

**THE TRUE DEFINITION OF  
BEAUTY**



# THE TRUE DEFINITION OF BEAUTY

## FACIAL COSMETIC TREATMENT'S TRANSFORMATIONAL ROLE IN MODERN BEAUTY AND COMMUNICATION

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## Dedication

*This book is dedicated to my mentors, patients, family, and friends who have all taught me and inspired me to become a better doctor.*

*As a doctor, we are able to achieve what we can today because of the work done by the giants of our field in the past. I consider myself fortunate to be able to stand on the shoulders of many great physicians and surgeons to further advance our field and help our patients.*



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# Introduction

The search for and appreciation of “beauty” is as old as time itself. As far back as we look in human history, we find the search for the beautiful. While certain perceptions of popular beauty may come and go, true beauty is timeless, and we all know it the instant we see it.

We may believe beauty is a subjective determination—purely “in the eyes of the beholder.” But while we each have different likes and dislikes, we also have a natural, hard-wired, and objective affinity towards certain aspects of a person’s appearance. Understanding these underlying aspects allows us to see that the people we find attractive typically have the same features in common.

Studies have revealed that there is a mathematical basis for the facial ratios to which we are naturally attracted. Achieving these facial ratios is what creates a balanced and recognizably “attractive” face—and having this naturally balanced appearance can significantly improve one’s confidence and ability to communicate with the world. In contrast, when time or life circumstances cause our natural features to become out of balance, it negatively impacts the way the world perceives us—and the way we perceive ourselves.

In our society’s never-ending quest for beauty, we have often gotten it all wrong. The media loves to hold up a certain ideal, which changes constantly and which is very rarely in line with the true definition of beauty. Rather than learning to appreciate our own unique beauty, we are prompted to become a mirror image of whatever celebrity is this season’s “it” girl (or guy). And many cosmetic surgeons are more than happy to comply with this desire, resulting in the exaggerated and disproportionate appearances that have given cosmetic procedures a bad name.

It’s no wonder we find ourselves confused by what true facial beauty is and how to achieve it.

This book is designed to answer the question: What is the true definition of beauty? (Or “handsomeness” in the case of men, which we’ll include for our purposes in the use of the word “beauty”

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throughout this book.) It explores the ways in which people perceive beauty, as well as how men and women today are achieving their unique, balanced, ideal facial appearances, enabling them to communicate more effectively and, in turn, live fuller lives. In this book, we'll be covering:

- The science behind what we find beautiful and its implications for interpersonal communication
- How harnessing the power of one's appearance and non-verbal cues can drastically change a person's life
- How cosmetic surgery and cosmetic procedures have gotten a bad rap due to misconceptions and mistreatments
- How applying the "Golden Ratio" when performing cosmetic treatments can achieve powerful yet natural results
- How real-life, everyday people have enhanced their natural appearances (and their lives) through cosmetic treatment
- How to determine whether your cosmetic surgeon or Laser Eyelid and Facial Plastic Surgeon is the right fit to achieve the results you want
- The 10 common questions patients ask about cosmetic treatments

It is my hope that this book will encourage you to look at beauty—true beauty—from a new perspective and will show you how modern advances in cosmetic procedures can enable individuals to dramatically improve their lives by restoring and reclaiming their natural, balanced appearances.



## **The Science Behind What We Find Beautiful (And What it Means for Communication)**

Throughout history, human beings have searched for beauty and have revered it when they found it. It's something we do without thinking. When Aristotle was asked back in Ancient Greece why people desire physical beauty, the great sage replied, "No one who is not blind could ask that question."

But why is this? Why does beauty have such a hold over us—and how do our brains recognize it? Is it, as they say, "in the eyes of the beholder," or is there an objective measure of what we consider beautiful?

While it may surprise you, there is an objective measure—and the math to back it up. Regardless of personal preferences, we are all genetically hard-wired to find certain things beautiful. True beauty has a natural harmony to it, and this harmony sends signals that let our unconscious minds know we're in the presence of something beautiful.

It all comes down to a mathematical ratio known as the "Golden Ratio." Developed by a mathematician in the 1200s by the name of Leonard Fibonacci, this ratio holds the key to the visual balance and harmony we unconsciously perceive in the things we find attractive.

Simply put (I promise this won't be a complicated math lesson!), Fibonacci introduced a series of numbers to Western European mathematics that had previously been studied in Indian mathematics. This series of numbers was:

1, 1, 2, 3, 5, 8, 13, 21, 34, 55, 89, 144...etc.

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This sequence evolves by taking the first number and adding it to the following number to generate the next number in the sequence.

So,  $1 + 1 = 2 \dots 2 + 1 = 3 \dots 2 + 3 = 5 \dots$

$3 + 5 = 8 \dots$  and so on.

When you take any two successive numbers from the Fibonacci Sequence (in other words, any numbers that directly follow one another) and determine their ratio, this ratio will always come out to 1:1.618, or what is known as the “Golden Ratio.”

Why the “Golden Ratio”? Because this incredible ratio can be found in countless instances in nature. From the branching of trees to the arrangement of leaves on a stem, the Golden Ratio pops up again and again.

Let’s take a look at some examples:

#### **The Golden Ratio in Action**

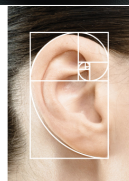
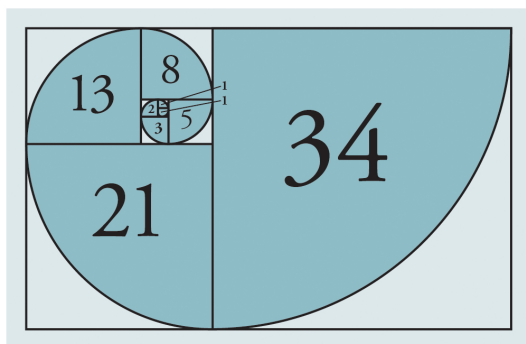
The first embodiment of the Golden Ratio is a spiral shape.

When you create squares that are the width of each number in the Fibonacci sequence, you get a diagram that looks like the one below.

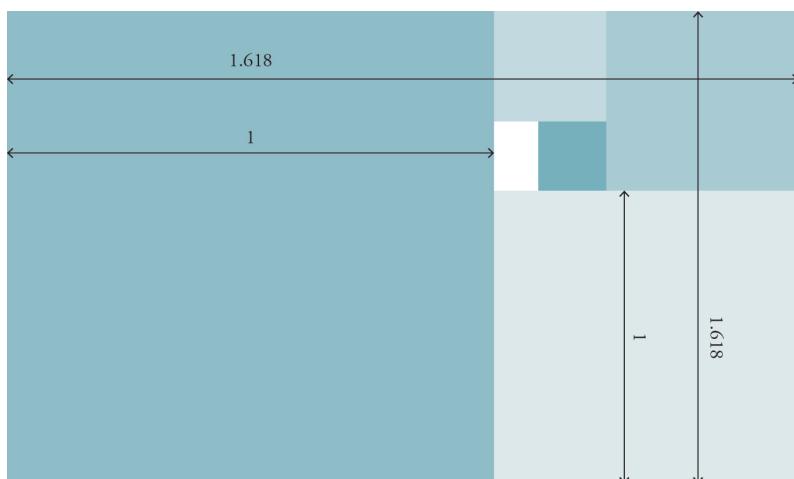
If you look from the outside in, the numbers in each box follow the Fibonacci sequence (1 plus 2 equals 3, 2 plus 3 equals 5, 3 plus 5 equals 8 and so on). When we connect these boxes from the inside of the diagram out, they create a spiral pattern, as illustrated by the black line.

We see this spiral in many instances in nature, from the shape of a seashell...

...to the structure of the human ear:



When we remove the spiral line from the diagram, the Golden Ratio creates a rectangle that looks like this:



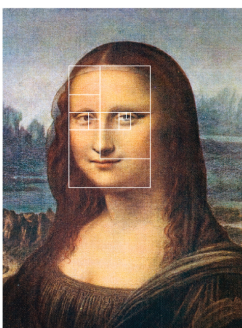
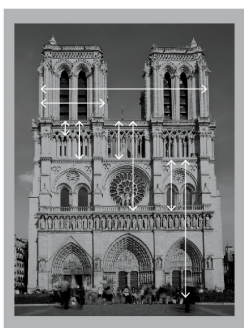
Once again, each block in the sequence adds to the next to create the following number, in accordance with the ratio of 1:1.618. The lengths of the lines between these squares are all in keeping with the Golden Ratio.

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During the Renaissance, many artists worked with the lines of this Golden Ratio in mind. Architects constructed buildings like Notre Dame Cathedral that contained the ratios of 1:1.618 in their design:

Lines of these ratios can also be found in Leonardo da Vinci's famous paintings *Mona Lisa* and *The Last Supper*...

These are just a few of the countless examples you can find of the Golden Ratio, both in the beauty of nature and in the pieces of artwork we hold up as beautiful. The Golden Ratio is everywhere, and it provides us with the mathematical key to true, natural beauty.



## What This Means for Human Relations

Unless they're drawn out for us, as in the examples below, our perception of the Golden Ratio occurs on a subconscious level. Regardless of ethnic background, current fads or personal preference, the more a person's face contains balance in harmony with the Golden Ratio, the more attractive we perceive that person to be:<sup>1</sup>

This has much deeper implications than simply judging who is the "fairest of them all." The way the world perceives us greatly impacts the way the world relates to us (and, in turn, the way we view ourselves).





## **Harnessing the Power of Appearance in Non-Verbal Communication**

Our face is our calling card, and when our facial aspects are out of balance, it can have a significant impact on the quality of our relationships and our lives.

First impressions are formed within the first seven seconds of meeting someone.<sup>2</sup> As much as we'd like to consider ourselves evolved and egalitarian, and as much as we may strive to treat each person equally, the scientific truth is that our brains are hard-wired to deduce certain things from someone's appearance. We may not even realize we're doing it, but we do, to a large extent, "judge a book by its cover." We can't help it.

Consider this: Researchers estimate that only 7% of our words come across in conversation, while 38% of our vocal tone and 55% of non-verbal communication is perceived.<sup>3</sup> This non-verbal communication includes things like our posture, our gestures and, yes, our facial appearance.

When we communicate, our words don't speak for us nearly as loudly as these other factors do. Which is why our communication and relationships with others can be so greatly improved by making sure our face is communicating what we want it to—that our "calling card" is an accurate representation of who we really are and how we really feel.

### **Does an Improved Appearance Give You an Advantage?**

In a word—yes.

In her book, *Survival of the Prettiest*,<sup>4</sup> Nancy Etcoff observed the ways in which we routinely evaluate the attractiveness of one another. She argued that our sensitivity to beauty is a biological adaptation that was shaped by natural selection.

Etcoff noted that babies stare significantly longer at the faces of adults who are appealing, and that mothers of “attractive babies” display more intense bonding behaviors towards their children. She also observed that we often try to please people we find attractive, with no expectation of immediate reward or reciprocal gestures. I don’t think it’s a scientific breakthrough to suggest that in everyday life, attractive adults are more likely to “get away” with things—whether it’s little infractions like cheating on examinations or larger offenses like shoplifting.

Our appearance plays a key role in the non-verbal communication we send out into the world and, in turn, influences the way the world relates to us. Whether you’d like to gain the respect of your colleagues, make friends more easily or just communicate with your loved ones better, your appearance either helps or hinders you.

## **What Your Face Says About You**

There are two parts of the face that we perceive the strongest in communication. The first is the areas around the eyes and the second is the area around the mouth. When we first see one another, our brains quickly scan these two areas for non-verbal cues. Irregularities in these areas affect our assessment of a person.

Optimizing these areas can pay big dividends in the way other people perceive us. This can be done by something as simple as using makeup to highlight certain areas and smooth out others or by wearing flattering glasses to bring attention to the eyes.

Unfortunately, as we age, sometimes makeup and glasses aren’t enough. In fact, as we get older, our faces can begin to send more non-verbal messages that are inconsistent with the way we truly feel.

Consider the eyes specifically. As we age, our eyelids can begin to droop and look heavy. This may be due to a lower eyelid height, heaviness of the upper or lower eyelid or an eyebrow falling into the



upper eyelid space. Whatever the cause, having baggy, puffy eyes can make a person look tired, sleepy, old or sick. It's been said that the eyes are the windows to the soul. Yet when our eyes are projecting an image that isn't us—when people start commenting on how tired we look, when in fact we feel fine—we can start to feel like we truly embody the message we see in the mirror. We begin to feel old or sick or tired because we always look like we are.

Rejuvenating your eyes can have an incredible impact on the way you feel about yourself and the way the world interacts with you.

### **How Putting Your Best Face Forward Can Improve Communication (And Your Life)**

When you enhance your natural beauty, it enables you to communicate more effectively with people across all areas of your life.

By making natural-looking changes in your appearance that allow others to better relate to you, you gain a competitive edge in your business interactions and improve communication with friends and loved ones. The non-verbal cues you send out are more in line with who you really are and how you really feel.

Working with a cosmetic surgeon who takes the time to assess your face on an individual basis, and one who has the experience and specialization to customize the right procedures for your needs, makes all the difference in the world. It results in an enhanced natural beauty that directly impacts communication in a positive—and often life-changing—way.

The proper cosmetic procedures, performed by a surgeon who understands true, balanced beauty and can bring out the unique beauty in each of his patients—can be transformative. I am able to take patients from a place of disconnect and unhappiness to a more harmonious and positive life experience, and it never ceases to be rewarding to me.

Unfortunately, many people are hesitant at the thought of having any sort of cosmetic procedure or surgery. In the next two chapters, we'll explore the ways cosmetic procedures have gotten a bad rap and then learn what the proper approach to cosmetic procedures should be.



## **How We've Gotten It Wrong: Why Cosmetic Procedures Have a Bad Rap**

From the overly puffy lips of celebrity debutants to obvious and unnatural face lifts on aging actresses, the media has shown us plenty of examples of why cosmetic procedures have gotten a bad name.

When performed responsibly, cosmetic surgery and cosmetic procedures can offer patients so much value. Yet they've gotten a bad connotation for a reason. While we know the media tends to focus on the negative aspects of any given topic, pitfalls in the cosmetic surgery industry do exist, and it's important that patients are aware of these pitfalls so that they can choose a cosmetic surgeon who will give them the positive results they're seeking.

Let's take a look at the problems with cosmetic procedures that have led people to view it negatively:

### **Lack of Specialization**

In the past, there were general surgeons who were able to perform almost any procedure. But today's sophisticated medicine has evolved into so many facets that any doctor performing a procedure must be well-trained in that specific area. A "jack of all trades" won't cut it anymore.

Unfortunately, as more and more people enter the field of cosmetic and eyelid procedures, many practicing surgeons just don't have the qualifications and experience necessary to expertly perform certain procedures. Patients who don't realize this and don't take the time to properly vet their surgeons can find themselves with results that are less than perfect, in a good case.

Bringing forth a person's natural beauty requires a specialized and sophisticated approach, and not all cosmetic surgeons possess this. When it comes to surgeons who lack proper specialization, I often give the analogy: To a person with a hammer, everything looks like a nail.

A surgeon who has no specialization cannot effectively perform work in certain areas. Of course, everyone tries to do well and produce good results, but if you don't have the training and experience necessary, the results you produce will be less than optimal (to put it kindly). This is why I focus specifically on the face with a specialization around the eyes. By continuing to hone my skills, keep up-to-date with medical breakthroughs and through my experience performing thousands of successful procedures, I can give my patients the quality results they deserve.

I strongly encourage anyone considering cosmetic procedures to educate themselves and thoroughly investigate their doctors to ensure they have expertise in the specific area of work to be done. Otherwise, they could face major disappointments that are often irreversible and even dangerous.

### **Lack of Focus on Natural Results**

Even doctors who are specialized may take a flawed approach to their work. Often, patients request (and doctors perform) a procedure with a nearsighted goal in mind. Rather than focusing on making the entire face look better, they zero in on one feature to the exclusion of everything else, causing results that look unnatural or heavy-handed. Think of some of the overly full lips and radically lifted eyes and cheekbones you've seen on people who have obviously "had work done." These kinds of drastic (and often unattractive) appearances are the result of not considering the face as a whole.

In my practice, I stress the importance of achieving total facial balance with any procedure I perform. By paying attention to the Golden Ratio, regardless of the procedure, I'm able to optimize a patient's appearance by enhancing the natural beauty that is unique to each person. The results "fit" with their other features and make them look like an improved version of themselves, not a science experiment gone wrong.

A surgeon must have the intuition and authority to say no to a patient who requests an unnecessary procedure or does not seem like a good candidate. In turn, patients must be educated to view cosmetic surgery and cosmetic procedures as means of revealing their natural beauty, not turning themselves into someone they are not.

### **Focusing Only on the External**

I know; that seems a tad obvious, doesn't it? The field of cosmetic surgery is all about the externals, right? What we work on are people's appearances.

But there is so much more to a successful, life-changing procedure than just a focus on the external. It's this shallow "beauty for beauty's sake" focus that makes people want to look like their favorite celebrity, to get procedures they don't need and to take procedures to unnatural extremes.

Truly qualified surgeons must be able to see all different sides of a cosmetic procedure experience—emotional, mental and spiritual, as well as physical—and they must be able to educate their patients on all of these sides to make sure patients fully understand the process they will be undergoing. Whatever procedure is done, it should be an empowering experience that positively affects a patient, both inside and out.

### **An Example of Missing the Mark**

One procedure you see a lot of in Hollywood these days are cheek fillers. Actors seek out this procedure because we tend to associate full cheeks with a more youthful look and, as we all know, youth sells in Hollywood.

Cheek fillers can be good and effective when performed correctly. The problem arises when this area is treated by itself and other parts of the face are not addressed to create proper balance.

While the cheeks on these patients may be fuller, if their jaw line or other neighboring areas are not re-volumized so that their features are in balance with each other, something just looks "off." One part of the face appears younger while the rest of it still looks old. Instances

like this clearly show why a more comprehensive approach to cosmetic procedures is so important.

During the aging process, the face loses fat asymmetrically; some areas change more quickly than others. Facial re-volumization is necessary to create a balanced look so that one area of the face doesn't seem strange or out of place in comparison to another.

Let's go back to our hard-wiring for a moment. Studies have shown that the human brain expects to see a smooth sweep or curve from temple to cheek to jaw line to chin. If there is a break in this curve, the brain tells us that a person is less vibrant and probably older. Balancing out the whole face is the only way to ensure a harmonious and natural look that is appealing and attractive.

By being aware of these pitfalls in cosmetic surgery, patients can actively seek to avoid them. Be sure to check out Chapter 7 for some helpful things to keep in mind when considering which doctor to choose for your cosmetic procedure. There are doctors out there who give cosmetic procedures a good name, and you owe it to yourself to make sure you have found one.

## Applying the Golden Ratio to Achieve Natural Beauty

The true definition of beauty isn't following whatever the latest trend is or seeking a certain cookie-cutter look. Nearly any plastic surgeon can provide those kinds of results. Achieving optimal natural beauty requires an understanding of facial balance and how to enhance a person's appearance using the Golden Ratio we discussed in Chapter 1.

When I help a patient with his or her appearance, I pay very close attention to facial balance and am careful to incorporate the principles of the Golden Ratio in order to create results that are powerful, yet natural. Referencing the Golden Ratio enables me to find the individual, naturally perfect ratios of each person's face and help make these ratios more visible to the world. I am seeking to reclaim the natural beauty which was always theirs to have or to reveal the potential beauty that has been obstructed or changed by unbalanced features.

Let's take a look at an example of how the Golden Ratio can transform a person's appearance.

The woman below was upset because she kept receiving feedback that she seemed stern or unfriendly. If you take a look at her "before" picture on the left, then compare it to the "after" picture on the right, you can see that she seems more friendly and approachable in the second picture.

I was able to accomplish this change with one quick outpatient procedure that altered only one part of her face to restore a more balanced appearance.

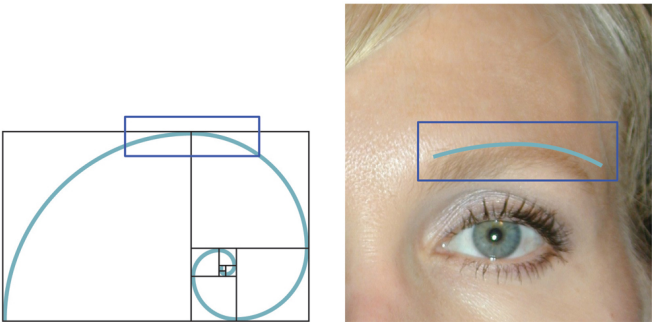


To see how I did this, take a look at the blue highlighted portion of the Fibonacci spiral below. Then compare this portion to the arc of the patient's eyebrow after her procedure:

As you can see, after their restoration, this woman's brows were higher and their arc more congruent with the arc of the Fibonacci spiral. The result was simple yet powerful, opening up her whole face while at the same time looking completely natural.

Truly successful cosmetic procedures keep the patient's natural facial ratios in mind. Whether I'm restoring an individual to a former version of themselves when their face was more in balance or working to reveal their potential beauty within, my focus is always on achieving balanced, natural results. These are the kinds of results that change lives (as you will see in the Chapter 6).







## Rejuvenation vs. Transformation

When it comes to helping patients Restore, Reveal and Reclaim™ their natural beauty, there are two specific ways this can be accomplished: by rejuvenation and by transformation.

### Rejuvenation

Rejuvenation of a patient's natural beauty involves restoring their appearance to one they enjoyed in the past. For instance:

- Restoring the skin to a point before it was damaged by years of environmental factors like sun exposure
- Restoring the eyelid or eyebrow region to the way it looked when a patient was younger
- Restoring a patient's overall appearance to a younger, more full and symmetrical balance

Rejuvenation deals with reversing or undoing the effects of what I call the “3 D's of Aging”:

### The 3 D's of Aging

1. Deterioration of the facial skin
2. Deflation of the face
3. Descent of the eyelids and face

Deterioration of the facial skin sometimes occurs naturally over the passage of time—a normal result of aging. But often, I see patients with premature aging and deterioration brought on by factors like smoking, stress, diet and—the biggest factor of them all—sun exposure. Sun exposure can drastically damage your skin and can be easily

prevented with the daily use of a broad spectrum sun block. Other instances of facial deterioration include things like acne scars, age spots, and superficial pigmentation.

There are several ways to treat deterioration. Certain medications like Tretinoin and Hydroquinone can help repair the damage done to skin tissues. Cosmetic procedures can also reverse skin deterioration. Chemical peels, dermabrasion and laser skin resurfacing all help to restore the skin to an earlier, healthier state.

I prefer laser skin resurfacing as it allows for a more customized approach based on each patient's specific needs. During this procedure, laser energy is applied to the patient's face in quick bursts. With the first pass of the laser beam, old skin is vaporized. Subsequent passes cause the collagen in the underlying layers to tighten, leaving smoother, healthier skin.

Deflation can best be described using the analogy of a beach ball. When we are young, our faces are fuller and rounder, wider at the eyes and cheeks and narrower at the chin (much like an inverted triangle). As we age, our faces start to "deflate," resulting in droopy, sagging skin, wrinkles and an overall narrower appearance. Picture a beach ball filled with air—round and full—and then picture that same beach ball as it begins to deflate. It becomes wrinkled and droopy, more of a sagging oval than a full, round circle:



"Inflated Beach Ball"



"Deflated Beach Ball"

Popular and effective treatments for deflation include the selective use of dermal fillers in my RadiantLift® treatment. RadiantLift® is an exciting new non-surgical face lift procedure in which a dermal filler is injected into specific fat support regions. The facial skin itself is improved by reducing age spots and facial redness so that the skin appears more radiant. The re-volumizing portion of this procedure restores the three-dimensional structure to the soft tissue, fills and lifts the overlying facial skin, and restores the face to its natural fullness. By improving both the skin deterioration and facial deflation, as well as helping to camouflage facial descent (3 out of the 3 D's of Aging), this RadiantLift® treatment creates synergistic results and is a powerful rejuvenation procedure that occurs in a safe and comfortable office setting and has a quick recovery time.

Descent of either the upper or lower eyelids is another common result of aging. It causes the eyes to look tired, sick and can cause a patient to look older than they really are. Drooping and sagging eyelids can even block a patient's upper vision in extreme cases. Descent can be seen in several conditions:

- Drooping or heavy eyelids
- Drooping eyebrows
- Lower eyelid bags and/or “festoons”



### **Drooping or Heavy Eyelids**

Drooping or heavy eyelids can occur due to two separate conditions. The first image shows a brow which descends into the eyelid space with age.

The second image is an example of redundant tissue in the eyelid itself.

For drooping or heavy eyelids, shown in the third image, I can use eyelid surgery and eye lifts (or “blepharoplasty”) to carefully isolate, adjust and raise the eyelids until they’re at the proper height—all through a quick outpatient surgery.

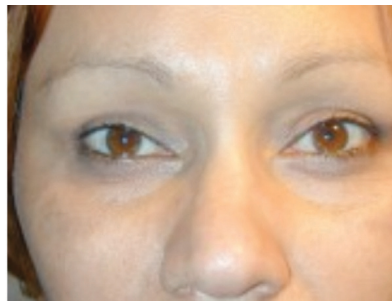
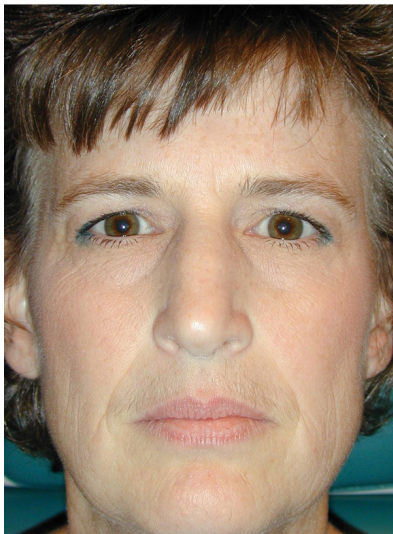


### **Drooping Eyebrows**

For patients with drooping eyebrows, fixing the eyelids alone won't

fully open up the eyes. A procedure directly addressing the eyebrows is needed.

Although there are a number of ways to raise a drooping eyebrow, one of the best methods is the Minimal-Incision Brow Lift. The Minimal-Incision Brow Lift raises the drooping eyebrow to create a naturally awake look. The effect is not stiff or forced. As you can see from the photos below, patients look much more approachable and friendly after treatment:



It is also possible to lift eyebrows non-surgically with the customized



use of BOTOX<sup>®</sup> Cosmetic. I like to use BOTOX<sup>®</sup> Cosmetic to not only improve facial wrinkles and frown lines but also to perform some beneficial facial re-balancing for my patients. The photo you saw earlier was actually an example of my BOTOX<sup>®</sup> Brow Lift:



### Lower Eyelid Bags

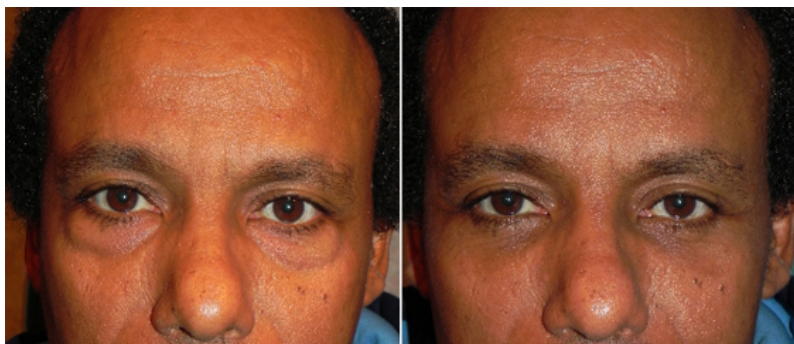
Many people notice changes in their lower eyelid region as they age. Medically, we call this *steatoblepharon*, but most people call them lower eyelid bags and/or dark circles under the eyes.

Perhaps the most common complaint I receive as a specialist in cosmetic eyelid rejuvenation is that my patients have heard from others that they look sick or tired, even when they're feeling well and rested. The origin of such unwanted comments is typically the nonverbal messages the lower eyelid region sends as we age.

With age, the lower eyelid region often develops fullness in the space below the lower eyelid lashes. This fullness is due to changes in the fat around the eye and changes in the facial fat of the surrounding cheek region. Rejuvenation of this area can be very powerful in eliminating the old and tired look from a person's appearance and restoring a healthy, rested appearance in its place.

This patient below had been seeking help for this condition for many years. He had been to an allergist on the assumption that allergies were to blame for his lower lid bags. This wasn't the case. He then came to my office for help, and I performed a procedure that helped him with his lower lid bags. He was impressed by the results, and he told us that after this procedure, he no longer heard from others that he was looking tired. He enjoyed the more refreshed appearance he was now communicating to the world.

In this patient's case, his lower lids only required manipulating the fullness of the lower eyelid alone—no work was done on the lower lid skin. I usually perform work on this skin as well, but his schedule didn't permit this. In most patients, a rejuvenation of the lower lid does require treating both the skin and the lower eyelid fullness. Also, in many patients, the lower lid skin can become severely damaged by the sun and results in an aesthetically debilitating condition known as eyelid festoons and malar mounds.



### **Festoons**

A final condition that commonly occurs with age is when the skin of the lower eyelid becomes damaged over time, resulting in puffy skin and severe drooping on the cheekbones below the eyelids. This condition, known as festoons, occurs when the skin around the eyes and cheeks lose elasticity due to sun damage of the skin in this area and

stress forces in the underlying muscles. This results in the puffy, baggy eyes that many people believe are just an unfortunate part of aging

Festoons is often misdiagnosed and, as a result, improperly treated (or not treated at all). In extreme cases, it can lead to peripheral vision loss. But even an “average” case can greatly impact the quality of a person’s life.

It’s safe to say that this is the one of the most difficult eyelid condition for cosmetic surgeons to correct. The most common options to treat festoons to this point have included:

- Extensive incisional procedures with less than optimal results
- Direct excision of the festoons, resulting in very visible scars
- Medical therapy with marginal results

But individuals with festoons require additional treatment beyond normal blepharoplasty. In fact, the condition can actually look worse and more noticeable after a lower eyelid blepharoplasty or face lift. This is because once the fullness of the lower eyelid above the festoon is removed, the problematic area is now highlighted, making it even more obvious.

I am pleased to have refined and enhanced an effective method for correcting festoons that provides my clients with great, natural-looking results through a quick and much less invasive procedure than traditional treatments. My revolutionary method, which was published in a medical textbook for cosmetic surgeons (*Master Techniques in Blepharoplasty and Periorbital Rejuvenation*)<sup>5</sup> and has been featured on shows like *The Doctor Oz Show* and *The Doctors*, takes advantage of the latest advances in laser application and wound healing to dramatically improve this difficult eyelid condition.

Just take a look at the before and after pictures below to see how dramatic the results are:



## Transformation

Another way in which I help patients *Restore, Reveal and Reclaim™* their natural beauty is through transformation.

Transformation involves helping patients reveal or uncover a beauty that has always been theirs, although they may not have known it or been able to see it. Unlike rejuvenation, which brings a patient's appearance back to a previous state, transformation can bring out a new balance, openness and symmetry in a patient's face which they have never before been able to experience. Transformation can include:

- Certain eyelid and eyebrow elevation procedures
- Improving the line of a patient's nose through procedures like my 5 Minute Nose Job™
- Reducing heaviness above the eyelids which patients have had since birth

In these cases, I am not reversing the effects of aging, but rather helping patients improve and enhance features they have always had and always been unhappy with. It takes a special eye to see in a person's face that which is possible.

Transformation can bring about a very powerful change for patients in terms of the way they see themselves and the way the world sees them. For a glimpse at the way both transformation and rejuvenation have had incredible effects on some of my patients, take a look at the stories in the next chapter.

## Natural Beauty in Action: Real Stories from Everyday People

We've all seen the good, the bad and the ugly of cosmetic procedures, but we rarely hear about the everyday people who've enhanced their appearance and non-verbal communication through properly customized cosmetic procedures. While these success stories may not make national news, they are powerful and inspiring.

There may be people in your own life who have had this type of procedure, and you don't even know it. That's what's so amazing about approaching cosmetic procedures with an eye to achieving enhanced natural beauty. People will know something is different and better about your appearance, but they won't be able to quite put their fingers on it.

Often, my patients will report that people have asked them:

*Did you do something new with your hair?*

*Did you just come back from a day at the spa?*

*Have you lost weight?*

People can recognize that the person looks great, but they never guess a cosmetic procedure, because the new look is so subtle, yet powerful.

Most patients don't want to walk away from a procedure with obvious signs that they've had work done. Instead, they want to look like they did at a younger age. They want to regain some confidence in their appearance. They want to quit hearing "Oh you look tired!" and "Do you feel okay? You don't look so well." They want to improve the non-verbal cues they're sending out so they can relate to the world more effectively.

When facial features are in balance, people respond to you differently for two reasons:

1. Because you feel better about yourself, and people are drawn to positive, well-balanced personalities
2. Because your non-verbal signals have been essentially cleaned up and optimized to match the true emotions and thoughts underneath

This is where I gain the most satisfaction in my work as a cosmetic surgeon. To see procedures rejuvenate and transform not only the physical appearance, but also the emotional well-being of my patients, is so rewarding. So much emotion is tied up in our appearance, and improving the way someone looks can truly change their lives.

Whether you're dealing with drooping eyelids, deterioration of the facial tissue, or the puffy skin on the cheekbone known as festoons, there are treatments available to specifically target these areas. In my practice, I take a customized approach to each client, first gaining an understanding of the look they desire and then merging their expectations with my Perfect Proportion<sup>®</sup> Protocol based on the Golden Ratio, as covered in Chapter 4.

In this chapter, I'd like to share some of my own patient stories to show you how cosmetic procedures aren't just for people in the Hollywood spotlight or those obsessed with physical perfection. They're for everyday people who are on a journey to enhance their natural beauty. They're for people who want their non-verbal communication to match how they feel inside. They're for people who are beginning to understand that the new definition of true, natural beauty offers them hope—hope that they can achieve a well-balanced facial appearance and be free from the unwanted, negative non-verbal messages caused by unbalanced features.

### **Festoon Treatment Transforms Two Women's Appearances Donna's Story**

Donna was a 45-year-old patient whose under-eye bags made her “feel and look so much older than she really was.” I had the pleasure of sharing her story, and my treatment of her, with Dr. Mehmet Oz on The Dr. Oz Show in a segment called “The Fix.”

In addition to being told how tired she looked, Donna even had people asking her if she'd checked with her doctor about a sinus infection due to the severity of the puffiness under her eyes and on her cheekbones. She tried everything from concealer to antihistamines to putting cucumbers and tea bags over her eyes—all to no avail. As her eye bags got worse, she became more and more frustrated with the reflection she was seeing in the mirror. She wanted “to show the world who she really was,” so she came to me for help.



It was clear to me that what Donna was suffering from were festoons. Using my revolutionary laser treatment method, Donna's festoons were dramatically improved, and she looked years younger and more refreshed—a transformation so extreme that even Dr. Oz himself was “flabbergasted”:

### Erin's Story





*My appearance with Donna on The Dr. Oz Show*

Erin was another woman suffering from festoons who had tried everything she could think of to reduce the baggy puffiness under her eyes. She had gone to three plastic surgeons, unsuccessfully, until she found herself on the phone with her mother in tears over how hopeless her situation seemed to be. I discussed Erin's story and treatment on the TV show The Doctors.

As with Donna, Erin had no idea that her condition was more than just normal under-eye bags. By properly diagnosing her festoons and using my laser treatment to address them, I was able to dramatically improve the bags under her eyes and on her cheekbones, leaving her looking years younger and with an outside appearance that finally matched the beautiful spirit she had on the inside:



*L: Erin's before and after photos. R: My appearance with Erin on The Doctors*

The extra good news is that as long as both women properly protect



themselves from sun exposure, their skin will remain tight and smooth for many years, with no additional procedures needed.

### **Small Business Owner Re-Energizes His Appearance**

The patient below owned his own small business and was constantly hearing from customers that he looked tired and should get more rest. He felt fine but was concerned about the effect his appearance would have on getting new business. In addition, he was single and wanted to convey a more vibrant image to women he might meet. He took to wearing glasses in order to hide his eyelids from people, but this didn't feel comfortable to him and still didn't fully camouflage his tired-looking eyes from the world.

I helped him with my laser eyelid rejuvenation procedure, and the results were striking:



He told me afterward that other people were now relating to him better and that he had (thankfully!) stopped hearing comments about how tired he looked. In fact, people didn't know what had happened to him but kept saying, "You look so healthy and vibrant! What have you been doing?" He simply smiled, keeping his secret to himself but knowing that his appearance was finally in line with the energy he felt inside.

### **Asian Patient Maintains Her Ethnic "Look" In a New, Refreshed**

## Way



In certain ethnic types, such as Asian patients, redundant tissue in the eyelid can result in the presence of a “double eyelid.” It requires special care to perform procedures on these patients.

The patient above was tired of always looking tired. She had always had a beautiful appearance, but over time she became frustrated with the heaviness above and puffiness below her eyes.

I had helped her niece with eyelid surgery, and she liked how I had improved her niece’s appearance but still maintained the natural “Asian” look of her eyelids. This was important to her because she didn’t want to look “Western” or “Caucasian”; she just wanted to look like a better, more refreshed version of herself.

Her lids had bothered her for months before she got up the courage to go ahead with surgery, but when she did, her results were amazing—subtle in their appearance yet powerful in their effect:

People told her she looked refreshed and energetic, but they couldn’t put their fingers on why. (It was her prerogative to keep the truth a secret from most people, although she did share it with some of her closest friends.)

## Sisters Experience Their First Cosmetic Treatment Together

A pair of sisters came to me who were new to cosmetic treatments and were quite nervous about having anything done.

I evaluated each woman and recommended my customized BOTOX<sup>®</sup> treatments as a starting procedure. They were ready to have the treatment right away; in fact, one sister actually gifted the other sister her BOTOX<sup>®</sup> treatment that same day!

I thought it was very sweet of her to treat her sister, and it was touching that they came together to support each other. They made sure to ask questions about their treatments, such as whether their home environment would interfere with their treatment. (They lived out on a farm with animals around and were concerned the environment might adversely affect their treatment outcome. I assured them it wouldn't.)

The sisters came back a few weeks later, thrilled with the results from their customized BOTOX<sup>®</sup> treatments. They asked what else I could recommend that didn't involve surgery, and I suggested the volume replacement part of my RadiantLift<sup>®</sup> procedure. They each had this treatment, once again with one sister covering the costs of the other's procedure. Their enthusiasm and camaraderie left a real impact on me.

When they returned to my office a few weeks later, they confided to me that their husbands wondered why they kept leaving the farm and coming into town. Their husbands had no idea they were having treatments! I was careful to leave both women with minimal signs that they had undergone treatments (except for the great, natural results).

One sister shared that her relationship with her husband had become routine after many years. However, after the customized BOTOX<sup>®</sup> and RadiantLift<sup>®</sup> procedures, her husband had started doing things for her like opening doors for her and taking her out on dates. Of course, he didn't know she had undergone any procedures, but I believe he was reacting to the improved non-verbal messages she was now sending out as a result of those procedures.

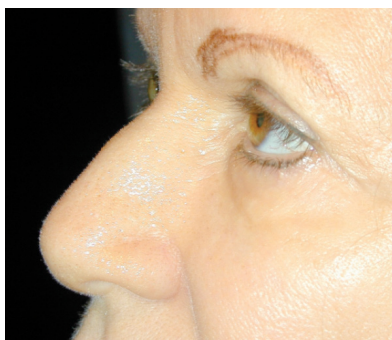
The role my work had in bringing them closer together (with each other and with their husbands) really reinforced why I love doing what I do.

## **5-Minute Nose Job™ Brings the Office Staff to Tears**

One story I remember fondly is a patient I treated with my 5-Minute Nose Job™ procedure. This patient was around 60 years old and told me that her nose had always bothered her. But she had lived with it, because she wasn't enthusiastic about surgery and thought there were no other options. When she learned about my 5-Minute Nose Job,™ she decided to give it a try.

When I finished her treatment, I handed her a mirror so she could see the results for herself.

As she held the mirror and studied her new appearance, tears slowly started rolling down her face. My staff and I couldn't help but feel teary-eyed ourselves. I had just helped fix a problem that had bothered this woman all her life. It was a wonderful moment for me, for my staff and for the patient. Check out these amazing results:



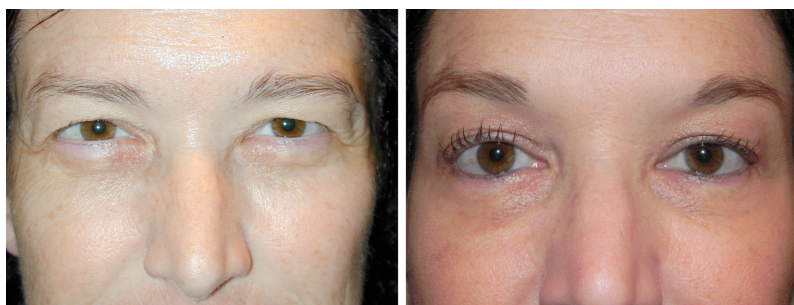
I truly love helping people because of stories like this one. It's amazing to think that my procedures can have such a strong impact on my patients, but I see it every day.

### **Customized BOTOX® Treatment Takes Years Off One Client**

“Amy” (not her real name) was a patient who had been coming to me for a few years for my customized BOTOX® treatments. In between treatments, I began to consider a new way to use BOTOX® to help bring out her natural beauty. When she came in for her next treatment, I suggested it to her, and she allowed me to perform a more comprehensive custom BOTOX® treatment than I had previously done.

Two weeks went by, and I ran into Amy at my kids' school play. The seats were full, so I could only see the back of her head. At the end of the play, I made my way over to say hello, and I stopped in my tracks. She looked amazing!

This treatment really helped bring out her natural beauty. Just see for yourself:



Amy shared with me how she had recently gone to a restaurant she frequented regularly. The employee that served her had known her for a long time, and they often chatted about their lives. In talking with this person, Amy happened to mention that she was 46 years old. The restaurant employee stopped, stared at Amy in shock and said, “I

would have never guessed that you were in your 40s!” For the rest of the conversation, the employee kept saying, “I had no idea...I had no idea...”

Amy told me that it had been a long time since she’d heard a compliment like that, and it had made her feel wonderful. She had always been the youngest in her grade and had looked young for most of her life, but for the last decade or so, she’d begun looking her actual age. As with many of my patients, she’d become tired of people telling her she looked tired. She told me that now when people asked how she was doing, if she said she was feeling tired, people told her that she may feel tired, but she looks great! What a wonderful reversal of responses!

If you’ve been living with an appearance that has been sending the wrong signals, or an appearance that you’ve secretly been unhappy with for years, there is hope, as these stories show. You just need to find the right cosmetic surgeon to help you bring out the natural beauty you deserve to show to the world. Check out the next chapter for some very important tips on how to do this.

## 10 Tips for Choosing the Right Cosmetic Surgeon

People looking to have cosmetic surgery or a cosmetic procedure done often don't know the right questions to ask to ensure they'll get the care and results they desire. We tend to inherently trust doctors, but there are times when it's necessary to dig a little deeper and ask important questions to make sure your doctor's approach lines up with your expectations.

Here are 10 insider's tips to determine whether the surgeon you're considering is the right one for you:

**Tip #1—Look for specialization.** Because the demand for cosmetic procedures is high, doctors are joining the industry now more than ever. But many lack the necessary specialization to perform specific procedures successfully. Thoroughly research your doctor to make sure that he or she has the specialization and experience necessary for your particular procedure. Seek out “super-specialists” (doctors who exclusively practice cosmetic surgery in certain areas) as they are highly skilled in these areas and most likely to be on top of the latest medical advancements.

**Tip #2—Don't be afraid to ask questions.** It's your face and your life, so whether you need to know more about the procedure, the doctor's track record or recovery times, no question is too small or too “silly” to ask. You will be living with these results for the rest of your life, so you owe it to yourself to feel confident and secure about all aspects of your procedure.

**Tip #3—Don't underestimate rapport with your cosmetic surgeon.** If there is a clash in personalities or your doctor doesn't

seem attentive to your questions and concerns during the initial consultation, it's best to keep looking. Communication and making sure you're on the same level are key in your doctor being able to bring about the results you envision.

**Tip #4—Beware of a doctor who dismisses the risks associated with surgery or is unwilling to discuss potential complications.** Your doctor should cover all of the possibilities and recovery scenarios so that you know what to expect and can fully understand the risks involved. Any doctor who downplays risks or is unwilling to discuss complications with you is not a doctor you should trust.

**Tip #5—Think of the initial consultation as an interview.** You are interviewing the doctor for the right to take your appearance into his or her hands, literally. So be sure you vet your surgeon as you would any potential job candidate. Inquire about fellowship training and specialized training for specific procedures, as well as the number of cases like yours that he or she has treated. Get a feel for your surgeon's philosophy and see if your visions mesh. There are many doctors out there to choose from. Don't settle for someone with whom you're not 100% comfortable.

**Tip #6—Follow up the consultation with a thorough background check.** Verify the doctor's education, certification, and licenses through the medical board for the state in which he practices.

**Tip #7—Feeling pressured or “sold to” is a red flag.** A consultation should not be about pushing a doctor's services; it should be about your needs and questions. If your doctor makes you feel pressured or is more interested in selling services than hearing your vision for your treatment, keep looking.

**Tip #8—Carefully review “before and after” photos.** Examining the results of previous procedures can help you determine whether a doctor's work matches with your ultimate goals for your procedure. If you want a natural appearance and the after photos look glaring or lack facial balance, that's a sign to find a different doctor. Also look closely to make sure photos indicate true results and don't display signs of being edited or touched up.

**Tip #9—Take into consideration the ambience of the doctor's facility as well as the helpfulness of the staff.** How you feel in the



facility and how you are treated are important factors in your cosmetic procedure experience. The more comfortable and at ease you feel, the easier the procedure and recovery will be for you. As we've discussed, cosmetic procedures are not just physical procedures; they also involves complex emotional, mental and spiritual aspects. Knowing that you are in caring hands is key to making your experience the easiest it can be.

**Tip #10—Bear in mind that surgery isn't always the answer.** As we've discussed, there are many non-surgical procedures and treatments that can help you to achieve your desired look for less cost and less recovery time. Ask your doctor to explain why he or she thinks a particular procedure is right for your situation and whether there is another, less-invasive route that could provide similar results.



## 10 Common Questions Patients Ask About Cosmetic Treatments and Surgeries

Over the years, I often hear the same questions and concerns from patients. Chances are that you have some of these same questions yourself. So I would like to address the 10 most common questions I hear in my practice.

### **1. What kind of healing process is involved in cosmetic procedures?**

There are multiple levels of healing depending upon which procedure you are having done.

In some minimal-impact procedures (such as non-invasive laser or light treatments or BOTOX® treatments), it takes mere hours for some of the transient pinkness to fade away.

The next level of healing is necessary when injections are made more deeply in the skin (such as in my RadiantLift® procedure). With procedures like this, swelling and some bruising can occur. If there is bruising, it can be covered with makeup after 1 day and usually resolves on its own over the course of the next 2 weeks.

The final level of healing occurs when incisions are made through the skin or when levels of the skin are treated to allow new skin to come through. In these cases, there is initial inflammation of the wound and then new collagen and elastic fiber growth. An initial 1-2 weeks of recovery are often required before one feels comfortable going out and about with makeup on. Full resolution of swelling can take months, and final healing from these deeper procedures often takes about a year. But, it is worth it; the results for most of these procedures are like a “reset” button that gives you new, beautiful, healthier skin and/or a new you!

## **2. Is it selfish or narcissistic to want cosmetic procedures?**

Absolutely not. Why do people wear makeup, or even comb their hair? It's because we're inherently social beings, and we all want to be able to connect with others as easily as possible. This includes taking care of our appearances so that they communicate what we want them to about us. There is nothing "selfish" or "narcissistic" about wanting your non-verbal messages to match the way you feel inside.

I consider myself a communication facilitator: I help clean up the aberrant messages my patients' faces are sending, I bring their appearances in better balance with their internal states. I'm passionate about helping people Restore, Reveal and Reclaim™ their natural beauty and, in doing so, optimizing their non-verbal messages so that the world relates to them in a better way.

## **3. How do I know I have the right cosmetic surgeon?**

New doctors enter the cosmetic surgery field every day, and it's hard to do everything well. While there are some great surgeons who are able to work successfully on a wide range of procedures, most of the best surgeons specialize in a specific area.

Finding specialists with good training, years of experience in their field and a history of performing procedures of the type you're considering is a good place to start. Your surgeon should be board-certified and specialty—or fellowship-trained in the treatment area you're interested in. They should use accredited facilities for their procedures and be licensed by the state in which they operate. They should also regularly keep up with advances in their field by attending specialty meetings, reading medical journals and attending seminars and lectures.

It's very important to interview your surgeon in person, as you should feel comfortable with them and they with you. A good surgeon will take the time to fully examine and educate a prospective patient about the procedures they recommend. If a doctor is rushing through their initial meeting with you, you should wonder if they will be very patient and caring for you after you've gone through a procedure with them.

Finally, it's important that you have a good connection with your surgeon, because the relationship between a cosmetic surgeon and his

or her patient is a crucial and intimate one that depends on rapport and trust between both parties.

Check out Chapter 7 for some basic tips to keep in mind when choosing a cosmetic surgeon.

#### **4. Will it be obvious to others that I've had work done?**

To answer this, I'd like you to first consider the example of a patient who wants to reduce the lines on their forehead. An unsophisticated doctor may treat these lines directly with a procedure like BOTOX®. But it's important to dig deeper and ask why a person has these lines. Often it's because as we age and suffer sun damage, our brows and eyelids fall, prompting the forehead to act as a compensatory muscle to help lift the brows and lids. Treating the symptoms of this (lines) rather than the underlying cause can result in a weakening of their compensation, making the brows collapse into the eyelid space. Not only will it be clear that the person has "had work done"; but the results will be less than optimal.

I prefer instead to target the muscles that are pulling down the brow in the first place so that the brows raise more naturally. This results in less severe forehead lines, as well as a more open and balanced appearance.

The best surgical results are powerful yet subtle. I want people to see my patients and know something about them is improved, but not be able to put their finger on exactly what has changed.

My patients often hear comments like "Have you been working out?"... "Have you lost weight?"... "Your hair looks great!"... "Are you wearing new earrings?" These people's subconscious minds perceive a positive change in my patients but are unable to process a conscious awareness of the source of that change. My patients can smile and say thank you while keeping the truth a secret only they know.

Many people are afraid of results that don't look natural. Achieving natural results requires a sophisticated understanding of how our faces change with time and how to identify and treat the cause of certain problems and not just the effects of those problems. Paying attention to the natural ratios of the face also enables me to create powerful yet subtle results.

**5. I don't have time for a long procedure or recovery. What are my best options?**

Luckily, today there are many non-invasive ways to help patients which involve minimal downtime. Modern laser techniques can improve skin tone and balance through quick office procedures with minimal recovery periods.

Neuromodulators such as BOTOX® can help rejuvenate a face by improving the lift of the eyebrows and smoothing frown lines and crow's feet. Facial rebalancing can be done with my RadiantLift® procedure, in which I correct volume loss in the face and improve skin tone and appearance. These are both quick office procedures.

New technologies and the artful use of facial volumizers can give patients great results without long recovery periods.

**6. What is involved in a cosmetic consultation?**

For each surgeon, a consultation will be slightly different, but there should be certain commonalities among them all.

In my office, a consultation begins with a patient meeting my staff and being initially evaluated by my Cosmetic Technicians. Then they meet me, and we talk about their specific concerns.

Next comes an evaluation process where I examine the patient's face, skin, facial balance, bone structure, eyelid region and eyes. If any procedure will involve the eye region, it's important to examine the eye itself to ensure that it is healthy enough to undergo surgery in that area. For the same reason, I also examine a patient's heart and lungs to make sure they are healthy enough for any proposed procedures.

I will then review my specific findings with the patient, and we will have an in-depth discussion of the treatment options that are available to them. I will give a full explanation of any procedures suggested so that the patient understands the pre-care process, the treatment process, the recovery process and the risks involved with the procedures. I will then present before and after photos of other patients who have had similar procedures.

Finally, we'll go over any remaining questions and answers, and then (depending on patient interest at that point), we'll discuss costs as well as possible dates available for the procedure(s).

### **7. How do I know if I have festoons?**

Our faces are highlighted by the light that surrounds us. Most of the time, some form of light is shining down on us from above, whether it's the sun or overhead lights in a room. This light casts highlights and shadows over our faces that often spotlight festoons. It's a game of light and shadows that highlight certain convexities and concavities on our faces. And as we age, our faces lose certain convexities, which make us look older.

Festoons in specific are often most noticeable right after you wake up. They typically appear as swollen mounds on the cheeks which can be moved easily from side to side.

Looking in a mirror with a light overhead is a good way to check if you have festoons (or malar mounds, as they're also known). They often lie below the bags which form directly below the lower eyelid lashes. Festoons form further down the lower eyelid region and onto the cheek.

Thankfully, I have a treatment that helps both of these conditions and can have a dramatic effect on a patient's appearance and non-verbal communication.

### **8. What are my best options if I want a natural appearance?**

The key is seeking out treatment from a physician who is highly skilled and well-versed in the natural ratios of the face. Only by respecting these ratios can you achieve results that are powerful, yet natural and subtle.

### **9. How can I be sure I'll have a positive outcome from my treatment?**

First, realistic goals and attitudes are critical for a patient. You should have surgery done for yourself, not to try to please another person. Although "perfection" isn't possible with even the best treatments, dramatic improvements are possible through the application of the Golden Ratio, as we have discussed.

A patient's age, skin type, general health, family background and especially prior sun exposure can all affect the eventual outcome of a treatment.

Before a treatment, you should stop all medications and products that might cause bleeding, as long as it is safe to do so. This should be

checked with your primary care physician. This list includes products such as aspirin, fish oil, vitamin E supplements, ginkgo biloba, garlic and herbal teas and supplements.

Ceasing smoking is also important as it increases the healing blood flow necessary for a quick recovery.

Following all of your surgeon's directions after a procedure is very important in order to ensure optimal results.

Finally, it's crucial to protect yourself from sun exposure with the daily application of a sun block that blocks both UVA and UVB rays.

#### **10. Are cosmetic treatments safe?**

Overall, yes. However, there are certain risks involved with any procedure. This goes back to your initial consultation with your physician and why rapport with them is so important.

Any and all risks involved in a potential treatment should be discussed during a consultation. A patient must also be sure to inform the surgeon about their specific medical history so that a true assessment of surgical risks can be ascertained.

Although risks are possible with any procedure, with proper preparation and post-procedure care, complications and problems are rare.



## Conclusion

In spite of the bad rap they've gotten, cosmetic surgery and cosmetic procedures can actually do wonders in terms of enhancing patients' natural beauty in subtle yet powerful ways that can be transformational in their lives.

The key is in recognizing that true beauty isn't a fad and isn't something that can be achieved by a nearsighted focus on one limited aspect of a patient's appearance. By following the Golden Ratio—a formula that has enabled us to recognize beauty for centuries—a cosmetic surgeon will be able to produce results that are balanced and natural-looking and which enhance, rather than distract from, a patient's overall appearance.

It is important for patients to carefully investigate their cosmetic surgeon to make sure that he or she understands the nature of true beauty and is able to perform the specialized, customized procedure(s) that will help that patient rediscover their own natural beauty. Not every surgeon has this ability, so ensuring that you are in the hands of a specialist is key in getting the results you both desire and deserve.

So much of our lives are affected by our appearances. The way we are viewed by the world, the way we view ourselves, and the way we communicate with others are all influenced by the non-verbal cues we send out. When these cues are aligned with who we really are and how we truly feel inside, our relationships with others and our confidence in ourselves can be drastically improved.

I hope that our examination of the nature of true beauty has opened your eyes to the potential we all have to Restore, Reveal and Reclaim™ our own unique beauty.

If you have any questions or would like to discuss anything in this book further, please don't hesitate to contact me at the information below:

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# Acknowledgments

I would like to thank and knowledge the many people who have made this book a reality:

First and foremost, I wish to acknowledge my wonderful wife and family, who have allowed me the time needed to be a physician who is dedicated to the care of his patients.

Next, I'd like to thank my friend and advisor Elizabeth, who has inspired me and helped me to be a resource to so many people around the world.

I'd like to thank my mentor and friend Sterling Baker, M.D., under whose tutelage I was taught and inspired to be a facial laser surgeon.

I'd like to thank my partners in my practice, who have supported me in my continued professional growth.

I'd like to thank my mother, who was been so supportive and inspirational in my life.

I'd like to thank Janet, who helped me reach and educate a broader audience about my unique procedures and methodology.

I'd like to thank Jessica and Kelly for their assistance with this book.

I'd like to thank my staff, Toni, Lisa, Sally, Allison and Marla, who are wonderful partners in the care of our patients.

Finally, I'd like to thank my patients, who have taught me, helped me and inspired me to become a better doctor and surgeon.



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## About Adam J. Scheiner, M.D.

Dr. Adam J. Scheiner is a world-renowned Laser Eyelid and Facial Plastic Surgeon. He has been a featured health expert on The Dr. Oz Show, The Doctors, and on ABC, NBC, CBS and FOX News affiliates around the country. He has treated patients from around the globe with his proprietary laser treatment procedure for festoons.