



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...

- **Avoiding a Facelift**
- **Medical Skin Care**
- **Dr. Adamson's Activities**
 - **Staff News**
 - **Rhinoplasty –
Open or Closed**
 - **Face the Future™**

Autumn/Winter 2007

Avoiding a Facelift

If you want to know what your face would look like if it hadn't had years of sun exposure, take a peek at your buttock – smoother, lighter and tighter skin!

Everyone likes the idea of a “short cut across the canyon”. And so we have seen a variety of light therapies, thread lifts and radio frequency treatments, amongst others, proposed to avoid the “real” facelift operation. The results of these “minimally or non-invasive” procedures vary from minimal to none, but may be appropriate in selected cases where expectations are clearly outlined and accepted. However, the surgical facelift is still acknowledged to be the gold standard for rejuvenation of sagging facial tissues and furrows. On average one inch or more of skin can be removed along each jowl line, the neck tightened and the cheek mound re-contoured with a deep plane facelift. Usually a 10-12 year improvement in appearance can be achieved, highlighted by a very natural, unoperated and fresher look.

Like so many things in life, you get out of something what you put into it. These lifts usually require only two weeks of social downtime, cause little or no pain and are highly satisfying for patients. Our goal at Adamson Associates is always to provide our patients with all of their relative options and recommend those that will be the best for them, yet still achieve the results they want. 🙌

Medical Skin Care

As summer memories replace fun in the sun, many of us begin to notice our facial freckles, lines, pigmentation and skin dryness even

more. These occur to some degree or other in everyone who is out in the sun.

Ana Surghe, our Medical Aesthetician, has created **The Autumn Glow** to restore and rejuvenate this skin damage. And once autumn passes, she has developed **The Winter Blues Comfort Care** to deeply moisturize your skin during our harsh dry winter, and a **Holiday Season Prep** to maximize your skin's appearance for the holiday season and beyond. Do not hesitate to contact Maria Giouzelis for further information at 416-323-3900 or www.adamsonmedicals skincare.com. 🙌

Dr. Adamson's Activities

The past several months have been active academically. Dr. Adamson recently has been honoured as **Visiting Professor** in Ixtapa, Mexico, Riyadh, Saudi Arabia and at the University of California, Irvine, California. He was on the **Senior Faculty at Advanced Rhinoplasty 2007** in Boston.

Over 400 surgeons from 40 countries attended this bi-annual scientific meeting, considered the premier rhinoplasty meeting in the world. Dr. Adamson presented several lectures, highlighted by an operative videotape of his rhinoplasty technique.

Meetings in the fall include the annual American Academy of Facial Plastic Surgery in Washington where Dr. Adamson will make several presentations on rhinoplasty and patient management. The Ontario Perioperative Anaesthetic Nurses Association (OPANA) has selected Dr. Adamson as a keynote speaker to discuss his humanitarian missions to Russia, and he will present on rhinoplasty at the Canadian Academy of Facial Plastic Surgery Clinical Day in November.

Of special note, there are many endeavours now mandated to ensure maintenance of competence throughout the lifetime career of all surgeons. Dr. Adamson continues annually to far exceed the requirements for continuing education, in addition to his numerous teaching presentations. In June he voluntarily took and passed the very first Maintenance of Certification examination established by the American Board of Facial Plastic and Reconstructive Surgery. He continues as an examiner and senior advisor for the Board. 🙌

Staff News

Dr. Ted Chen, this year's clinical fellow, has accepted a position in facial plastic surgery at **Kaiser Permanente in Los Angeles**. He has been a valued Associate and has completed several publications this year. **Dr. Etai Funk** took Dr. Chen's place on July 1st, 2007. He completed his surgical training at **Baylor College in Houston** and has a special interest in rhinoplasty – we welcome him.

Deborah Doyle, our Patient Consultant, and **Ana Surghe**, our Medical Aesthetician, attended the American Society of Aesthetic Plastic Surgery Surgery meeting in New York in April and brought back the latest advances in patient management and medical skin care. Deborah also attended a course on communication skills in San Francisco. **Maria Giouzelis**, our Front Office Manager, recently completed a marketing course at George Brown College. We are in the process of instituting many of their recommendations and practices following our recent **Strategic Planning Day** held for all staff. This is another component of our mission to continually improve upon the experience we provide our patients and clients. 🙌

Rhinoplasty – Open or Closed

Rhinoplasty, or nasal re-shaping, commonly called a “nose-job”, continues to be popular for both the young and old. Many teens and young adults elect to correct their nasal disharmony as soon as they can. Others may live with their nasal displeasure until middle or older age, and then decide to “do something” about an image they have always disliked.

In either case, they may select a surgeon who recommends a “closed” or “open” approach. They may not know which to choose. **The closed approach, also called “endonasal,” refers to all the incisions being made inside the nose.** The nasal cartilages are pulled outside the nasal skin envelope, sculpted, and replaced.

It is sometimes faster to do, but recovery time is very similar to the “open” approach. **In this procedure, a small and virtually invisible incision is made across the columella,** which is the vertical bridge of tissue between the nostrils. This has also been called the “external” approach because it allows the surgeon to lift up the nasal skin and thereby work directly on the nasal tip and bridge without any distortion of tissue. In general, **deformities can more easily be seen and corrected** and revision rates therefore tend to be lower. Different surgeons, just like artists, may have a predilection for one or the other. There is not a “correct” answer, and so it is **best for the patient and surgeon to mutually decide the best approach for them.** 🙌

Face The Future™

The Canadian Foundation for Facial Plastic Surgery, headed by Dr. Adamson, had a very

successful mission to the Bonum Centre in Ekaterinburg, Russia in May. Four surgeons and two nurses operated on many children with maxillofacial, nasal and burn deformities. The teaching of local surgeons occurred in the operating room and at an academic meeting day. This was supported through the Face the Future dinner in February. This past year the Foundation raised \$75,000 through the dinner and other generous donors.

This year's event will be in February 2008. Please contact Deborah Doyle at 416-323-3900 or paa@dradamson.com, or visit the Foundation's web site at www.thecanadianfoundation.com, for more information, or to support our humanitarian work with children overseas. 🙌

*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*