



Facial Analysis

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An increasing number of patients are seeking treatment today to improve their appearance. Clinicians are constantly looking for guidelines as to what the perfect face should be. Anthropometry, cephalometrics, painters, artists and different specialists have made contributions such as grids, templates, analysis, measurements, proportions and ratios. All these attempts were not able to fully express the complexities of facial esthetics.

Facial analysis is a place where science meets art. Rigid guidelines in diagnosis and treatment of faces would lead to standardization and patients losing their identity. Beauty is not in the norms; it is “in the eye of the beholder”. However, facial analysis still needs consensual rules and should involve a multidisciplinary treatment approach.

This lecture is not an attempt to develop a new concept of facial esthetics but will rather show what to look for in faces and how to individualize existing guidelines and techniques to the specific needs and esthetic viewpoints of our patients.