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Urban Medical Beauty of Rome, Italy.

Blepharolifting without surgery

Nowadays an increasing number of people turn to aesthetic medicine to improve their appearance and not only to recover from more or less serious illnesses. This is due to the fact that the beauty-perception isn't an absolute factor but relative to the environment in which we live. And in fact more a person is far from the golden-ratio and less he is perceived as attractive. The first contact we have is with our eyes; therefore having a look not tired but young and healthy becomes the main objective of our patients. Until now, we could achieve this only through eyelid surgery. But since there are complications associated with the surgery itself, some even very serious, many patients, perhaps too many, don't even consider this solution. So for a skilled ophthalmologist the ideal would be to use an easy, safe, cost-effective procedure, without stitches or complications. When the plasma-exeresis arrived in the Aesthetic Medicine field, we have an additional arrow in their bow of feasible treatments: the non-invasive blepharo-lifting. Patients appreciate this further innovation and more and more they ask plasma exeresis to achieve a natural, safe, cost-effective and perfectly repeatable improvement of their eyelid appearance. Furthermore we have to consider that many corrections of some less successful surgery can benefit greatly from this non-invasive method. In fact, many histological analyses showed that by plasma exeresis we have only sublimation without exceeding the basal membrane and also the creation of collagen type III. Therefore an intrinsic safety, a low learning curve, a natural/long-lasting outcome, a fast return-of-investment and a growing success all over the world, make this procedure so interesting not only under a clinical point of view but above all also under marketing and promotion one for the specialist who will come up it beside classic techniques.

Biography

Fabrizio Bonucci MD, is a Surgeon Doctor and Dental Practitioner; Aesthetic Medicine Doctor. He has got his degree in Medicine and Surgery in 1985, Sapienza University of Rome and specialization in Surgery of Digestive System and Surgical Digestive Endoscopy in 1988 from Sapienza University of Rome. He has completed Master in Facial Aesthetic Medicine, SIMEO, Rome in 2014. He has Experience and Partnership with: Department of General Surgery of Villa S.Pietro Hospital, Rome; Department of Oncologic Surgery of Regina Elena Hospital, Rome; Department of Endoscopy 1st Surgery Clinic, Umberto 1st General Hospital, Rome; Department of General Surgery of S.Eugenio Hospital, Rome.

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