

There has been a lot of media attention given to Dr. Frederic Brandt over the past few weeks. For those of you who did not get the opportunity to read recent articles on Dr Brandt let me first introduce the good doctor himself and then the concept of beauty in that order.

It is nearly 25 years since Dr Frederic Brandt started down the smoothing road of cosmetic dermatology after completing a dual residency in Oncology and Dermatology in Philadelphia. In his own words, he has personally tested every aesthetic procedure on himself. He also claims to be the biggest user of Botox and Collagen in the world. Make no bones about; the 59-year old Brandt is in every sense, surreal looking and heavily marketed to the point that he calls himself the “Baron of Botox” and the “King of Collagen”. But more recently, he is becoming increasingly known as the doctor behind the New New Face and clients from all over the world are paying up to €5,000 for his services. His “New New” procedure uses another catch phrase the “Y Lift” to demonstrate a technique where filler is injected into the area below the cheekbones to give a fuller type effect than the previous ‘stretched’ face readily demonstrated after a facelift.

So, is there anything new in Brandt’s New New technique? In one syllable.. No! Frederic Brandt is just capitalising on a technique used by every worthwhile aesthetic physician for the past ten years and that is trying to make a woman’s face resemble that of a child. This method has been used by the father of aesthetic medicine Dr. Pierre Fournier as far back as the early eighties when superfluous fat became available after the introduction of liposuction. More advanced practitioners started using more cross linked Hyaluronic Acid fillers such as Perlane to achieve the same effect at the turn of the last century. So, what is the reason that Dr. Brandt can make such audacious claims and has them beating a path to his Manhattan door? Well, there are actually three reasons. The first is the not to be underestimated power of New York marketing. The second is something that I have repeatedly stated at occasions on both sides of the Atlantic.. the United States runs behind Europe by at least five years! This is due to the reason the FDA



# the concept OF BEAUTY

by Dr Patrick Treacy

holds back all aesthetic compounds for at least this period for clinical approval. Let us not forget that I was using Restylane as a young doctor in provincial Australia as far back as 1997 but it was only approved for use in America in 2003. The third is the fact there is nothing new about the fact that a baby's face is the marker of aesthetic beauty. Though the perception of facial beauty is "in the eye of the beholder," some qualities, features, and proportions are universally esteemed. Across cultures, research on facial attractiveness has pointed out that the presence of childlike facial features increases attractiveness. In a study of Japanese and American observers' judgments of female attractiveness (Perrett, May, and Yoshikawa 1994) where high cheekbones, a thin lower jaw, large eyes, and a shorter distance between the mouth and chin (and between the nose and mouth) are preferred as qualities in men's and women's faces alike.

It continues.. "Cuteness" is a perception that is universally esteemed throughout the animal kingdom. It is related to babylike features. A set of youthful features and proportions (e.g., wide-set eyes and full lips set upon soft, smooth, unblemished skin) appears to be attractive both in male and female faces. The existence of this infantile schema as a sign of beauty was originally identified in mammals (including Homo sapiens) by Konrad Lorenz as far back as 1939.

Universal research on facial attractiveness has pointed out that the presence of childlike facial features increases attractiveness. These are: large head, large curved forehead, facial elements (eyes, nose, mouth) located relatively low, large, round eyes, small, short nose, round cheeks and small chin.

Kate Moss's face shows characteristic infantile schema or 'baby features' when compared to that of a 4 year old but it also includes mature female features like high, prominent cheek bones and concave cheeks which are accentuated evenly by using make-up. Could that have been the harbinger of things to come? Nevertheless, Kate survived as well as the information. In essence, whenever women covering blemishes

and wrinkles - they are actually only highlighting the infantile schema women have used facial cosmetics for millennia.

So in fact, nothing new new! Jonathan Van Meter in US Vogue magazine offers the following explanation. 'I blame the New New aesthetic look on fashion and celebrity fashion magazines filled with images of teenagers plump and dewy and flushed with youth. They try to shed fat but cannot lose the baby fat of their faces. This is what women want, 'baby fat'. Oh please, get a life all you New York hacks and see life outside your blinkered cityscapes. They want it because technology in New York is catching up with Europe and your doctors are only doing what every doctor here has been doing for the past ten years.'

## UNIVERSAL RESEARCH ON FACIAL ATTRACTIVENESS HAS POINTED OUT THAT THE PRESENCE OF CHILDLIKE FACIAL FEATURES INCREASES ATTRACTIVENESS

Many New Yorkers feel that Demi Moore epitomises the New New Face and they are right if you compare her to Cher who carries the face of the older generation. Oh my, what a burden to carry, tight skin, trout pout and skinny nose. Demi Moore and many other women including Liz Hurley and even Madonna certainly fulfil the criteria of the infantile schema having inherited or acquired what it now widely accepted as the 'perfect face' - smooth wrinkle free foreheads, wide open eyes (often achieved by injecting Botox and Fillers into the lower lids) and plump cheeks (mostly achieved by injecting fillers below the cheekbones to create a fuller 'baby-like' shape).

## Fabulous at 50: Madonna

Now lets look at Madonna who many New Yorkers also feel epitomises the New New Face. Madonna recently turned 50 years of age. In this age group fat is lost from the cheeks and also diminishes from the forehead. As the fat migrates down the face it tends to collect in natural connective tissue fixation points. Common areas are between the nose to mouth, around the mouth corners, on and beneath the jaw. Madonna has an interesting history of letting us see her face change.

Numerous relationship and adoption difficulties would be expected to have taken their toll. I have personal experiences from some years ago of knowing some aspects of Madonna's treatments to which I will not elucidate here but instead look at what is happening to her appearance. The most obvious fact is Madonna appears as a result of a rigorous exercise program to be getting thinner and thinner but her cheeks display the New New look by remaining full and soft. There are constant rumours that she recently has had plastic surgery.

There is little evidence of fat atrophy as she appears to have added volume to her face. There are circulating rumours that Madonna may have had Sculptra injections to her face over the last several years to retain volume and softness. Sculptra is FDA approved for HIV-related facial wasting, but is also widely used for general cosmetic reasons. Looking at the photograph there is a distinct possibility that she may have had solid implants of either Radiesse or Sub Q. These more resilient dermal fillers can be used to bulk up the face and restore the baby like features mentioned earlier.

There is a possibility she may have had facial fat grafting but this is less probable as other techniques are quickly replacing it. I feel also that Radiesse, Sub Q or Sculptra-enhanced cheeks would not deflate quite as much as fat-enhanced cheeks. It is of passing interest to note that Sub Q and Macrolane for breasts are probably one in the same compound. She has wide open eyes with no lines. This has probably been achieved with a combination of Botox, Hyaluronic Acid fillers and a plethora of Radiofrequency devices such as the Polaris and Aurora.



## Fabulous at 43: Liz Hurley

The other face to fit the New New look is that of Liz Hurley. At 43 years of age, she is the youngest of the trio. She had a very middle class upbringing as her Irish father was a major in the British Army, while her Anglican mother was a teacher.

Despite conflicting rumours, I really believe that Liz has inherited natural good looks. I am sure that she has picked up the normal plethora of botox injections, skin peels and microdermabrasion and possibly a breast augmentation but there is little evidence that she has needed to succumb to the New New look. There was some speculation some years ago that she had some Restylane or collagen injected into her lips as they looked much larger and unnatural. Liz Hurley seems to possess most of the infant schema of large round cheeks and curved forehead naturally. Her face seems to naturally divide into thirds with a natural symmetry. However my old friend and colleague Dr. Lucy Glancey believes otherwise and has been quoted as saying, "she has quite obviously had some sort of enhancement and it looks like this has been achieved with a semi-permanent injection or Restylane, which is similar to collagen but lasts much longer. Her lips look particularly swollen at the moment but this could be because the procedure has just been done".

Liz has been quoted as saying, "I'd be too scared to modify my face. Can you imagine if it was worse afterwards? Added to which, in Hollywood any surgical interventions always look so artificial that I can spot them a mile off. I just find it utterly pathetic to have an operation simply to try to make oneself look younger."



## Fabulous at 45: Demi Moore

If we first look at Demi Moore, she is 45 years of age and subject to the normal parameters of ageing of this age group. In this age group fat is usually lost from the sides of the face and as the fat pads diminish, they gravitate down the face and the surrounding facial muscles react to the volume loss by contracting. Over time the contracted muscle loses its strength and becomes lax, resulting in increased lines between the nose and the mouth and lips and the jaw. There is little evidence of this with Demi Moore. Let us look a little more closely at her early life. We know she had a very unhappy childhood and her stepfather committed suicide when she was 18 years old. Moore was cross-eyed as a child, and wore an eye patch in an attempt to correct the problem until it was eventually corrected by two surgeries. During this time, she also suffered from kidney dysfunction. Despite these early setbacks Moore went to work as a pin-up girl and modelled for European

photographers. There is little evidence that time or stress has taken its toll. So what has she done?

This is the list that cosmetic surgeons believe Demi has had done:

- Liposuction to her hips, inner and outer thighs and stomach - €20,000
- Breast implants for 1996 film Striptease - €15,000
- Subsequent operation to reduce her breast implants and have a breast lift - €12,000
- Brow lift - €5,000
- Chemical facial skin peel - €10,000
- Collagen injections (per course) - €450
- Teeth veneered and laser whitening - €10,000
- A long-term diet and fitness routine, including nutritionist, personal trainer, yoga instructor and kick-boxing champion - €200,000
- Knees surgery - €7,000





FOR CENTURIES THERE HAVE BEEN MANY ATTEMPTS TO FIND A UNIVERSAL MATHEMATICAL FORMULA THAT DETERMINES A PERFECT 'BABY-LIKE' FACE.

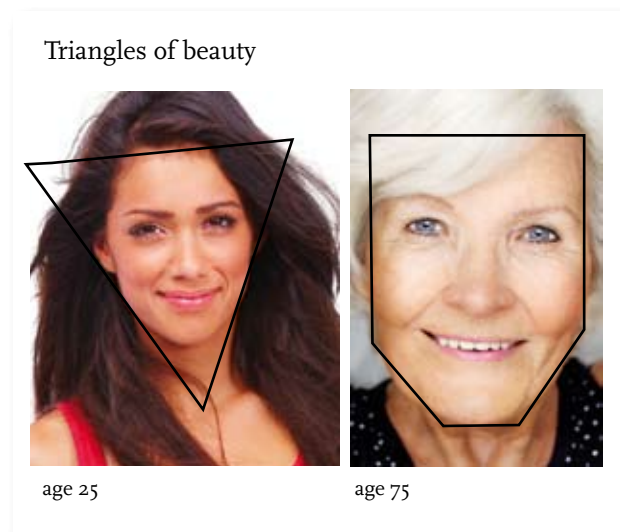
So what is beauty and how do we define it? The Wikipedia definition of Beauty is a characteristic of a person, place, object or idea that provides a perceptual experience of pleasure, meaning or satisfaction. For all intensive purposes let us just deal with beauty of person. For centuries there have been many attempts to find a universal mathematical formula that determines a perfect 'baby-like' face. These have often been related to the 'Golden Ratio', which has fascinated intellectuals for at least 2,500 years. The Golden Ratio was used to build the Parthenon and the Pyramids. It dictates the ideal height and width of a face. If the distance between the two cheeks is 1, then the ideal height is 1.618. However, Dr Mike Comins in his article 'The Science and Treatment of the Ageing Face' puts it a little simpler. He says that the youthful face can very simply be defined by dividing the face into 1/3s. This means that the hairline to the eyes forms the upper third, the middle third from the eyes to the tip of the nose and the lower third, the tip of nose to the chin. Dr. Comins freely admits this formula is not totally accurate but provides cosmetic doctors with a type of platform to understand the ageing face.

At the risk of sounding more mathematician than cosmetic doctor, more recent MRI studies show that the lower part is again further subdivided into an upper third from nose tip to top lip and lower two-thirds from the lip to the chin. In a recent lecture to the BACD in London, Mr Danny Vleggar elucidated to this further sub division by stating "As we age these proportions change especially the lower part of the face. The result is the middle third tends to decrease in length causing the distance between the nose and top lip to lengthen and of the lower lip and chin to decrease. This is due to bone changes but result in the face taking on a more rectangular look as opposed to the upside down triangle associated with a youthful face.

## Triangles of Beauty

As people age their faces tend to sag and become square rather than following youthful aesthetic triangles. This results in an inversion of the 'triangle of beauty' framed by the cheekbone and the chin. Everyone in their fifties knows the signs. The fat pad drops and we get jowls squaring off our nice round features. We also get drooping of the lip edges as a result of pronounced marionette lines and this makes us look unhappy and sad. We should know the ageing process is slow, relentless and irreversible. It occurs at different rates from individual to individual as well as in each person at any given time. All of these changes result in the face taking on a more rectangular look as opposed to the upside down triangle associated with a youthful face. It is now clear that underlying tissues, including the fat, muscle and bone all change over time and contribute to the aged look.

This is where Dr. Brandt's techniques or those of advanced fillers come into their own. We now know that if we solely treat the lines and wrinkles of the face with Botox and Hyaluronic acid fillers we will get results more suitable for those in their thirties, but as you get into your forties and fifties additional advanced procedures of volumisation are clearly required. These advanced, modern techniques aim to restore volume, tighten and treat the skin and underlying tissues and remove unwanted deposited fat. Cosmetic doctors have been studying the ageing face for decades and it is now acknowledged that fat shrinkage and redistribution of deep facial tissues lie at the heart of all these changes. In our mid thirties fat around the eyes and cheeks begin to shrink and gravitates downwards. In our 40s and 50s fat is lost from the sides of your face and jowls and lastly from your mid 50s fat diminishes from the forehead. As the fat pads diminish and gravitate down the face the surrounding facial muscles react to the volume loss by contracting. Over time the contracted muscle loses its strength and becomes lax, resulting in increased lines around the nose to lips and onwards towards the jawline. In many ways most cosmetic doctors spend their days in aesthetic medicine trying to restore baby like features by correcting the inverted triangles of ageing. We use dermal fillers or fat to augment the cheek or infra-orbital area in an attempt to restore the ratio of the Golden Triangle. Every time we use dermal fillers to upturn the lip edges or a Nefertiti botox lift to relax the platysmal muscles and stop them pulling on the jowls, we slowly unawares to ourselves inch the ratio back towards 1.618. Maybe, we are all just cosmetic engineers at heart!



Dr Patrick Treacy has not treated any of the celebrities mentioned within this article.