

ABSTRACT

Esthetic medicine and anti aging-medicine create new value in medical treatment.

ARTICLE 1

Aim

The aim of present study was to evaluate effectivity of certain procedures of esthetic medicine. We intendet to check, if facelifts, blepharoplastic, botox treatment or lips enhancement bring real, measurable improvement in face attractiveness in patients.

Materials and Methods:

We have used collective intelligence with questionnaires. The task of subjects was to assess attractiveness of patients before and after the treatment on the basis of photographs. Pictures were collected from websites of several american and european plastic surgeons and esthetic medicine doctors.

Results

Results have shown, that each treatment gives statistically relevant improvement in face attrativeness after the therapy. Best improvement was noticed after blepharoplasty and Botox injections. The highest reproducibility possess face-lifting and Botox treatment. Lips enhancement showed also statistic relevant improvement, however the value was the smallest of all.

Conclusions

All treatments in esthetic medicine result in statistically relevant improvement of patient face attractiveness. Lip enlargement should be done from doctors who are specially trained for this treatment.

ARTICLE 2

Aim

The second article should find the most esthetic proportions of eyes, or nose or mouth toward the head contour. Plastic surgeons or esthetic doctors change these proportions to produce effect of youth and attractiveness. This study should show which change is effective to produce more attractiveness of human face.

Materials and Methods:

Also here we have used questionnaires and collective intelligence. We have employed Photoshop to modify female and male models faces. Chosen structures (eyes, noses, mouth) were modified up to 90%, 95%, 105% or 110% of original value, while the remaining structures and head contour stayed unchanged. 167 probands produced around 18 thousands estimations.

Results

Results have shown that responders prefer bigger eyes, smaller noses and smaller mouth. The last finding is not in accordance with daily practice of lip enhancement in doctors offices. Discussion have proven, that this unusual result may be the effect of immovable photos, while in reality, patients move and have rather strong mimic. This can influence the results. We have also discussed that small mouth may be really preferred and moderate use of fillers is recommended.

Conclusions

Results of the study confirm that esthetic taste of respondents is in accordance with general line of esthetic medicine treatments. Only lip enhancement is to be done with high precision and rather reserved.