



# FACIAL PLASTIC SURGERY

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## THE SECRET IS OUT: MEN TURN TO PLASTIC SURGERY FOR CAREER BOOST

While it was once unthinkable for men to admit to having a little work done, that is not the case anymore. An increasing number of male patients are seeking reconstructive and cosmetic facial plastic surgery, currently representing 19 percent of all patients, according to the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS).

### What motivates men to seek improvement and what procedures are they having?

Men are influenced by their partners' actions. According to AAFPRS, approximately 21 percent of male patients request plastic surgery as a result of their significant other having received plastic surgery. Observing the positive impact the rejuvenation has influences their interest in receiving similar results for themselves. Men also cite that one of their top reasons for cosmetic or reconstructive surgery is to benefit their career; self-improvement and esteem increase competitiveness in the workplace. Men are eager to look and feel younger, while remaining attractive for their spouse.

### NON-SURGICAL

Non-surgical procedures are often an excellent option for men who want a subtle change with little downtime and less cost. The most common minimally invasive procedures among male patients in 2013 were Botox injections. Botox injections weaken the muscles around the eyes and forehead that cause wrinkles. Results may last four to six months. Hyaluronic acid fillers are injected into the mid to deep dermis for correction of moderate to severe facial wrinkles and folds. The filler adds volume to the skin, smoothing unwanted wrinkles and folds for up to six months.

Other popular minimally invasive treatments include microdermabrasion and chemical peels. Both of these treatments remove the outer layers of the skin allowing for new, smooth skin to appear after the healing process. Men also are seeing the benefit of using specialized skin care products that are designed to penetrate the thicker skin of a man's face and counteract the daily irritations of shaving, sun and pollution.

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## NEW TREND: LEANING ON YOUR FRIENDS FOR MORAL SUPPORT

A recent survey revealed that 31 percent of facial plastic surgeons are seeing an increase in couples having surgery together. Eight percent are seeing an increase in female family members undergoing procedures concurrently. Mothers and daughters, sisters, couples, and girlfriends - the groupings may vary, but the benefits, like additional support, quicker recovery and more enjoyable post-operative experience, are the same.

### TYPES

Some pairings are inspired by special occasions, such as weddings. For the older bride, mother of the bride, or future mother-in-law, they may want to pursue a facelift together. This can turn back the clock 10 to 15 years, but requires at least six months advance planning to ensure complete healing. The procedure rejuvenates the lower two-thirds of the face, repositioning and tightening underlying muscle and tissues. Excess skin is removed and the incisions are closed with sutures.

For the younger bride and her bridesmaids, a light chemical peel or microdermabrasion treatment may be the right solution. These rejuvenate the skin by removing the top layer of dead skin and promoting the production of new skin cells for a brighter, smoother complexion. The two most requested minimally invasive procedures in 2013 by brides-to-be were Botox and hyaluronic acid - both offer wrinkle-reducing benefits with no recovery time.

Many women inherit body shapes and facial features from their mothers, so it's not surprising that if they are not happy with something, they both come in to change it. The process is less daunting when they do it together. The same goes for sister-sister or brother-sister combinations; they tend to come in to address similar displeasures with a familial feature.

Since there is no longer a stigma around having cosmetic surgery, girlfriends are talking about their insecurities and deciding to take action together. Whether they start with a minimally invasive treatment or a combination of surgical procedures, the act of doing it together benefits them in several ways.

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MOMS &  
DAUGHTERS,  
GIRLFRIENDS,  
SISTERS,  
COUPLES...

## MESSAGE FROM THE DOCTORS: **HEALTH TIP**

A University of Colorado Cancer Center study recently revealed that teens responded better to sun safety tips when the message was tailored to the consequences of appearance rather than health. Fifty students were recruited; one group watched a video on the increased skin cancer risk of ultraviolet exposure, the other video described the effects that sun exposure had on appearance such as wrinkles and premature aging. Six weeks after the viewing, the groups were compared to see which teens were exhibiting more sun safety behaviors. The study, published in the *Journal of the American Academy of Dermatology*, showed that the group that was shown the appearance-based video reported a dramatic increase in the use of sunscreen. Researchers concluded that if the goal is to modify teens' behavior, the message must be presented in the right way.

## FEEL BETTER ABOUT YOURSELF WITH EAR SURGERY

The position of your ears impacts the overall harmonization and balance of your face and head. Children and adults that feel insecure or self-conscious because of their ears may benefit from ear surgery, or otoplasty, in order to feel attractive and happy with their appearance.

Otoplasty is a cosmetic surgical procedure to correct large or protruding ears by reforming the cartilages that shape the ears. The ideal position is close to the head, extending from the level of the brow to the base of the nose. The procedure can be performed at any age after the ears have reached their full size, which is typically between five to seven years of age.

Otoplasty begins with an incision just behind the ear, in the natural fold where the ear is joined to the head. The surgeon will then remove the necessary amounts of cartilage and skin required to achieve the right effect. In some cases, the surgeon will trim the cartilage, shaping it into a more desirable form and then pin the cartilage back with permanent sutures to secure the cartilage. In other instances, the surgeon will not remove any cartilage at all, using stitches to hold the cartilage permanently in place. After sculpting the cartilage to the desired shape, the surgeon will apply sutures to anchor the ear until healing occurs to hold the ear in the desired position.

A change in the shape of the ear will not affect hearing. Although the folds and convolutions of the ear do serve to concentrate and localize sound waves, routine surgery to pin back or reshape ears will not produce a noticeable change in hearing.

Soft dressings applied to the ears will remain for a few days. Most patients experience some mild discomfort. The patient cannot put any pressure on the ear area; sleeping on one's side must be avoided for a week or two. Headbands are sometimes recommended to hold the ears in the desired position for two weeks after the surgery.

Post-surgery, patients enjoy a new ear shape and position that makes them feel confident and self-assured. Due to the naturally hidden position of the incision during otoplasty, scarring is minimal and not visible.



### MEET THE TEAM

The Baylor Facial Plastic Surgery Center in the Bobby R. Alford Department of Otolaryngology – Head and Neck Surgery provides a wide range of surgical and non-surgical procedures. Drs. Anthony Brissett, Kelly Gallagher and Krista Olson specialize in cosmetic, reconstructive and medical enhancement of the face and neck. This group also is part of a multi-disciplinary team that treats facial nerve injuries. Patients can choose from a variety of aesthetic services at the center, which include facials, restorative skin peels, massages, microdermabrasion, waxing, makeup and more. To request more information or to make an appointment, call Andrea Hunter, patient care coordinator, at **713.798.3223**.

## BENEFITS

- **Moral support** – Patients benefit from having someone by their side that understands what they are going through emotionally and physically. The idea of sharing the experience makes it less stressful before, during, and after surgery.
- **Confidence boost before surgery** – Well before patients have surgery, they report a boost in self-confidence from having another person supporting their decision to have facial plastic surgery.
- **Bonding** – Shared experiences bring people closer together and having facial plastic surgery is no exception. For couples, there is also an additional appreciation and enhanced connection because not only are they improving their appearance for themselves, but also are making the effort to remain attractive to their partner.
- **Quicker recovery** – The American Academy of Facial Plastic and Reconstructive Surgery reported that recovery is quicker and with fewer complications when patients go through the surgical experience with someone. Partners that stay calm and positive for each other, while ensuring they follow all of the postoperative instructions from the facial plastic surgeon, experience smoother convalescence.



THE SECRET IS OUT  
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## SURGICAL

In 2013, the most common surgical procedures for men were hair restoration and rhinoplasty. Hair restoration is a procedure that may take several sessions to graft hundreds of follicular units—preserving blood vessels and tissue—into the recipient area. Rhinoplasty corrects the appearance and sometimes the function of the nose. Other surgical options that men seek are blepharoplasty (eyelid surgery), facelifts, and chin/cheek implantation.

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