
PRESENTATION



“Rhinoplasty has traditionally been considered a surgical procedure to restructure the osseocartilaginous framework of the nose in order to improve appearance and often breathing. However, the form of the nose is a complex of curves, hills, valleys, highlights and shadows formed not only the underlying framework but the nose’s covering as well. Much less attention has been paid to the skin- soft tissue envelope, and even less has been paid to the effects of the nasal musculature on appearance.

Over the past 10-15 years, our understanding of facial muscle dynamics has greatly expanded, and with it, an improved appreciation of the effects of the nasal muscles. Bolstered by our expanding mastery of neuromodulators, we now can reliably predict the effects of chemodenervation in the face, and the nose in particular. Coupled with a safer and more predictable assortment of injectable soft tissue fillers, minimally invasive treatments of the face have now become mainstays of facial plastic surgery. In this work, Drs. Braccini and Redaelli have thoughtfully applied minimally invasive procedures to rhinoplasty. This attention to detail falls in the realm of the “art” of rhinoplasty, and even those surgeons who chose not to perform these procedures can appreciate the aesthetic analysis these doctors display.

While these minimally invasive procedures will not replace surgical rhinoplasty, the aesthetic analysis necessary for injection rhinoplasty will also serve to enhance any surgeons appreciation of the nuances of the nose and the subtlety of rhinoplasty.”

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Drs. Redaelli and Braccini are to be congratulated for their very informative and practical treatise on the basic principles and clinical practice of non-invasive, medical rhinoplasty. This comprehensive, well-illustrated text is replete with a wide array of clinical cases that covers the gamut of what a practicing physician might encounter when treating patients with naturally occurring or post-operative asymmetries of the nose.

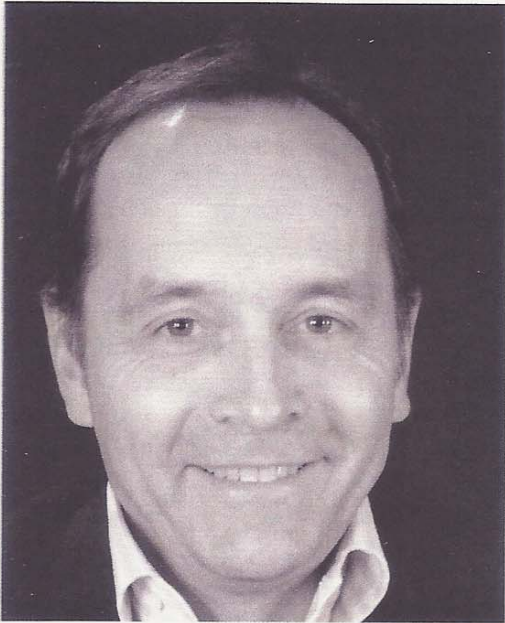
This is a book that is well over-due. It is well written and easy to read. Its value is in its clear descriptions of basic nasal anatomy coupled with important biometrics necessary to accurately assess asymmetries and anatomical anomalies that can be easily corrected by neurotoxin injections and soft tissue filler implantation. It is a technique oriented textbook that explains with abundant clinical photographs who, how, where, when and how much to inject to obtain the desired aesthetic results.

There is a plethora of information on the history and anatomy and how it relates to facial aesthetics. This well written instructional manual addresses important principles of patient selection, documentation and photography, all of which are essential aspects of clinical aesthetics. The authors take an artistic approach to medical rhinoplasty, illustrating their techniques of neurotoxin and filler treatments in a very precise educational manner, which also include contraindications of therapy, selection of preferred products for certain outcomes and legal considerations. It is a concise but all encompassing handbook on how to improve unaesthetic changes that can occur in the nose in one's lifetime due to chance, age or surgical interventions. After reading and digesting all the concepts emphasized in this book, the reader will be well-equipped with the knowledge that is necessary to manage different nasal defects, which, prior to the advent of neurotoxins and soft tissue fillers, were only correctable by surgical intervention. This book is a must for any physician who cares for the aesthetic needs of their patients and who want a reliable, authoritative text to guide them in the proper and innovative ways in which to enhance the aesthetic appearance of the nose.

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Rhinoplasty dates back to 600 BC in India. At the time it was meant for adulteresses with cut off noses.

As for cosmetic rhinoplasty it started at the beginning of the 20th century and became widespread since.

Rhinoplasty carries this unique dual aspect: improving the appearance and improving nose's physiology. This is why we can state it is an extremely delicate operation requiring highly sophisticated skills. This is accentuated by the fact that the nose sits at the centre of the face.

During the last 15 years, rhinoplasty took a giant leap forward owing to new surgical techniques and new tools allowing to perform a true medical rhinoplasty.

The great merit of this book by Dr Frederic BRACCINI and Dr Alessio REDAELLI is to deliver an excellent review of the whole spectrum of these innovations through their own medical and surgical expertise, dedicated to the Nose, a major feature for each one of us.

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Scientific director of the Mondial Anti Aging World Congress

Scientific Director of Expert to Expert team

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