

How to achieve facial balance effectively

Frances Furlong presents three treatment cases, demonstrating how to use facial aesthetics effectively to create facial balance

When looking at a face and trying to make it balanced or attractive to the eye, mathematics and artistry play an important part. Leonardo da Vinci stated 'man is proportionate' when developing drawings on human form.

Facial aesthetics and cosmetic surgery trends have changed over the years, patients are demanding a more natural, youthful look. 'Trout pouts', over-filled pillow faces and the frozen look are not attractive.

The first thing to note is that although 'beauty is in the eye of the beholder' the patient has to be happy with the results and getting a firm idea of their likes and dislikes is essential. Going ahead and doing what you think never leads to a satisfied patient. Sitting with the patient and having a proper discussion about what their facial aims are is essential to a successful assessment.

Looking at the facial balance is another important aspect – patients will often complain that they feel heavy and drawn in the lower face. However, if fat loss is apparent in the mid face and cheek area then this needs to be pointed out to the patient, and it may be more proactive to volumise these areas in order to gain a better lift.

Assessing the face for asymmetry is important, there are not many of us who are symmetrical. However, those who are like Brad Pitt and Angelina Jolie are considered the beautiful people in our society – they have very symmetrical faces and good facial structure.

Trying to achieve a good facial balance will make people generally look more

Aims and objectives

To present three case studies demonstrating how to use facial aesthetics effectively to create facial balance.

Expected outcomes

Correctly answering the questions on page 89 will demonstrate you understand how to use facial aesthetics effectively to create facial balance.

Verifiable CPD hours: 1



Figure 1: Before

attractive but more importantly, restore their confidence.

I always give my patients a handheld mirror and ask them to specifically point out the areas of concern. This gives them the reassurance that I am taking in all of their problems, facial aesthetics and dermatology. Like a partnership, compromises have to be made with certain requirements – trust in the practitioner administering the treatment, trust by the patient to follow pre- and post-care instructions and having an accurate



Figure 2: After

medical history all help to ensure high satisfaction with minimal problems. When patients feel happier and confident I notice changes at their review, not only with their results from aesthetic treatments, but also changes to their hair style or colour, make-up, changes to their clothes and, importantly, a sparkle in their eyes. The emotional impact of undergoing these transformations cannot be underestimated.

Case study one: full face rejuvenation

This 52-year-old lady came to the consultation wanting to address factors that were causing her to look tired and, in her own words, miserable looking (Figure 1). On assessment, various lifestyle factors were addressed, including smoking habits – she had been a heavy smoker for 25

Frances Furlong Rgn BSc(hons) Inp is an aesthetic registered nurse consultant, with over 14 years of experience in aesthetics and dermatology. Frances is an independent nurse prescriber and director of perfect skin where she runs eight clinics on a mobile basis. She was runner-up at the aesthetic awards as best mobile practitioner in the UK. For the last four years, she has been a beauty judge for the Instyle Beauty Annual Awards.