



Netcare Waterfall
City Hospital



BEAUTIFICATION AND THE PERFECT FACE



Why do six-month old babies automatically fix their gaze on beautiful faces and ignore more plain looking ones? The answer lies in our genes. *By Dr. V Ching, Waterfall City Hospital*

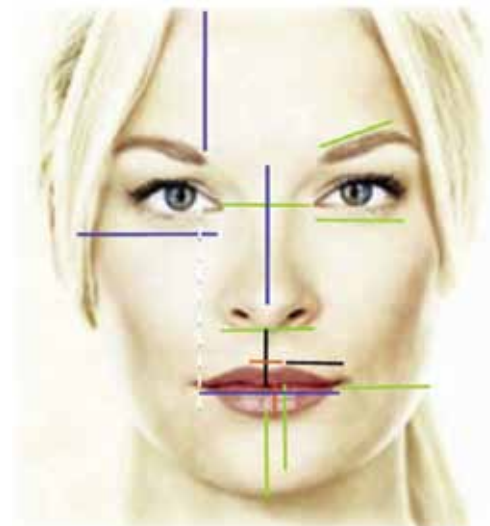
According to scientists, we are all automatically and genetically drawn to people with beautiful traits as these people are perceived more healthy and strong and are more likely to produce offspring with these self-same characteristics. Even a baby knows Beauty is innate.

In life there is a beauty premium and a plainness penalty. Attractive people are more likely to be called back and hired for jobs. They are also more likely to earn higher salaries than their less attractive colleagues.

According to Dr Arthur Swift, a Canadian Plastic Surgeon, there are Universal standards of beauty that cross racial, ethnic and cultural barriers. Furthermore, it is not the human eye that discerns what a beautiful face is, but the human brain. This is evidenced by flashing a picture of a beautiful face on a screen in 5/1000th of a second, then asking an audience if the picture shown was that of an attractive face or a plain one. Invariably, an attractive face is always

noticed to be attractive, even in that short time span – we look with our eyes but see with our brains.

To do this, the brain must be acting like a supercomputer, basing its “beauty decision” on a mathematical concept of beauty. This concept is not new but based on the works of Leonardo da Vinci from six hundred years ago. He noticed that everything beautiful in nature exhibited a Golden Ratio of 1:1.618 (also known as Phi).





This applied to sunflowers, the spiral of a seashell, span of a butterfly's wing and Angelina Jolie's face.

Applying this concept to the female face has many benefits. Using a specific measuring instrument we are now able to calculate where and how to apply facial botulinum and filler products to achieve this Golden Ratio or Phi in all areas of the face to attain a more beautiful you. It is important to note the distinction that a more youthful face is not necessarily a more beautiful face, but a more beautiful face will always look more youthful. As some people age, their facial proportions become more Phi-like which makes them look more beautiful now than when they were younger – case in point : Angelina Jolie and Jennifer Aniston.

The goal and our mandate now as plastic surgeons is to make our female patients the best version of who they can be, without changing who they are.

By dividing the face into three areas: upper, middle and lower thirds, we are able to assess each area individually noting exactly what is required for each area to obtain that Phi-Ratio to enhance, or create a beautiful face.

With age comes deflation, deterioration, descent and disproportion of facial features and components, similar to an unevenly deflated beach ball where there is not only lax skin but also volume loss.


In order to create beauty, Phi principles must to be applied to refill, restore and resurface skin. This must be done in a natural, balanced manner to avoid that weird “pillow face look” which is so common among American movie stars.

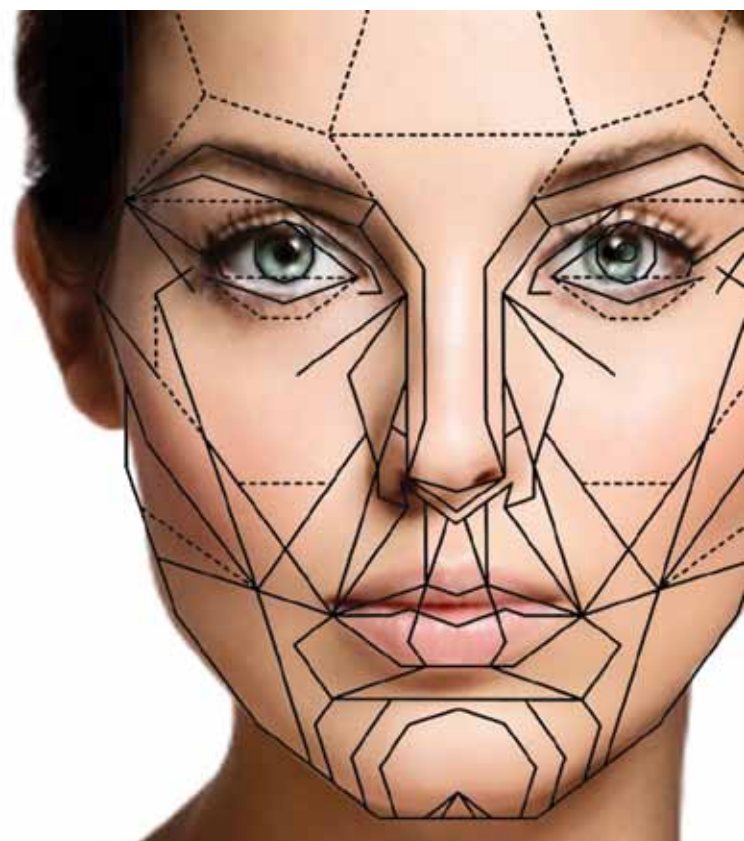
Patients and doctors also need to move away from the habit of chasing lines and wrinkles to adopting the concept of “Global facial enhancement”. This stems from the fact that when patients look at themselves in a mirror or photo, they see themselves in a 2D flattened way which accentuates their lines and wrinkles, while when they look at the rest of the world they see that in a real-life 3D manner. By educating patients about the beauty of their own faces and how this can be enhanced and preserved, patients become less nervous and more open to change. The entire face is assessed and treated, with attention being paid to the forehead, eyes, cheeks, lips, jawline and neck. Not treating the entire face is like painting only half a house or restoring only the front end of an antique motor car.

For those patients that state that they don't want surgery, and have financial constraints,

beautification-using Phi principles may be implemented over a period of time according to a well-planned treatment strategy that would greatly improve the aesthetics of the face but not necessarily give a full face lift result.

We now have the ability to attain this for our patients using fillers and Botulinum, using our knowledge of anatomy, technical skill and surgical experience.

As plastic surgeons, what we do, we have to excel at and do beautifully or else the words of Michelangelo apply: “The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark.” 



Reference: *BeautiPHication™: A Global Approach to Facial Beauty* Arthur Swift, Kent Remington Clinics in Plastic Surgery - July 2011 (Vol. 38, Issue 3, Pages 347-377, DOI: 10.1016/j.cps.2011.03.012).