

# The Perfectha solution

**Dr Kathryn Taylor-Barnes** reports on a training workshop she attended with Mr Ash Labib on non-surgical rhinoplasty using Perfectha

**O**n December 15 a small group of experienced injectors attended the prestigious Royal Society of Medicine training rooms for a real treat. Instead of another busy clinic day in the run up to Christmas, we had the privilege and pleasure of learning from the best - Mr Ash Labib of Wolverhampton. Mr Labib is an independent trainer and was asked to teach this masterclass by Sinclair as he is the country's leading expert in techniques for non-surgical rhinoplasty, having carried out over 1,200 procedures in the past two years. The first injectable filler rhinoplasty took place in 2002 in Seoul, Korea and was written up by Han et al.<sup>1</sup>

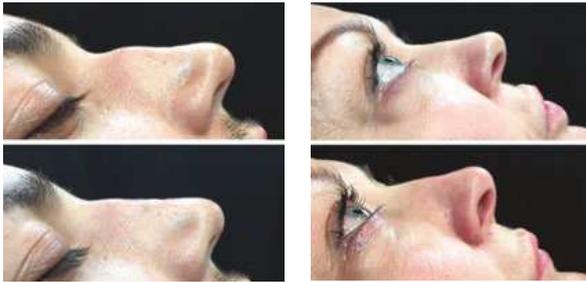
Hannah Nolan from the Sinclair team held the fort whilst Mr Labib was delayed in traffic for the session start. She gave a lovely comprehensive overview of the hyaluronic acid Perfectha range and our keen group were able to discuss their experience with using Perfectha.

Mr Labib gave us a full and careful presentation of non-surgical rhinoplasty, including his patient experience with the procedure and highlighted aspects of safety. Although surgical rhinoplasty has been historically popular there are risks with general anaesthesia and up to two weeks post operative recuperation as well as a costly outlay (average

UK cost £3,000-5,000). According to BAAPS website there were over 3,500 surgical rhinoplasties performed in the UK in 2014 and it is the second most popular facial surgery in men after blepharoplasty. These figures show that there is great interest in noses in the UK population and its aesthetic value is important.

Even in patients with initial satisfaction post surgery some can experience slight asymmetries, depressions and contour irregularities occurring even several years after the surgery. These issues can be corrected by using dermal filler injections. Mr Labib showed us a case of an overzealous rhinoplasty with immediate complication of excessive reduction of the bony or cartilaginous dorsum which was safely remedied with dermal fillers without the need for grafting or further surgery.<sup>2</sup>

There is a definite need to offer non-surgical rhinoplasty as an option to our patients both for those who have not had surgery and those who have had surgery but need a gentle fine tuning. As an aesthetic practitioner it is really exciting to now have another facial area where we can use our reliable and safe hyaluronic acid fillers to improve nature's imperfections and make a real difference in a person's life. A thorough chat with your patient before the procedure is



Photos Mr Ash Labib

needed to ensure your patient has realistic expectations of the likely end result as this treatment cannot make larger noses become smaller in size. However American surgeon Alexander Rivkin noted from his experience injecting in 2003-2009 that straightening the nose made it appear smaller, as it blended better with the contours of the rest of the face.<sup>3</sup> As a practitioner it is generally best to under promise and over deliver to avoid possible complaints and litigation in the future as advised by Ireland based aesthetic nurse Kathryn Revell.<sup>4</sup>

Perfectha range suitable for nose injection includes Perfectha Deep and Perfectha Derm. Both come in a 1ml syringe, although a full syringe may not be needed at the initial treatment. It is good practice to follow up your patient one to two weeks later. Anaesthetic is not required as the procedure is quick and small volumes injected slowly. The Perfectha HA is injected and afterwards easily moulded to smooth out the nasal deformity. This is where a good aesthetic eye is vital as you are effectively resculpting the nose and even a small change makes a big difference to the face.

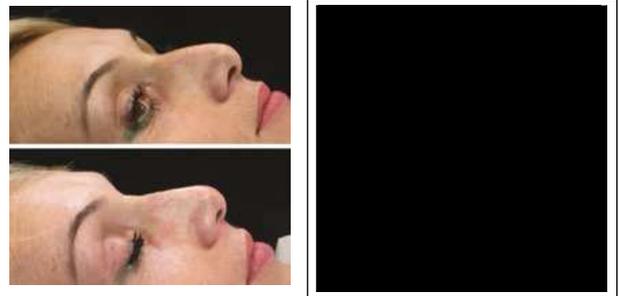
Mr Labib also explained the importance of preserving ethnicity when deciding with your patient what nasal correction is needed. He advises being mindful of the other facial features and keep the nose in harmony with them. We discussed the nose of Michael Jackson after his many surgeries and that dermal filler could have improved on his end result if Michael was still alive today as some might agree that his nose ended up being too fine and feminised for his face.

Despite being a small training group, we had plenty of models on the day each provided by the delegates so that the cases could be followed up. The afternoon was spent injecting or observing and also chatting to the patients about how they felt the procedure went. All were happy with the outcome and my patient even said it changed her life.

Mr Labib taught us useful tips at the training session including injecting with needle bevel downwards on the nasal bone and optimal angle of needle skin penetration when injecting different areas of the nose. Anatomical danger zones were highlighted and we were all reminded that aspiration prior to depositing product is key to avoid vascular accidents. Also if patients wear glasses, it is best to advise them to wear contact lenses for at least three days post injection treatment to prevent the newly placed filler becoming indented. Taking good photographs pre and post procedure ideally using a dark background is really important to record what changes have

taken place to the nose outline using the fillers. Our model patients on the day really enjoyed seeing their immediate pre and post results from the camera shots. The eye can struggle with looking in the mirror angled to the side to see just how much an improvement in nose profile has been made with only two to three injections.

This simple procedure can be carried out in a lunchtime without much disruption to your patients schedule and all our models were happy to return to work that day without having to hide away. Minimal bruising, temporary redness and a few days of soreness are to be expected but all our models said they would 100% recommend non surgical rhinoplasty to their friends and family. The instant psychological lift and confidence boost is easily achieved after this nose improving treatment as a small change to the nose- a central focal point to the face, makes a big difference to how we look. Personally I feel it's excellent value for money considering the filler tends to last over 18 months and is a straightforward quick procedure with



Photos Dr Kathryn Taylor-Barnes

limited downtime. At the end of our session we had a debrief and opportunity to have an open discussion with Mr Labib and the other trainees about how the day went and what we had learned. This was really helpful. As a token of our appreciation to Mr Labib for his excellent teaching we presented him with a gift of a nose shaped pencil sharpener! He found this very humorous and will not forget our training group for a long while. Non surgical rhinoplasty is here to stay and perhaps one day it will be a rarity to see someone with a crooked nose. The future of global beautification looks very rosy indeed. **The one-day course cost £750 and includes a take home training pack provided by Sinclair ISPharma which includes 10 boxes of Perfectha (six deep, four Derm). To book call Joanna on 0207 467 6958.**

**VERDICT - Highly Recommended AM**

#### REFERENCES

1. Han SK, Shin SH., Augmentation rhinoplasty using injectable tissue - engineered soft tissue: a pilot study. *Ann Plast Surg* 2006 Mar ;56(3):251-5
2. Bray D., Hopkins C., Injection rhinoplasty: non surgical nasal augmentation and correction of post rhinoplasty contour asymmetries with hyaluronic acid: how we do it. *Clinic Otolaryngology* 2010 35,220-237.41
3. Rivkin A, Non-surgical injection rhinoplasty with calcium hydroxylapatite in a carrier gel ( Radiesse): a 4 year, retrospective clinical review. *Cosmetic Dermatology* 2009 22 ( 12): 619-24
4. Revell, K. Non-surgical rhinoplasty: How to choose the right patients and products in practice. *Journal of Aesthetic Nursing*. Jul 2013;2(6):294-300



Dr Kathryn Taylor-Barnes is a Richmond-based GP and medical director of The Real You Clinics in Surrey. She started her clinic in 2004 and specialises in cosmetic injectables.