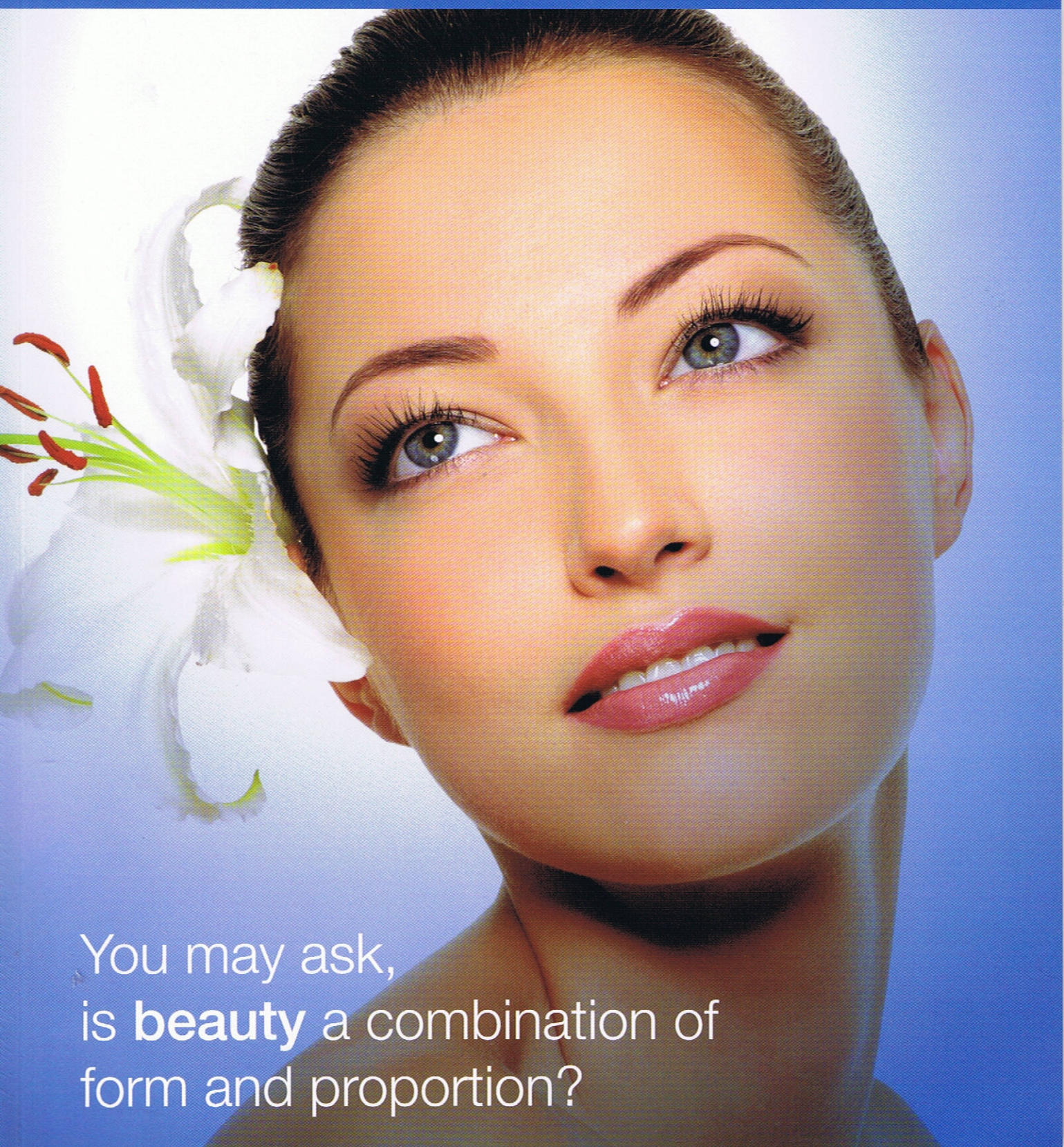




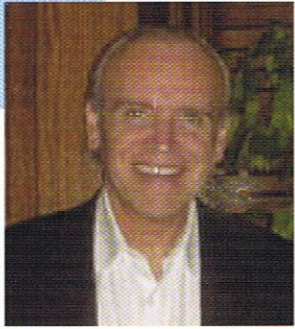
AMERICAN JOURNAL *of* AESTHETIC MEDICINE

Reach out to Medical Professionals

Issue 01 – July 2010



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is **beauty** a combination of
form and proportion?



Editor's Message

Dr. Alexander Krakovsky, MD, PhD, Dr.Sc, FAAPS.
Editor in Chief of AJAM
General Secretary of the American Academy of Aesthetic Medicine

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Standards of beauty have changed according to what a culture believes to be valuable.

Dear Friend and Colleagues,

I am truly pleased and honored to have this opportunity to welcome you into the new world of Aesthetic Medicine, the American Journal of Aesthetic Medicine.

It is time to launch our own journal where we will publish all of the new advantages in the aesthetic medicine field, scientific articles in this area of medicine and surgery, communicate with our colleagues around the world, and what is most important, discuss the concepts and views about aesthetic medicine, the medicine of beauty.

At the present time, Aesthetic Medicine is one of the most advanced and developed areas of medicine in the world. In addition, Aesthetic Medicine is currently more popular than any other field of medicine because Aesthetic Medicine, the medicine of beauty, has become not only a part of our daily lives, but also an art and a culture in itself.

Many people wonder whether beauty is an illusion or a reality. Beauty may characterize a person, an object, or an idea that represents a pleasurable experience of any kind. From the philosophical point of view, aesthetic medicine represents a branch of practice that deals with the characteristics of beauty, and in particular, a

form of art that creates and appreciates beauty.

You may ask, is beauty a combination of form and proportion? A balance between shape and volume? A feeling of attraction and emotional well-being?

Aesthetic medicine is the medicine of beauty. It is not only a science, but is also an art. Unlike other specialties of medicine and surgery, aesthetic medicine needs to be viewed as an art because it requires not only a precise understanding of the human anatomy and physiology, but also an eye for beauty and a true sense of what is aesthetically pleasing to one's culture.

Standards of beauty have changed according to what a culture believes to be valuable. The history of painting represents a wide range of different standards of beauty from one generation to another. Also, style and fashion cross between culturally influenced perceptions of beauty.

Early western theory of beauty was based on the classic Greek and Roman culture, which represented the golden ratio of symmetry and proportion.

Rediscovery of beauty during Renaissance's cultural movement profoundly affected the intellectual life and as a result the concept of style and beauty. In modern era, the concept of beauty has changed again because of the influence of contemporary culture. However, people who are young with smooth skin and well proportioned bodies have traditionally been considered to be the most beautiful people throughout history.

The concept of youth (anti aging) has been adopted by every culture in the world. The Anti Aging social movement has gradually affected virtually all society on the planet, and has taken over gerontology, the concept of aging, almost a quarter of

century ago. Similarly, the concept of life extension attempts to slow down the aging process and is trying to extend not only the maximum but also an average lifespan. Life extension also interlinks with the use of organic nutrition products and numerous dietary supplements; hormone replacement therapy and stem cell research; cosmeceuticals and plastic surgery.

Aesthetic Medicine today is winning the art and science of cosmetic and plastic surgery fields by transforming them into the beauty of face and body and establishing a new discipline that fulfills the human instinct for appreciation of balance and form.

Today, physical attractiveness is characterized by health, youthful appearance, sexiness, symmetry and complexion. Attractive people get better jobs, have more choices in romantic partners, and are more popular and happier. Across different cultures people think that what is beautiful is supposed to be good. Self-confidence and self-esteem improvement most likely explain these findings. On the

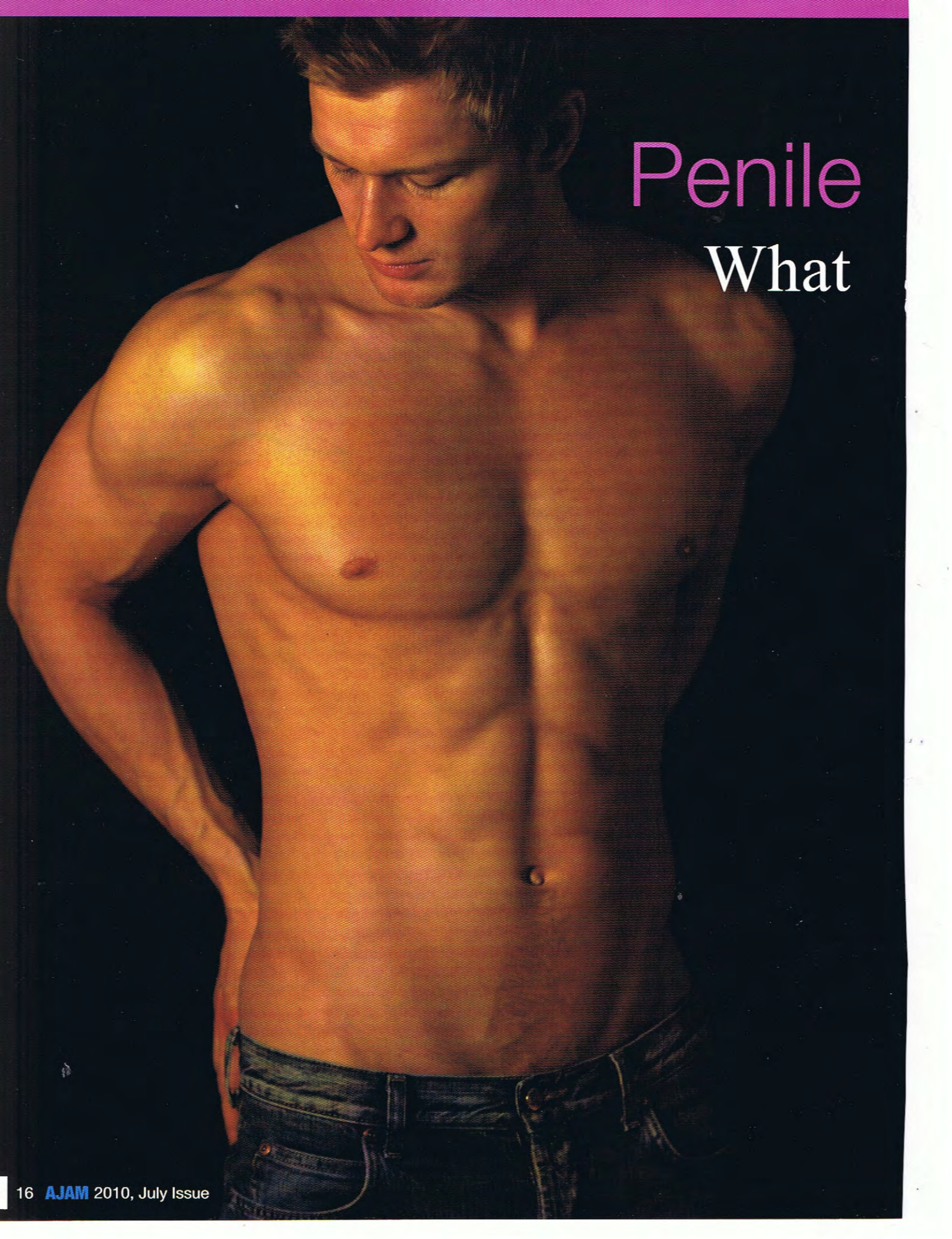
other hand, beauty represents some sort of a standard and may be a cause for drastic dissatisfaction when not achieved.

What is considered physically attractive basically depends on three factors such as universal perception, cultural and social aspects of a current culture, and individual subjective preferences which are different for men and women. For example, men put significantly higher value on physical appearance in a partner than women. Women alternatively prefer more masculine men. Both men and women use physical attractiveness as a measure of how good another person is. Therefore, visualization, creativity, skillfulness and correct medical judgment place an aesthetic medicine physician on the level of an artist who is able to change the face of the nation.

Aesthetic Medicine today is winning the art and science of cosmetic and plastic surgery fields by transforming them into the beauty of face and body and establishing a new discipline that fulfills the human instinct for appreciation of balance and form. We can offer our patients a combined aesthetic treatment for any part of their body.

Aesthetic Medicine unites fundamental research in dermatology; physiology of a healthy lifestyle; anti-aging medicine, nutrition, and physical therapy; laser technology; chemical peels; medical cosmetology; hair transplant and removal; comprehensive vein treatment; sclerotherapy and pain management; injectable facial and body implants and botulinum toxin; suspension threads and curl lifting; liposculpture, breast augmentation and cellulite control.

And last but not least, why does everybody want to be beautiful? The simple reason for that is a desire to be admired, to have a higher regard, respect, and to be seen positively by others.



Penile What

Triple Augmentation: Does the Future Hold?

Alexander Krakovsky MD, PhD, DrSc. FAAPS.

After Sigmund Freud “opened the bedroom door,” significant shifts in social attitudes, behaviors and institutional regulations concerning male and female body images, and in the understanding of human sexuality, began to occur.

In today's world a man is compelled to strive for and pursue excellence in his drive to achieve goals and win out over the competition. He diets, exercises his body, expands his mind, and employs an array of cosmetic surgical procedures to look younger and more attractive. Across the country, men of all ages seek a more youthful and attractive appearance through a variety of procedures now widely available: face lifts, rhinoplasty, chin augmentation, breast reduction and abdominoplasty.

From the beginning of human civilization the penis has always been perceived as more than just a means of reproduction. It symbolizes man's place in the world. The penis has always indicated power and supremacy in relationships. Regardless of culture, religion or social status, an awareness of the penis and its size, consciously or subconsciously, affects men's attitudes, even today.

Images of women that emphasize sexual characteristics, however, are more complex. Female nudity is an important marker of fertility, but representations of the female body are linked to sexual desire and pleasure as well. Sexuality is all about style, taste, performance, and personal preference. Full, painted lips, for example, have been known for centuries to convey a sexual signal.

In contrast, images of males associated with sexuality and

fertility center on a single element of the male body, namely, the erect penis (phallus). For tens of thousands of years, the phallus was seen not only as a reproductive organ, but was worshipped as the sacred symbol of man's creative power. Representations of the phallus are found depicted throughout recorded history – on temples and street corners, mounted on chariots in triumphal processions, and even on Roman homes. Representations of gods and mortals with erect penises, as well as isolated phallic images and amulets, were common and connoted fertility and sexuality.

When comparing the societal and cultural acceptability of male and female plastic and cosmetic surgery, it was found that what is acceptable for female cosmetic surgery is not acceptable for male cosmetic surgery. Indeed, over the past quarter century, facial cosmetic surgery has increased in popularity tremendously, and female breast and buttock aesthetic surgeries have gained worldwide acceptance. Society's acceptance of male genital cosmetic surgery has been much slower.

Penile Triple Augmentation (the trademark of the author) denotes three procedures performed during one operation – penile lengthening, penile widening and penile glans enhancement. Widening and enhancement can be performed using the patient's own skin graft or via a donated skin graft. AlloDerm® and BellaDerm are formed from cadaveric or alive

acellular tissue regeneration matrix, respectively, and are processed from donated human skin. These free human skin grafts (allograft) are minimally processed to remove epidermal and dermal cells, while preserving the remaining bioactive components and structure of the dermis. The resulting graft serves as a framework to support cellular repopulation and vascularization. In this study these two grafts were used to enhance the girth and the glans of the penis in the male triple augmentation cosmetic surgical procedure.

Material and Methods

A total of 216 penile triple augmentation phalloplasty surgeries using AlloDerm and BellaDerm were reviewed for this article. These surgeries were performed over a five-year period in multiple surgery centers in the US. All patients were checked before surgery using H&P examination, laboratory evaluation and anesthesiology clearance. Some patients required primary care physician clearance that was obtained on demand. All patients were photographed before, during, and after surgery. Penis size in all dimensions was measured before and after surgery. The procedure was discussed with the patient before surgery and all questions were answered. All patients signed guideline and consent forms before surgery that indicated all potential side effects and complications. Follow up instructions were given to all patients with clear indication what to do day to day after surgery with emergency contact phone numbers. All patients were prescribed antibiotics, pain control, and erection control medications. Patients were instructed that they were permitted to resume sexual activities eight weeks after surgery.

Results:

Seventy two percent of the patients who underwent the triple augmentation phalloplasty procedure with AlloDerm or BellaDerm and who participated

in the postoperative survey reported great satisfaction with their cosmetic phalloplasty surgery. On average, the girth of the penis was enlarged 30% and penile glans were enlarged 10% when compared to original penile size.

Complications:

Infection complication was detected in 11 patients (5.1 %). Seven patients required medical treatment for three weeks using general and local antibiotics. All patients were signed off from the treatment with subsequent instructions regarding continuity of care. In four patients, the AlloDerm graft was removed in order to treat infection. Twenty three patients (12%) reported localized swelling up to two weeks after surgery that resolved spontaneously. Fourteen patients (6.5%) reported post surgical retraction and were treated medically and surgically.

Discussion:

After Sigmund Freud "opened the bedroom door," significant shifts in social attitudes, behaviors and institutional regulations concerning male and female body images, and in the understanding of human sexuality, began to occur. In his psychosexual stages of human development, Sigmund Freud centered his analysis on the drive for sexual pleasure and the immature penis, which he considered as a libidinal object of infantile sexuality in men. Many men are proud or ashamed of their penis size, shape, and performance. Men often experience anxiety and reduced self-confidence because of the size and functionality of their penises. Anxiety, self-confidence, and penile function directly relate to sexual performance, female satisfaction, intimacy, and love. Until recently, men had to accept whatever Mother Nature had given them.

In general, tissue expansion is a procedure that has been accepted and used for centuries all over the world by different cultures. However, for decades,

many medical professionals, including psychologists and urologists, have claimed that penis enlargement surgery is useless and even impossible. During the last two decades this perception has changed, largely due to plastic surgery achievements that have demonstrated that penis enlargement procedures are safe and effective.

In the early stage of penis enlargement surgery, the free fat transfer (FFT) technique was used. In addition to the FFT technique, surgeons used the dermal fat graft (DFG) technique that was prepared from the patient's own tissue. Both FFT and DFG techniques have been used for years in penile augmentation. More recently, AlloDerm and BellaDerm grafts prepared from cadaver and live skin donors, respectively, were introduced to the market and became major players in phalloplasty surgery. Today, penile enhancement is a surgical process that is available and performed by physicians practicing in plastic and cosmetic surgery. Information about the availability of phalloplasty techniques should be appropriately delivered to the public and the medical community to educate how penis enlargement surgery can improve sexual performance and enhance sexual relationships and intimacy.

The American Academy of Phalloplasty Surgeons (AAPS) is an association of highly qualified medical professionals. The AAPS has established international standards for male cosmetic genital surgery, including the identification of indications; operative strategies; surgical techniques; and the assessment of results. The Academy no longer considers male cosmetic genital surgery to be an experimental procedure. Yet, despite successful physical results, the subjective evaluation of aesthetic results and the ethical implications of male cosmetic genital surgery are still debated.

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