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## 面部情绪管理 美容医学的新挑战

# MANAGING FACIAL EMOTIONS NEW CHALLENGES FOR AESTHETIC MEDICINE

# 美

容医学的作用已经超越了形体修正或保持年轻的范畴。它越来越多地保持自然的外观和尊重面部情绪。最近，正负表达的概念开始成为医疗的关注中心。

### 面部情绪的表达：个性的沟通要道

美不表达出来就不是美！

对美的追求是，是美容医学的核心价值，也是医生和艺术家共同追求的目标，但任何时候都需要尊重情绪的因素。

除了美，Aesthesis在希腊语里的还有“感受”的意思。这个词源与新的治疗规范产生了一致的理念：改善外观，在处理老龄化的影响的同时保持患者的个性特征。

喜悦，悲伤，恐惧，愤怒，惊讶，厌恶，蔑视，是用以表达自己的感情是七种最基本的形式。

The purpose of aesthetic medicine goes beyond changing sizes or achieving rejuvenation. It increasingly seeks to maintain a natural appearance and preserve facial emotions. Very recently, concepts of positive and negative expressions have been at the heart of therapeutic considerations.

### Expressing facial emotions: the key to conveying your personality

There is no beauty without expression! The quest for beauty, which is essential in aesthetic medicine, is a goal shared by doctors and artists, but this should not mean having to forgo emotions. Aesthetics, Aesthesis in Greek, means feeling. This original meaning is perfectly in tune with new therapeutic codes: Improving appearance, treating the effects of ageing while preserving the patient's personality.

### 美丽肌肤的目标：塑造全面的积极外观

#### STRIVING FOR BEAUTIFUL SKIN: ESSENTIAL SKINCARE FOR GENERAL RADIANCE

Filorga 护理，让你的肌肤恢复到柔滑的触感。MESO PEEL 3D: 磨皮透明质酸和电波拉皮动作完美结合，重新打造明亮，结实，有色泽的肌肤！此外，适当地结合使用日常护肤品可以优化可持续的护理效果（推荐使用基于 NCTF 和透明质酸的日用品）。

Filorga treatments provide the essential final touch. MESO PEEL 3D: Combining hyaluronic acid filling with resurfacing peels and revitalizing mesotherapy is guaranteed to give your skin radiance, firmness, tone and glow! What's more, using suitable cosmeceuticals on a daily basis will optimize and sustain these results (medicocosmétique range containing NCTF and Hyaluronic Acid).

### 艺术面霜：自定义修正透明质酸。

#### ART FILLER: PERSONALIZED HYALURONIC ACID CORRECTION.

ARTFILLER 新系列包括由 FILORGA 开发的 4 款产品，可以一个区域修复，平滑和重塑那些消极的表情区域。充满创新的 Tri-Hyal 提供了一种理想的可塑性凝胶，以确保面部情绪的活动性。使面孔重新焕发活力，并且每个人都在其个性化的自然形态中。

FILORGA's new ARTFILLER range includes 4 products to correct negative expressions in each zone through specific projecting, smoothing and sculpting properties. An innovation known as Tri-Hyal offers malleability that is ideal for gels to preserve facial emotion in motion. The face is younger-looking, moves naturally, letting you express your individual personality.

### 纠正消极表达：恢复自然脸庞。

然而随着时间的推移，我们的表达凝固在脸上，形成一种有碍于实际情绪表达的负面面具。透明质酸面霜将有助于修正阴影和受抑制区域，以消除负面表达，并补充脸部的轮廓（下颌线...）。在休息的时候，脸部将会重新获得一个焕发活力，放松，积极的外观，它有助于患者恢复到本来的自然面貌：一个深层次的自我形态。

研究发现，在休息的时候纠正消极表达往往更有效，它不是简单地调节形状和线条。

美容医学新方法：尊重脸的表现力，以保持其个性

美的寻求不能以丧失脸的表现力为代价。这一发现基于达尔文理论(1872年)，后者最近由保罗·埃克曼发展成面部情绪的表达表情的理论。

现代方法的审美管理是基于美的在动态与静态概念的演变，它使得临床医生能够进行脸部的细微修正，让脸部表情在休息时与产品发生作用。

### 进行优化修正的3个疗程：

1. 每个区(颧，口，眼，颧骨，面部轮廓)的解剖分析，以指导治疗方案的选择，同时根据各地区的具体情况选择符合流变学特性的产品和适合注射的技术。

2. 临床分析是根据全新的分类对面部老化进行分析：下垂的脸，布满皱纹的脸，无表情的脸。

3. 艺术分析或面部情绪管理是给予积极的表达，保持患者个性的关键一步。

### Valérie Philippon

拥有医学(1989)和 MBA 学位(1990)。2004 年之前，在医药行业的市场营销和信息管理工作。作为法国第戎保健食品营销师，2010 年加入美容医学行业。DIU Paris Descartes 学校注射技术和整形医学与抗衰老医学毕业。2015 年负责 FILORGA 实验室的信息管理，同时也实践临床医疗。

Graduated in medicine (1989) and with an MBA (1990) and worked in the international pharmaceutical industry in marketing and communication until 2004. Armed with a Master's degree in Marketing and Nutrition, she entered aesthetic medicine in 2010. She then went on to obtain a Medical degree in injection techniques (Paris Descartes) and Morphology and Anti-Ageing Medicine. She is now head of medical communication at LABORATORIES FILORGA while running her own practice.

### Frédéric Braccini

Frédéric Braccini 医师是 NICE 法国的面部和颈部外科医生。马赛医学院毕业。临床主任和巴黎美国医院(Hôpital Américain de Paris)的执业会员。医学和面部整容手术国际专家。美容和整形外科医学高级联合会(Société Avancée en Médecine et Chirurgie Esthétique et Plastique)(简称 SAMCEP)主席。欧洲面部整形外科学院(European Academy of Facial Plastic Surgery)和欧洲隆鼻联合会(Rhinoplasty Society of Europe)的活跃成员。组织和参与了许多国家和国际会议。

Frédéric Braccini is an active Facial Plastic Surgeon with ENT training and practises in Nice, France (ENT&FPS Institute). He is an international expert in aesthetic surgery and aesthetic medicine. He has published many scientific studies and books on facial plastic surgery, "Medical Rhinoplasty" in 2010, and Facial AGEING in 2011. He is an expert in Facial Expression and President of the Aesthetic Medicine & Surgery Society SAMCEP.



Joy, sadness, fear, anger, surprise, disgust and contempt are the 7 basic forms of facial expression to convey feelings. Correcting negative expressions: Rediscovering our reference face.

But with time our expressions become frozen, printing a negative mask on our face that does not express our true emotions. Filling techniques using hyaluronic acid will help to erase these negative expressions by correcting shadows and sunken areas and replenishing the facial outline (jaw line, etc.) When relaxed, the face looks rejuvenated, natural, positive, corresponding to the patient's reference face, in tune with what that person really is: their inner self.

Hence, rejuvenating by correcting negative expressions at rest is often more effective for facial corrections than simply adjusting shapes and volumes.

### The new aesthetic medicine approach: maintaining facial expressiveness to preserve personality.

Newfound beauty cannot be at the expense of facial expressiveness. This conclusion is based on Darwin's theory of universal expressions (1872), recently referred to by Paul Ekman in his concept of facial expression of emotion.

The modern approach to aesthetic management is based on the evolution from a static conception of beauty to a dynamic conception, encouraging practitioners to go beyond merely correcting to enable relaxed expressions using products that are compatible with facial movements.

### 3-step consultation process or optimal corrections:

1. An anatomical analysis of each zone (temporal, orofacial, eyes, cheekbones, facial outline) helps to choose the right treatment depending on the specifics of each area: a product with particular rheological properties and an appropriate injection technique.

2. Clinical analysis is based on a new and original classification of facial ageing integrating a dynamic approach to volumes: sagging face, wrinkled face, expressionless face.

3. Artistic facial analysis or facial emotion management is the key step in restoring the patient's positive expression while preserving their personality.