

DR. DREHSEN'S
GROUND-BREAKING
'EMOTICON EFFECT'



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“The Emoticon Effect”: Focusing on Improving Expression Greatly Improves Acceptance After Facial Rejuvenation

A Simpler Paradigm for and Introduction of the Refresher Lift, Dual Plane Brow Lift and Fat Micrografting Combination in Facial Rejuvenation

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Abstract

Background: Merely mimicking youth in an aging face can be elusive and controversial. Restoring the vitality, pleasantness and fitness of the face (improving the expression/ emoticon) has been greatly rewarding for my patients. Holistic parameters are instilled in our approach to counter the negative societal responses to older faces.

Objectives of the study:

1. Measure the social impact of our focused facial rejuvenations
2. Validate the combination of original techniques used in our series.

Method: 80 medical students were asked to rate, in term of “social acceptance/desirability,” a random mix of the before and after of 15 facial rejuvenations, ages 45 to 75.

Results: A clear gain in social acceptance is demonstrated in “After” results.

Conclusion:

1. The marked increase in social acceptance after improving expression or “Emoticon Effect” amply supports this simple paradigm in the planning of a facial rejuvenation.
2. The combination of a vertical *Refresher Lift*, a modulated *Dual Plane Brow Lift* (subcutaneous/subgaleal) and simultaneous sectional *fat grafting* has been instrumental in obtaining the desired results

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INTRODUCTION

Without doubt, youth and beauty have a universal appeal and the importance of a pleasant and dynamic expression (perhaps what could be called facial fitness) in the job market or for most socially involved careers and in everyday life, is hardly a new concept.

With age changing facial outlines often create unflattering and misinterpreted expressions that at times trigger discrimination, indifference or prejudice. In the digital world, emoticons symbolize facial expressions, with an assembly of simple linear characters. **Facial expressions and Emoticons alike** are instantly understood as they symbolize with few lines or “vectors” universal human emotions or state of mind.

The never-ending search for the fountain of youth boosted by an unabated commercialism has all but obscured the concerns for the deep motivations of our patients. We all can agree that none of the latest “technological wonders” rivals the effectiveness of a sophisticated face-lift.

Examples of ineffective, unnatural, or frankly distorting “quick lifts” and other miraculous nip and tucks are many. The myth of quick and cheap fixes has in effect displaced a number of highly effective procedures with an ever-growing arsenal of ill-guided, mediocre non-invasive techniques and quasi-ineffective technologies.

The widespread examples of Hollywood celebrities ‘faces oddly transformed by misguided rejuvenation goals and abnormal hairlines, pixie ears, gaunt, tight windswept features and lifeless stare have gone a long way to instill the fear of “facelift look.”

The following samples of rejuvenations represent my efforts of more than 10 years and 700+ cases at clearly defining goals for my patients that address their deep concerns as well as their unique aging characteristics and refining a highly effective surgical approach to revitalize and rejuvenate their facial expression while avoiding commonly seen post-surgical distortions.

THE STUDY

Data Collection:

A random mix of before and after photos of 15 patients was reviewed by 80 medical students. Subjects were asked to grade each photo in term of social acceptance/desirability on a scale of 1 to 5, with the below associations:

- 1: Very pleasant (would like to meet them)**
- 2: Pleasant**
- 3: Somewhat pleasant**
- 4: Don't care/Neutral**
- 5: Don't wish to meet them**

The reactions to these before and after photos were recorded.

The following page shows the sample pictures used:



Figure 1. Before and after photos of patients used in our study.

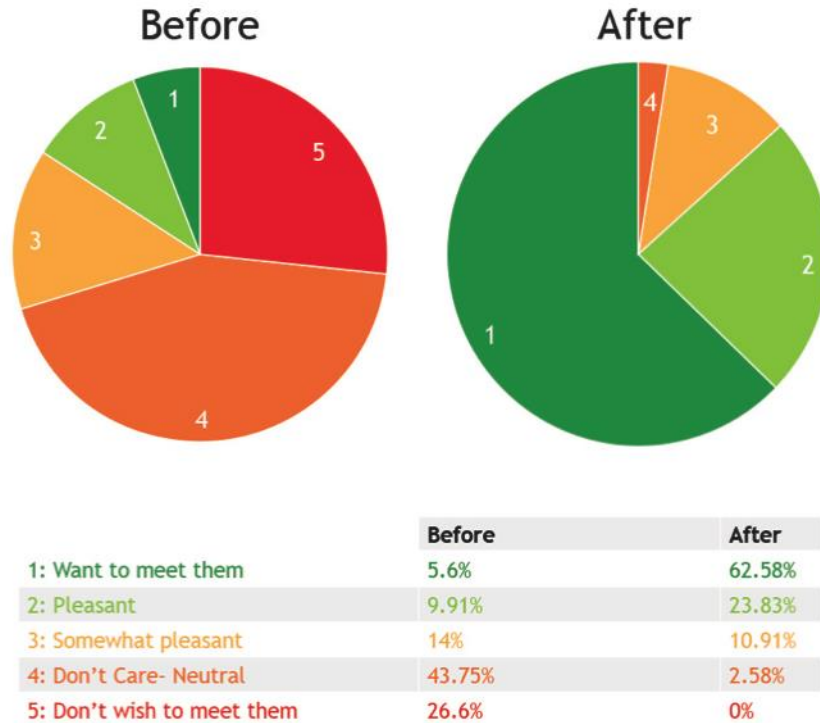


Figure 2. Pie chart outlining the percentage findings of our study.

Results:

Rating	BEFORE	AFTER	TOTAL
5	320	0	
4	525	31	
3	168	131	
2	119	286	
1	68	751	
TOTAL MARKED	1200	1200	
AVG	2.246	4.114	
# photos	15	15	
Participants			2400

Figure 3. Results from our study.

In Summary:

- 25% Before photos are rated undesirable versus 0% After
- The Indifferent group has decreased by over 90% After
- The Very Pleasant group has increased more than tenfold After

These well-received rejuvenations are all the results of the combination of **Refresher Lift, Dual Plane Brow Lift** and fat injections.

Discussion:

Today's America greatly rewards iconic beauty, but "social attractiveness," or popular appeal, fitness and dynamism is even more in demand, as evidenced by reality shows, TV personalities, CEOs, politicians and other public figures. The six basic categories of facial expression recognized across cultures include disgust, fear, joy, surprise, sadness, and anger.* Facial expression is unambiguously social, in that facial expressions are produced with greater frequency and intensity in social situations. Human facial expressions have multiple signaling functions.

These signals from scanning the direction of facial lines or vectors transcend cultures and are understood by all at any age.

The popularity granted by society is certainly greatly influenced by the physical perception of the individual's expressions regardless of feelings, age or convictions.

Not surprisingly repeated negative or adverse perceptions of aging individuals by their social environment can become a significant motivator in seeking rejuvenation.

Facial expressions, similar to computer emoticons, rely on few vectors to convey a variety of these social signals. Most negative expressions are characterized as downward vectors and upward vectors convey youthfulness and pleasantness. (Figure 4) Our Refresher Lift combination consistently achieves this reversal of vector.

For many individuals, health or well-being is related to the mental, emotional, and social consequences of their appearance.**

Several studies have shown that cosmetic interventions, surgical or nonsurgical, can help improve the quality of life and psychological well-being of patients electing to undergo these procedures.

While studies spanning four decades report that most people undergoing cosmetic interventions are satisfied with their results, less studied is the outcome in psychosocial terms.††

* Schmidt, Karen L, Cohn, Jeffrey F. Human Facial Expressions as Adaptations: Evolutionary Questions in Facial Expression. *Am J Phys Anthropol.* Am J Phys Anthropol. 2001; Suppl 33: 3–24.

** Sadick, Neil. The Impact of Cosmetic Interventions on Quality of Life. *Dermatology Online Journal.* 2008; 8: 2.

†† Bradbury, ET. Psychological and Social Factors in Reconstructive Surgery for Hemifacial Palsy. 2006; 59 (3) 272-8.

Introduction of the Combination: Refresher Lift, Dual Plane Brow Lift and Fat Micrografting

The following combination of procedure has achieved our primary goals:
Revitalize the facial expression and restore a dynamic, healthy and youthful look.

Refresher Lift: Involves vertical restoration of the malar pad and jawline with powerful suspended double superficial musculoaponeurotic system rhytidectomy (SMASectomy) closure and platysmal flap.

Dual Plane Brow Lift: provide medial and lateral brow elevation with double subcutaneous/subgaleal loop suspension secured to orbital rim and pretragal fascia.

Fat grafting as required to restore youthful contours to ant cheek, temple, brows, nasolabial fold, paragenial and lips.

Correcting Facial Vector



Fig 4. Correcting facial vector in a 50-year-old woman through Refresher Lift, Dual Plane Brow Lift, intraconjunctival blepharoplasty and fat grafting to the cheeks, temple, brows and lips.

“THA” Double SMASectomy

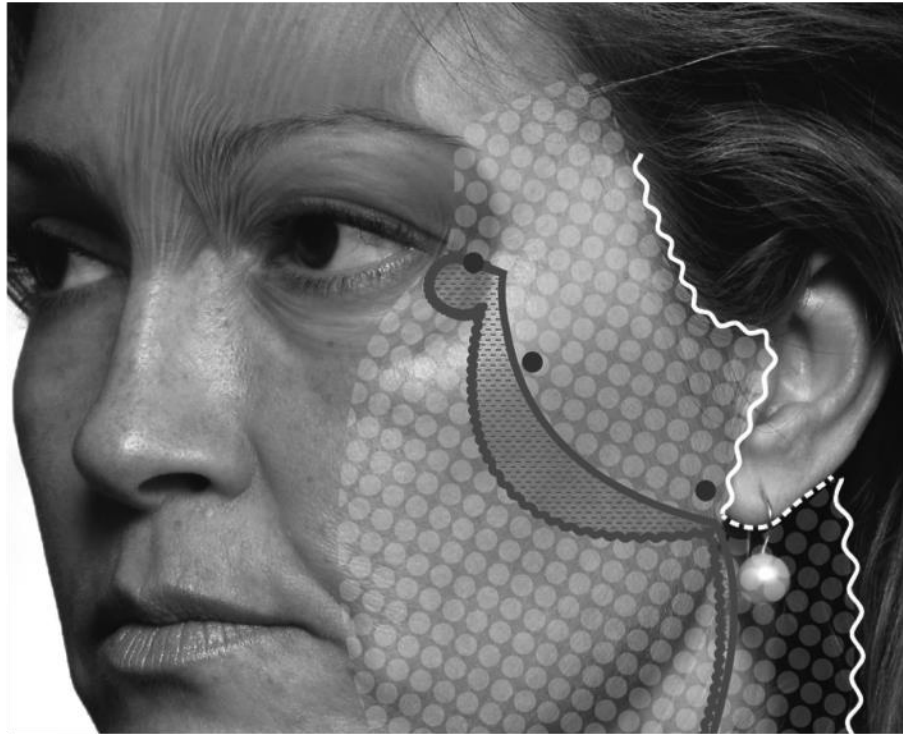


Figure 5. Excision pattern of the double SMASectomy.



Figure 6. Double SMASectomy(lateral orbicularis and superficial SMAS wedge excision with 3.0 Mersilene interlocked purse-string suture, twice suspended to the orbital rim fascia and twice overlapping the repair.



Figure 7. Routine intra-operative fat grafting to brow and face.

Procedure 2 – Dual Plane Brow Lift



Figure 8. Subcutaneous undermining. Vertical split of frontalis muscle for cortical drill holes access, subgaleal brow mobilization and corrugator avulsion and brow suspension with 2 loops of 3.0 Mersilene.

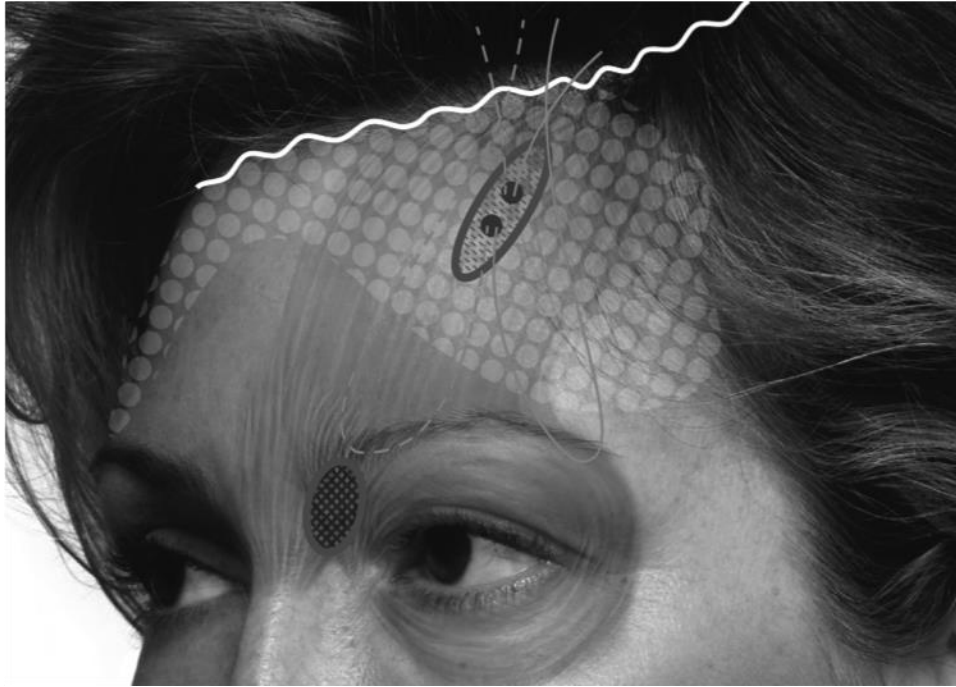


Figure 9. Medial and lateral subgaleal suspension loops.

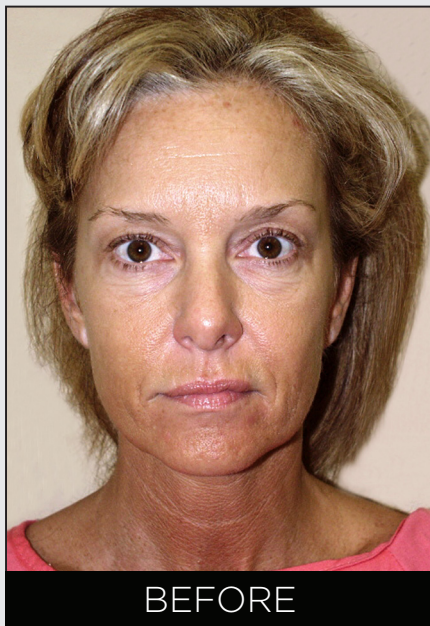
Fig.17. 50-year old before and after Refresher Lift Brow, Dual Plane BrowLift, lower blepharoplasties and fat grafting.

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For more than 25 years, Dr. Christian G. Drehsen has been perfectly balancing the art of effortless beauty with the science of cosmetic surgery. This instinctive propensity for innovation leads to extraordinarily natural results. He built the Clinique of Plastic Surgery Centres by combining the latest in technology with his passion for perfection in cosmetic surgical procedures. His prominence is based on his unwavering desire to apply new surgical techniques for seamless results for his clients.

Real Patients. **Real Stories.** Just Like You.



"I hope to keep looking as young as I feel. My secret isn't a miracle cure or a magic cream - just Dr. Drehsen's skilled commitment to looking great." - Tia

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