor before seeing Dr. Mendelson is a relaxed and informal way of learning about what we do at The Toorak Cosmetic Surgery Centre and how we may be able to help you.

Most clients who come to see me just want to ask questions, see ‘before’ and ‘after’ photographs and have a general chat and that is exactly what I’m here for. Our meeting is also a good time to discuss any specific concerns or issues that may be worrying you.

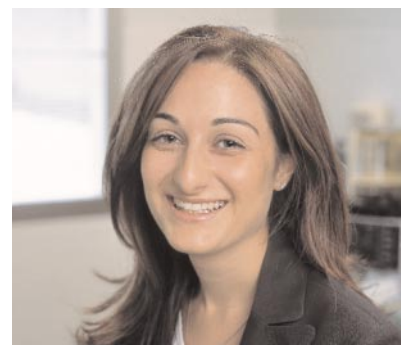
During our meeting I can provide you with the information needed to help you make your decision, whether it’s about the procedure, the hospital options, costs or what you can expect during recovery. I also hand out our invaluable

written material for you to read later.

I don’t, however, encourage anyone to have surgery - that is your decision. If, after speaking with me, you do want to make an appointment with Dr. Mendelson, I can organise that, or you may prefer just to read the information and think about it further.

Of course, not everyone wants to see a Patient Advisor, but many clients have told me that they felt ‘relieved’ after our discussion and more able to make a relaxed and informed decision.

If you’d like to see me for a chat, just call the office and we’ll make a suitable time for you. ”



Jilda Cosentino, Patient Advisor