

Reshaping the nose

SYDNEY PLASTIC SURGEON **DR POURIA MORADI** GETS TO THE BOTTOM OF WHAT MAKES A BEAUTIFUL NOSE. LIZZY FOWLER REPORTS.

It takes centre stage on the face and, if international statistics are to be believed, an overwhelming number of us are unhappy with its appearance. But, thanks to rhinoplasty, which has appeared amongst the top five most popular cosmetic procedures around the world for the last five years, thousands of men and women look more fondly at their noses every year.

In Australia alone, it's estimated that plastic surgeons perform around 4,000 rhinoplasty procedures each year, making it the country's 4th most popular aesthetic surgical procedure, behind liposuction, breast augmentation and eyelid surgery. Yet, according to Sydney plastic surgeon Dr Pouria Moradi, it can result in some of the happiest outcomes – perhaps because of the overall impact a misshapen or oversized nose can have on the rest of a patient's face and, consequently, on their self-esteem.

'When performing rhinoplasty my ultimate goal is to achieve a happy patient. But this process begins long before the surgery itself,' says Dr Moradi, who is based at

Silkwood Medical in Sydney's Bondi Junction. 'A successful surgical outcome is obviously key to a happy patient, but just as important is the consultation that takes place before the operation, and the ability of the surgeon to tailor the operation to address the concerns a patient has with their nose, whether cosmetic or functional.'

It's during the initial consultation that Dr Moradi gets to the bottom of what these concerns are – and they will vary widely for each patient. 'The initial consultation takes around one hour, during which I will take a detailed clinical and medical history focusing on the exact concerns of the patient and paying particular attention to any previous trauma, operations or medications the patient may be on and any breathing difficulties they may have,' he says.

Dr Moradi then performs a clinical examination. 'We look at the internal structure and the external appearance of the nose,' he says.

'It's also important to assess the harmony and relationship of the nose with the rest of the face – for example, is the

nose really "too big" or is the real issue that the chin is too small?' he adds.

It's important for Dr Moradi that each patient is aware of what a rhinoplasty involves, and that they understand why he recommends certain adjustments. As well as discussing the possible risks and complications inherent to rhinoplasty and surgery in general, Dr Moradi draws the anatomy of the patient's nose – including details of the cartilages and bone structure – to better describe the operative manoeuvres he believes will address their concerns.

According to Dr Moradi, visualising the changes that are going to take place helps a patient feel comfortable and confident in proceeding with surgery. He's therefore invested in the latest digital imaging software to help patients predict what their outcome will look like.

'We use the Vectra to capture three dimensional photographs of the patient's face, profile and nose,' he explains. 'I can then use sophisticated software to simulate the surgical manoeuvres I described earlier in the consultation. This allows the patient to see an accurate representation of how they might look after their operation.'

Using digital imaging also allows Dr Moradi to assess the patient's nasal dimensions in relation to their facial measurements. 'By cross checking the size of the nose with the height and width of the face I can ensure that a rhinoplasty is in fact the correct procedure and not a genioplasty, where I might increase or decrease the size of the chin,' he says.

According to Dr Moradi it's important each patient has time to digest all the information they're given during the initial consultation before they decide to proceed. 'I give each patient my personal email address and encourage them to contact me with any further questions,' he says. 'Should they want another consultation I always offer this free of charge and, if they decide to proceed, there will be a further meeting where we review the 3D model again and discuss the risks and complications once more.' Patients are also invited to spend time with the practice nurse at Silkwood, who discusses the procedure with the patient.

Rhinoplasty is commonly performed using either the open or closed technique. Although the latter means that no incisions are made on the outside of the nose, Dr Moradi prefers the open technique, especially where he needs to make any adjustments to the tip of the nose. During an open rhinoplasty, a small incision is made at the base of the nose, between the nostrils before the surgeon carefully lifts the nasal

skin back in order to work on the cartilage and other tissues inside the nose.

'Although the swelling may take longer to settle post-op, this technique gives absolutely the best view of the anatomy of the nose and allows you to accurately perform all your surgical manoeuvres with precision,' says Dr Moradi. 'It takes away the guess work involved with a closed rhinoplasty.'

However, the approach Dr Moradi takes depends very much on each patient. 'For example, a man who has broken his nose playing football and needs the nose and septum straightened, a closed rhinoplasty would be a better approach.'

Although Dr Moradi says all patients should expect to experience swelling and bruising, he says that after four weeks the swelling will settle. The end result? 'Having delved to the bottom of what was troubling each patient about the appearance of their nose and having prepared them for the changes they were going to see, the ultimate outcome is a happy patient,' Dr Moradi concludes. **csbm**



BEFORE



AFTER rhinoplasty by Dr Moradi



BEFORE



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