



A D A M S O N  
A S S O C I A T E S  
C O S M E T I C F A C I A L  
S U R G E R Y C L I N I C

***Inside this Issue...***

- *Good Nose, Great Eyes*
- *The Spa Experience™*
- *Dr. Adamson's Activities*
  - *The Marriage of BOTOX Cosmetic™ and Fillers*
  - *Staff News*
  - *Face the Future*

[www.dradamson.com](http://www.dradamson.com)

Summer 2006

## ***Good Nose, Great Eyes***

*I*t is fascinating to note that we hardly notice noses - ours or others - despite the fact they protrude from the middle of our faces. Why is this?

Studies show that humans recognize patterns in faces, rather than specific features, as we scan each other for recognition. In fact, it only takes one-sixth of a second to identify a face as someone you do or do not know.

The eyes are the "portal of entry to the soul", as declared by Sir Francis Bacon. And so we dwell on them first. We next tend to notice the mouth, which is often active with speaking or smiling. Finally, we notice the hair, especially in females.

So what role does the inactive nose play? A nose that is proportional with other facial features, and is harmonious and balanced, blends in with its more compelling anatomical neighbours and is hardly noticed. But if the nose is disproportional or asymmetric, it becomes disharmonious with other facial features. It then distracts the observing eye and diminishes facial attractiveness.

At puberty, the childhood nose acquires the features of adulthood. These include an increase in size, stronger profile, greater projection of the tip, and some counter-rotation (or droopiness) of the tip. These features vary tremendously, depending upon factors such as gender and race, in particular. For example, feminine noses generally are somewhat smaller, have a lower profile, and are more rotated (turned up) than male noses.

Of greatest importance is that the nose is proportionate for a given person's face - the ideal

nose for a 5 foot tall female would be most unnatural on a 6 foot male, and vice versa. Most people who dislike their nose develop this feeling in their developmental years. Studies show that while they may come to live with their nose rather than have a rhinoplasty, they will never in their lifetime come to like their nose.

The goal of rhinoplasty, then, is to create a more refined, balanced and natural-looking nose that is unique for that person. This creates facial harmony. As Bacon also said, "Harmony is Beauty". With this achieved attention is focused on the eyes, and even a "beautiful" nose is hardly noticed. As facial plastic surgeons say "you see a good rhinoplasty result in the eyes". 🧐

## ***The Spa Experience™***

*R*etaining a youthful, refreshed appearance begins with good skin care. As we enjoy the "lazy, hazy days of summer", remember that 80% of damaging ultraviolet rays penetrate a cloudy sky - and your skin - and 80% of these rays are also reflected off the water. So use the highest SPF (sun protection factor) sunblock that your skin will tolerate comfortably.

If you have any questions about skin care, call Maria Giouzelis at our office for an appointment with our aesthetician, Ana Surghe. Ana can advise you about the latest treatments and products available. She is also an expert in facial peels, microdermabrasion and IPL (Intense Pulsed Light) treatments. Our patients continue to be impressed with how well IPL reduces the brown and red spots associated with sun damage. Combined with a good homecare program, you can literally take years off your skin's aging appearance. 🧐

## ***Dr. Adamson's Activities***

In May Dr. Adamson chaired the 9th International Symposium of Facial Plastic Surgery in Las Vegas, attended by 900 surgeons from 43 countries. The keynote speaker was Professor Benoit Lengele who performed the world's first face transplant. Dr. Adamson was also a keynote speaker at the University of Istanbul and Visiting Professor at Columbia University in New York. Recently he was named an honorary member of the Australasian Society of Facial Plastic Surgery for his teaching and contributions to the specialty. Peer-review publications include the M-Arch Model of nasal tip dynamics and an objective intra-operative study of results with minimal to deep plane facelifts. A book chapter on Changing Perceptions of Beauty is about to be published. 📖

## ***The Marriage of BOTOX Cosmetic™ and Fillers***

One of the most frequent questions we answer is "How much downtime is there?" for a given treatment or procedure. Everyone today lives a full life with sometimes overwhelming time demands. To be sure, the surgical options we offer can provide superb, natural and long-lasting results. But for those who want a "quick fix", BOTOX Cosmetic™ and fillers can offer substantial improvement with virtually no downtime.

We often use two treatments together to get a synergistic effect. BOTOX Cosmetic™ diminishes the muscle actions that cause "dynamic" furrows on the face. It is especially useful to moderate

the forehead creases that cause the "What's the matter?" look of vertical furrows between the brows. It is used to minimize crow's feet, horizontal forehead lines and even elevate the eyebrows. Newer uses include turning up the corners of the mouth, minimizing lip wrinkles, and decreasing the mottled-chin look.

BOTOX Cosmetic™ is often combined with hyaluronic acid (HA) fillers such as Juvederm or Restylane. These temporary fillers can be very effective in smoothing out the "passive wrinkles" of the face, especially the cheek-lip and lip-chin furrows. They are also excellent "plumpers" of the lips to restore a more youthful fullness. Studies show that when the fillers are used along with BOTOX Cosmetic™ the overall improvement is greater, and the fillers appear to last longer. The effect of BOTOX Cosmetic™ is usually three months, and fillers six months. However, many patients with fillers now are seeing nine months improvement, especially in areas where BOTOX Cosmetic™ is used as well. Even better, patient satisfaction is very high and side effects rare with both these treatment modalities. 📖

## ***Staff News***

Our Fellow, Dr. Matt Zavod, leaves July 1 to practice in Grass Valley, California, outside Sacramento. He and his wife, Meghan, added a new member, Samuel, to their family in April. We have enjoyed Matt's many contributions to the practice and wish him success as he establishes his own practice.

Dr. Ted Chen from Stanford University in California is our new Fellow. We welcome Dr. Chen and look forward to a productive year together.

In May our Front Office Manager Maria Giouzelis and our Practice Nurse Maureen Dennis attended the 9th International Symposium of Facial Plastic Surgery in Las Vegas. Deborah Doyle, our Patient

Consultant, attended a medical spa course in Florida in April. With new ideas and innovations we are all committed to providing an exceptional and ever-improving experience for our patients. 📖

## ***Face the Future***

As President of the Canadian Foundation for Facial Plastic Surgery, Dr. Adamson joined with Nuvo Magazine to sponsor a very successful fundraising event in February. Eighty guests enjoyed a gourmet evening at Splendido Restaurant with Natalie Glebova, Miss Universe, as special guest. Over \$28,000 was raised to support Face to Face missions to Russia to operate on children and teach local surgeons. Another such event is being planned for the coming year. 📖

***We look forward to being of  
service to you.***



***Peter A. Adamson,  
M.D., F.R.C.S.C., F.A.C.S.***

***Renaissance Plaza  
150 Bloor Street West,  
Suite M110  
Toronto, Ontario, Canada  
M5S 2X9***

***tel: 416 / 323 / 3900  
fax: 416 / 323 / 1344***

***www.dradamson.com  
paa@dradamson.com***