Misconceptions and Controversies in Aesthetic Plastic Surgery

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Plastic surgery is an art, a science and a business
Art is beauty and is in the eye of the beholder
Misconceptions and Controversies in Aesthetic Plastic Surgery

- Aesthetic Surgery is totally subjective.
- The media and “fashion” influences either positively or negatively our medical judgment, the appreciation of our work and ultimately our business success.
Business considerations and professional competition skew the science
The industrial/manufacturing interests affect and influence our behavior as doctors since they exert pressure on the media and therefore, on the demands of the consumer.
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- The industrial/manufacturing interests on many occasions do not go hand in hand with science.

- (The Pressure of Profits)
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- Why Plastic Surgery?
The desire for altering one’s appearance stems from social competition.
Social competition comes from mating behavior needs (getting a better husband or wife), obtaining economic progress (better work and pay or social advancement), receiving greater recognition and admiration among our peers, obtaining internal gratification after years of sacrifice and self improvement, or preserving the social positioning that has been obtained.
LIMITATIONS OF MEASURING OUTCOMES IN AESTHETIC SURGERY BY SCIENTIFIC MEANS.

- In order to have a scientific method, a hypothesis has to be made, data has to be collected, the results have to be compared to the hypothesis and the hypothesis has to be validated or disproved.

- A statistically valid sample size has to be amassed in order for the process to be valid. This is a complex process since it requires discipline, organization and expense.

  - The results may also come in against business self-interest.
Control Factors

The major controlling factor in the profession are lawsuits and formal ministry of health complaints.

They also present their own skew since monetary gains by the alleged victims or professional advantage, profit and prestige seeking from the prosecutors also can influence the objectivity of the findings and outcome.

The controlling factors often influences opinions across National and continental boundaries. Special interests groups either for or against plastic surgery in general, may exert influence in a positive or negative way.
Plastic surgery procedures, like any other human endeavor; are influenced by the personalities of the leaders of the profession, the marketing efforts of the media, and the manufacturing sectors.
Overcoming of limitations

- The principal method is truth seeking—honest appraisals of outcomes, critical thinking and good communication among peers.
- The current term is called EVIDENCED BASED MEDICINE
The aim of aesthetic plastic surgery is to enhance beauty, therefore, what is beauty and why it is desirable?
In essence, beauty is emotion. It is a pleasurable emotion elicited by the visual appreciation of form.

- It is characterized by symmetry, proportionality and at the same time uniqueness.

- Beauty stands out from the regular and customary.
Classical Human Beauty
Human Beauty

- It is a representation of symmetry, proportion and visual pleasure. Classically represented by Aphrodite, the Goddess of Beauty and Love and by Apollo a deity that represented the ideal of male youth and beauty.
Human Beauty

- So, the Plastic surgeon’s mission is to take our patients closer to that physical and visual ideal.
Human Beauty

- We have to analyze every curve, shadow and contour in what has been accepted as humanly beautiful in order to replicate these characteristics in our patients.
Human Beauty

- The human female form is curved, the shape is not angular, the abdomen is not flat and board-like. There should be a flowing softness and proportion throughout.
- That should be our goal.
The tummy tuck or abdominoplasty

- It is for the improvement of the abdominal area, many times mistakingly requested as a treatment for obesity.

- The best indication is for post pregnancy stretching of the abdominal wall.
It is not what we take out what determines the result, but what we leave in.
Abdominoplasty dissapointing results

- From the front view, the results appear acceptable
Adominoplasty
**The problem abdominoplasty**

- From the side view, there is an unacceptable fullness and bulge.
- What happened?
- Too much intra-abdominal fat, a problem of obesity.
Obesity as a limitation of good outcomes
Intra abdominal fat surrounding the intestines is the greatest obstacle to obtaining a good result.
Before and after abdominoplasty at 3 months; scars will fade with time.
Facial improvement

- Many times locally there is a great bias in favor of injectable materials.
- Injectable materials are not without problems, they can cause allergic reactions which are very difficult to treat.
- Being in the face, they are also difficult to hide.
Complications
Skin complications of injectable fillers
This is NOT what a facelift should look like.
Facial surgery

- Facelift surgery, properly done, does not leave a stretched appearance or an unnatural look. It only provides for a more relaxed, rested appearance.
Facial surgery
Facial surgery
Emerging technologies

Stem cells

Currently the hot topic in international plastic surgery meetings is the subject of stem cells.
Although the potential for regeneration of tissues has been recognized, the methods of preparation of the cells, optimization techniques and evaluation of outcomes are still in the experimental stage.