295 270

Beauty and Success or The Prejudice Is Inborn

H.F. Sailer

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We are living in a time where increasing communication is achieved by optical information. Television, internet and journals are the main carriers of information and train the present generations for visual perception. Our face has always been our most important communication organ and in times of visual information attractiveness plays an important role in private and professional life. Human ethologists like Irenäus Eibl-Eibesfeldt (1970, 1978, 1994, 1990), Karl Grammer (1988, 1990, 1995); R. Thornhill (1993a, 1993b), S.K. Green et al. (1984) and others have shown that nature has produced an evolutionary dictate of beauty for sexual selection and acquisition of partnership. Our sense for beauty is inborn and my personal studies with infants up to two years which where not able to speak properly and had of course no exposure to media like television and journals demonstrated that they always pointed to the more beautiful postoperative result when they were confronted with pre- and postoperative pictures of patients. Studies at the University of Exeter (Slater A., 2004) have shown that even newborns are watching the more beautiful faces up to 80 % of the time. Science magazine published an article (Todorov A., 2005) on the success of political candidates for the US Senate, based exclusively on facial attractiveness. The result was that the prediction was correct in two out of three candidates. A prospective study started 15 years ago at the University of Regensburg, Germany, (Bischof S., 2005) demonstrates that increasingly over the years the factor attractiveness is getting more and more important in higher management and counts as high as languages and personal connections.

It is an irritating factor that everybody concludes from outer values (attractiveness) to inner values. The prejudice is innate. Johann Gottlieb Lavater, Zurich (1741 – 1801) is the inventor of the science of physiognomy. Lavater

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was a friend of Johann Wolfgang von Goethe and many other celebrities of his time and worked for the Russian Zar selecting ministers and high officials for the Russian court by analyzing the facial features. He stated in his book "Physiognomik" (1772): "Beauty and ugliness of the face have a real and exact ratio to beauty and ugliness of the moral and mental property of a human being". Similar prejudices are still innate in all of us and many people conclude from the attractive outer appearance positive qualities like trustworthiness, reliability, correctness, precision, intelligence, etc. It is a fact that each one of us decides within less than a second if somebody is sympathetic to us or not. The prejudice is definitely inborn.

There has never been a time in human socio-cultural history where so many young people have received a higher education and where so much competition in all professions is existing. Every curriculum vitae is nowadays accompanied by a photograph of the applicant and it is well known that this photograph decides about the chance to be invited to an interview or not. The importance of the outer appearance especially for the start of a professional career has never been as important as nowadays (Bischop S., 2005). The author of this article is for this reason lecturing at the University and Economic School of St. Gallen, Switzerland, on "Zeitgeist, Beauty and Success". The young people at the start of a career are fully aware of the importance of facial attractiveness and improve, if necessary, their appearance by surgery.

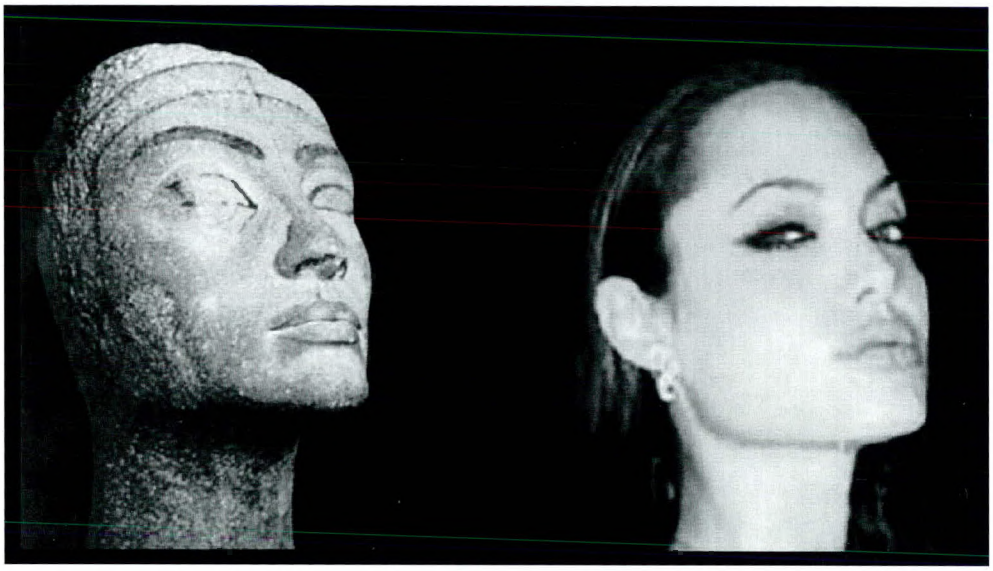
There is a striking difference in politics and industry between the attractiveness of men and women in leading position: Whereas most men in industry and politics have attractive facial features, the women in similar positions must not be attractive: Here beauty can be contraproductive.

It is astonishing that all investigations on beauty, usually performed by ethologists, psychologists and sociologists use full face photographs for the so called morphing of faces (super positioning of full face photographs uses nowadays computer software). There is no similar beauty study on profiles. According to our studies comprising profile and full face views, the profile of a person decides more about attractiveness than the front view. Analyzing many of the celebrities and the present beauty queens it is striking that all of them have a straight forward face (ante face).

Our taste of beauty returns by this back to the ancient Egyptian beauties like Nofretete which clearly shows an ante- or even a hyper-anteface like Angelina Jolie (fig. 1)

The famous Greek-Roman profile which was considered the ideal of beauty for more than 2000 years is replaced nowadays by the ante face. According to our studies the first famous actress with an ante face was Marlene Dietrich (fig. 2):

Since then it can be observed that this forward developed lower half of the face is unconsciously very attractive to everybody even in different cultures and races. There is a trend to more and more protruding lower faces where the nose, lip and chin complex is far anterior to the vertical nasion line. To our observations there is a new trend in facial aesthetics: Faces with an extreme forward growth far beyond the vertical nasion line are considered highly attractive. We have introduced the term hyper-anteface for these physiogno-



Queen Nofretete 1364 - 1347 B.C. Angelina Jolie - hyper-anteface 1975 – A.C.

Fig 1. Hyper-anteface: Comparison of features between Nofretete and Angelina Jolie, both highly attractive physiognomies with hyper-antefaces.



Marlene Dietrich – the anteface

Fig. 2. Marlene Dietrich was probably the first celebrity in the first half of the 20th century who has "introduced" the physiognomy of the anteface (straight forward face) or even the hyper-anteface: since then most actors, models beauty queens have this physiognomy and the same is true for men.

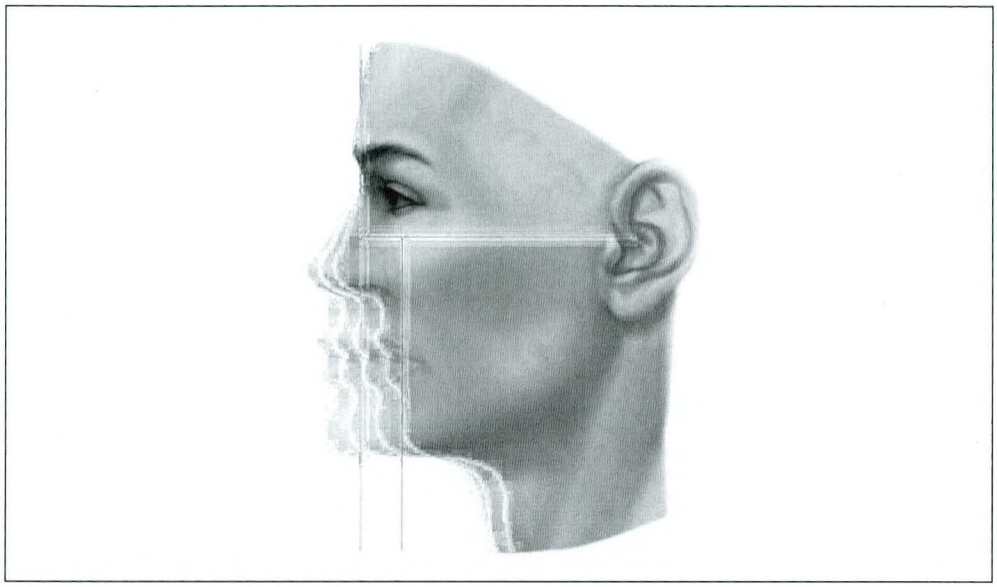


Fig. 3. Facial Physiognomies: The left outer profile line shows the proposed hyper-anteface, a new trend in facial aesthetics, the following profile line to the right is the anteface (straight forward face) which is the profile of most celebrities of today; the next profile line to the right is the average profile and the last right profile line the retroface (backward face), which has been the ideal of beauty for more than 2000 years.



Fig 4. Patient born with hypertelorism and oblique facial cleft: After achieving an attractive appearance by several operations the patient made a successful career and leads a normal social life.

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This presentation will show a number of cases where physiognomies had to be changed for reasons of attractiveness. Some of them had perfect occlusions either by nature or after orthodontic treatment. We describe the advancement and rotation of the lower half of the face in retro- faces (backward receded lower face) where only orthodontic treatment was performed, instead of a combined orthodontic surgical treatment. Some of these cases had also sleep apnoe, demonstrating that between beauty and function exists a strong correlation.

When we speak about beauty and success we should also think of the miserable life of human beings with facial malformations like cleft lip and palate and related craniofacial anomalies. They will have no future if we cannot give them a normal appearance. It has always been my vision to make them better looking than the average and give them a chance for a private and professional development (fig 4) (view www.cleft-children.org).

Literature: Can be requested from the author.

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New Purposes in Orthognathic Surgery: The Postural Re-equilibrium Cranio-cervico-brachialis

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**Maxillofacial Surgery National Health Service - L'Aquila (Dir.Prof.A.Corbacelli)*

Summary

The Authors report a study to demonstrate:

1. The constant presence of cranio-axial-cervical alterations in patients with maxillofacial dysmorphosis.
2. The presence of serious cranio-cervical-brachial painful syndromes in these subjects not suffering from pain and TMJ dysfunctional syndromes. The more high incidence rate of such syndromes has been found in patients with maxillary, mandibular or bi-maxillary asimmetries.
3. The importance of the orthognatic surgery aimed at the correction of the asimmetry by the musculo-skeletal-cranio-axial re-equilibrium resulted from the surgical operation, with the disappearance or the remission of the cranio-cervical-brachial painful pathology.

Introduction

There are more than ten years that we are executing deepened studies on the clinical and the morpho-structural alterations in maxillofacial dysmorphic patients. These analyses have concurred to find the constant presence of cranio-axio-cervical musculo-skeletal alterations associated with cranio-cervical-brachial painful syndromes. The more high incidence of such alterations are present in maxillary, mandibular or bi-maxillary asimmetries. We report the results of an evaluation of the effects of the surgical correction of the dismorphosis on the painful syndromes associates.

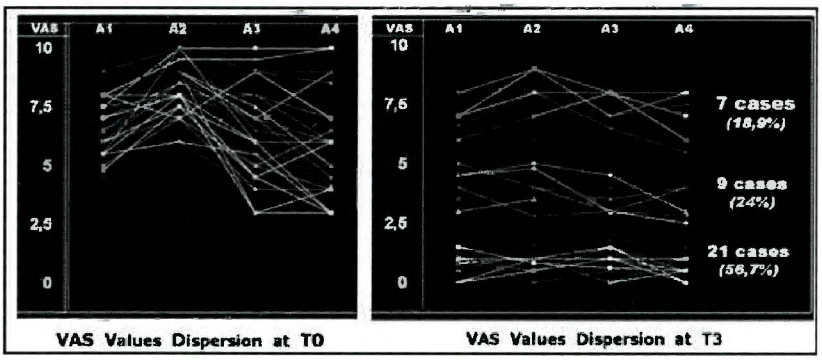
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Materials and Methods

In this study 50 subjects with maxillo-mandibular asymmetries have been considered. 37 (74%) suffered from pain syndrome in occipital, cervical, dorsal and brachial regions from long time with serious functional limitations. The patients, selected because not suffering from pain and TMJ dysfunctional syndromes, have been studied with CT, spiral CT with 3D-reconstruction, MR and traditional X- Ray. The presence of facial and axio-cervical muscular and skeletal alterations has been found in all the patients. The 37 subjects considered underwent a maxillary, mandibular or bi-maxillary orthognatic surgery for the correction of the facial asymmetry. An algological study has been done according to the evaluations points of the American College of Rheumatology. The investigation has been performed by VAS (Visual Analogue Scale) in preoperative time (T0), and after operation, at 5 days (T1), 12 months (T2) and 24 months (T3).

Results

The assessment of VAS data has found as the restoration of the facial skeletal symmetry with muscular re-equilibrium obtained a meaningful reduction of painful syndromes. The results have been stable in the time. In particular it goes emphasized that at 24 months (T3), in 21 cases (56,7%) the VAS values were very negligible; 9 cases (24,3%) introduced intermediate values that demonstrated a clean reduction of disturb; in 7 cases (18.9%) the reduction of the symptomatology has been lower *(Wilcoxon's Rank Sign Test: $p \leq 0{,}0083$).*



Conclusions

Because of the intrinsic functional cranio-maxillo-mandibular-cervico-axial unity, any facial dysmorphosis correspond to proportional derangement of the skull base and cervical axis. We can say that the *"scoliosis"* of the face corresponds with sub-scoliosis or evident scoliosis of the cervical spine. All the very complex musculo-skeletal system is modified. In the our cases the

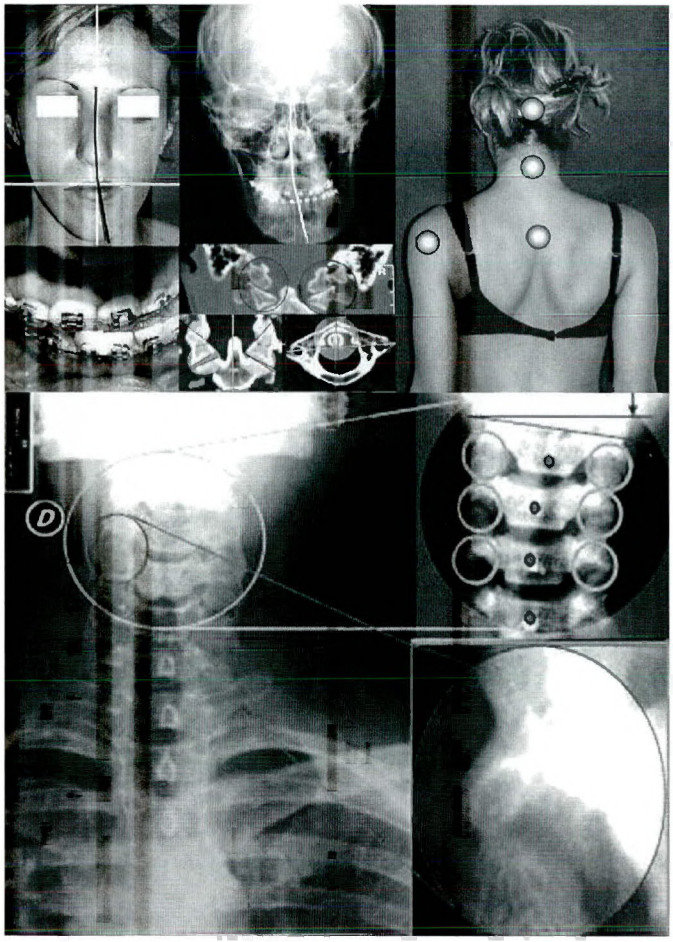


Fig. 2- Facial asimmetry ("facial scoliosis") in subject with associated cranio-cervical-brachial painful syndrome. CT shows omolateral rotation of atlas and alterations of the atlo-axial-occipital joint. Conventional frontal Rx shows cervical rotoscoliosis and derangements of intersomatic articulations. In clinical posterior view of the patient the painful points are marked

presence of cranio-cervico-brachial painful syndromes with severe functional limitations has been observed in the 74% of the asymmetric dismorphosis. We have adopted some surgical expedient to obtain the re-equilibrium of the facial skeletal structures and consequently of the all cranio-maxillo-mandibular-cervical morpho-structural and functional unit: *1- Correction of the dysmorphosis by an adeguate but limited displacement of the bones. 2- Wide para-osteotomic periosteal detachments to attain easy the positional muscular re-equilibrium. 3 - Semi-rigid mandibular fixation to obtain a progressive and dynamic morpho-functional re-equilibrium combined with a post-surgi-*

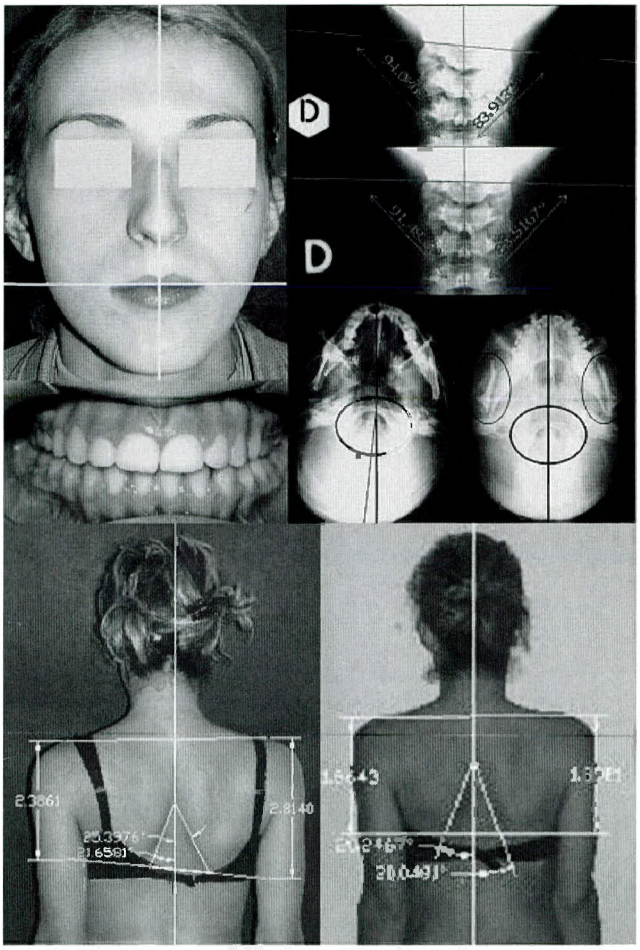


Fig. 3- Follow-up at 24 months. Clinical, occlusal and postural aspect after surgical correction of the facial asimmetry. Pre and post-operative radiological patterns of the cervical region and in axial view show the re-equilibrium of the cranio-cervical and atlo-axial structures. The patient had an improvement of the painful pathology in cranio-cervical-brachial regions since the early post-operative time up.

cal orthodontic treatment too. The results of our study shows the favourable effects of the orthognathic surgery on the cranio-cervico-dorso-brachial painful syndromes associated with dysmorphosis, especially asymmetric. The realization, by the corrective operation, of a new muscular-skeletal equilibrium of the facial structures makes possible an analogous re-equilibrium on the connected cranio-vertebral structures.

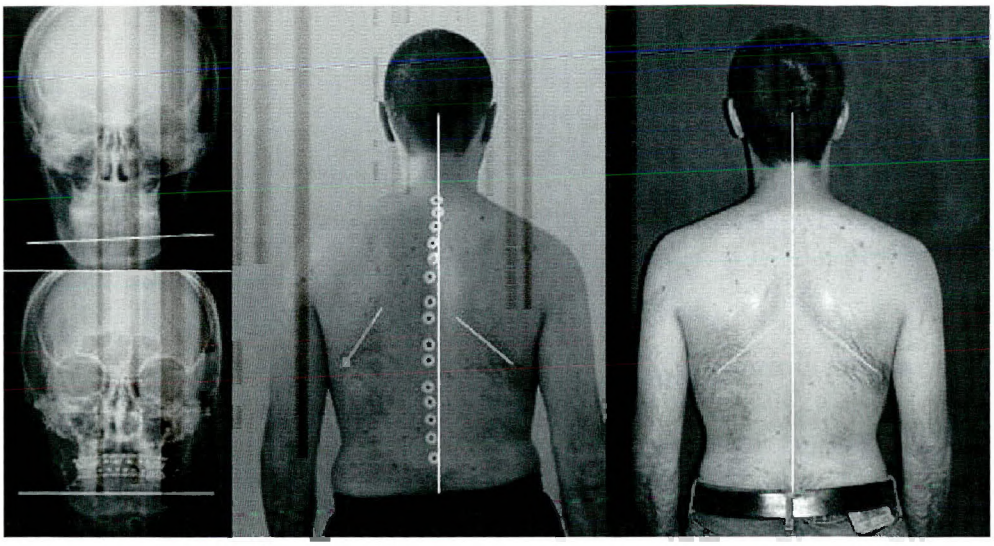


Fig. 4 - Bimaxillary asimmetry in patient suffering from serious cranio-cervical-dorso-brachial painful syndrome. X-ray teleradiography pre- and post- orthognathic surgery (left). *Clinical evidence of vertebral scoliosis and postural re-equilibrium after bimaxillary corrective operation, with disappearance of the cranio-vertebral pain* (right).

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270

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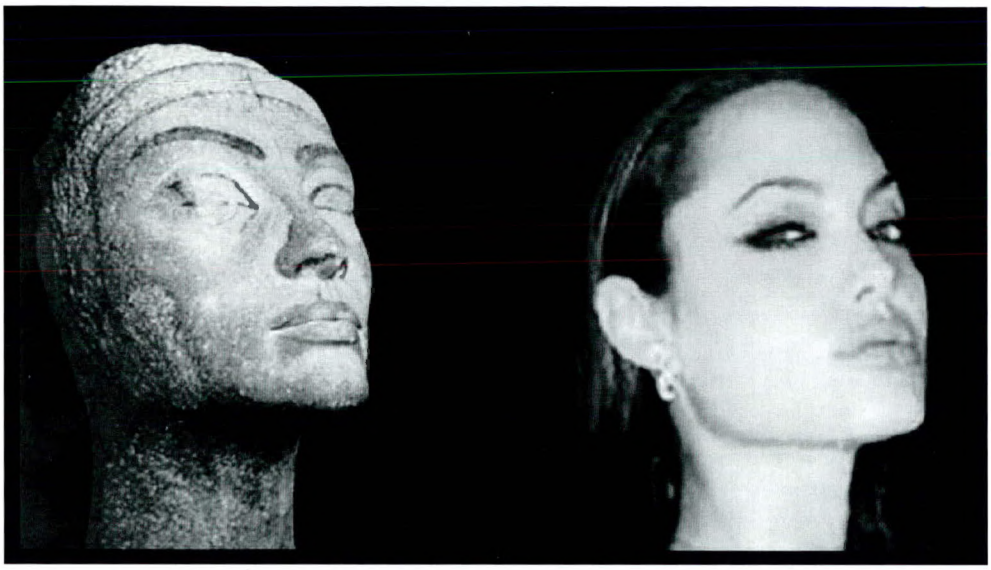
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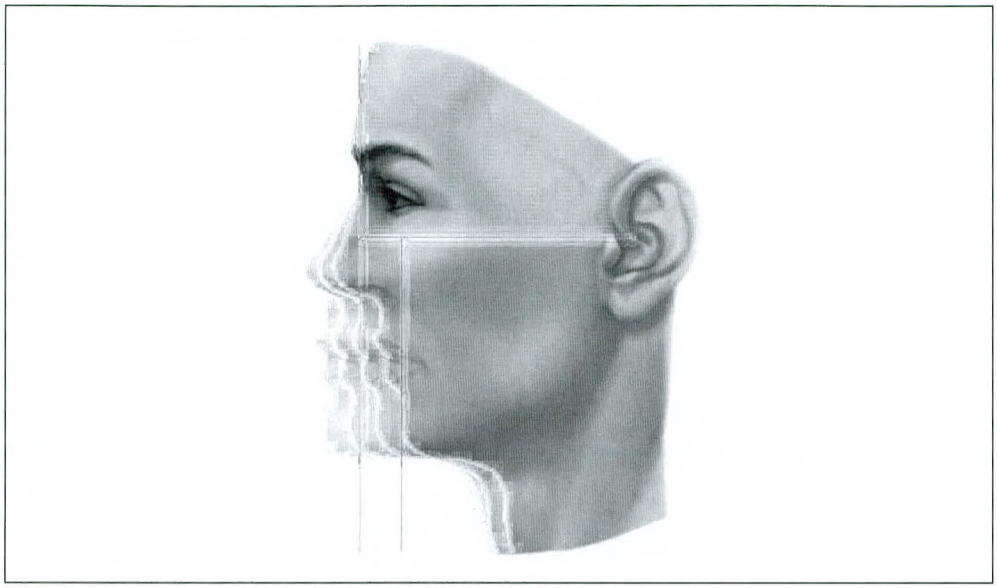


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