

'Who dun yer face?' The quest for non-surgical facial aesthetics

This was the paraphrased question that Sir Alan Sugar asked *The Apprentice* finalist, Dr Leah Totton, during the nail biting conclusion of the final episode of the reality TV show. In the end, Lord Sugar chose Dr Leah and her business plan of setting up a chain of facial aesthetic clinics with a proposed good turnover, good profit and profitable exit strategy.

Facial aesthetics is a fast growing industry and who best to provide this treatment than the dentist? Dentists are good with assessment, examination and diagnosis, and especially good with needles! They have to administer local anaesthetic to undertake most dental treatments. They are highly skilled at inserting fine needles into soft tissue. They are also good at pain management, following up with their patients and compliance aspects of their dental practices in order to provide a professional service for their patients.

With the recession almost over, many more patients will seek further aesthetic dental treatments including facial aesthetics work.

An essential asset

In the appearance-related society, having a beautiful smile is an essential asset. The quest to improve their face, fade away facial lines, wrinkles and folds is desirable for many patients.

Many patients are more educated in the types of treatments that are available and have started requesting these facial aesthetic treatments more frequently. As with most

aesthetic treatments, subtlety is the key and having a natural appearance is essential. However, there exists a category of patients who want an extreme and exaggerated form of treatment, such that it may cause others to remark 'who done yer face?'

Professionals treating these patients need to carefully advise what is possible and what is not, and when requests may be unrealistic it is essential to discuss this carefully with patients. As with all treatments, patients need to know the risks and benefits and the advantages and disadvantages of the treatment, together with when maintenance and top-up treatments may be needed and the likely costs associated with treatment and the financial arrangements that need to be made.

Updating knowledge

In *Aesthetic Dentistry Today* we have a regular special section dedicated to this field of facial aesthetics. More dentists want to learn the techniques and this month we feature one of our winners from this year's Aesthetic Dentistry Awards, Dr Ian Hallam, who presents his case that won the Facial Aesthetics category (please see pages 38-45). We will continue to bring you excellent articles in this field to update readers' knowledge in this fast developing field.

This edition we bring you excellent articles on aesthetics, such as the feature by Dr Magda Eldiwany on the importance of making a correct diagnosis and treatment plan and Dr Jack Griffin's article on monolithic zirconia crowns.



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Perhaps next year we will see a dentist as a finalist on *The Apprentice*, or an apprentice type of competition in one of the dental journals. In the meantime, please remember to submit your cases for the 2014 Aesthetic Dentistry Awards, which this time will be bigger than ever before.

Best wishes,

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