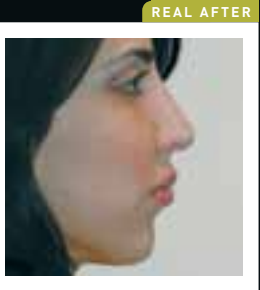
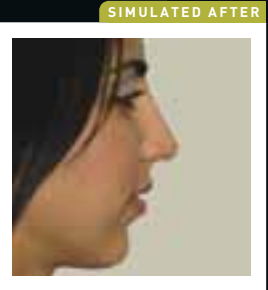


Shervin Naderi, MD, FACS
The Naderi Center for Rhinoplasty & Cosmetic Surgery
Chevy Chase, Maryland
Herndon, Virginia

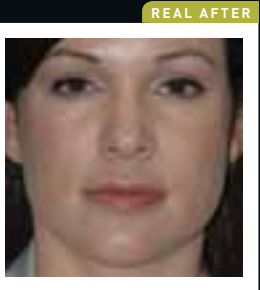
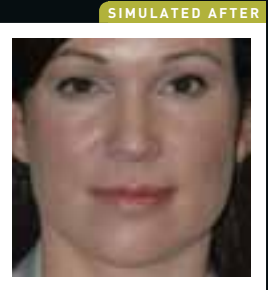
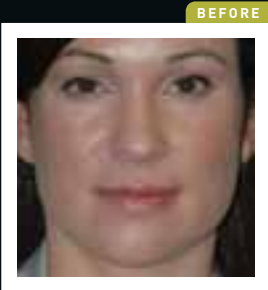


Dr. Naderi knows noses

With a total hands-on approach, Dr. Shervin Naderi is involved in every aspect of his unique practice—from designing and decorating his own offices, to getting to know his patients on a personal level. He usually spends an hour on the initial consultation, getting to know each patient and their individual goals. To further enhance the communication process, Dr. Naderi uses advanced computer imaging to give his patients a view of the nose that best fits their face, with plenty of options or versions, so they can see the difference one or two millimeters can make. “It’s important for patients to see what their nose can look like, so they can ultimately see the nose that fits best,” says Dr. Naderi. “As the surgeon, I perform all of the imaging myself rather than my staff, making sure what I show on the computer screen is surgically plausible.”



A DELICATE BALANCE
Dr. Naderi’s approach to rhinoplasty is marked by simplicity and elegance. “A nose can be beautiful and still look natural. These should not be conflicting goals.” As an artisan of the nose, Dr. Naderi believes honest pre-op dialogue and meticulous surgical technique lead to happy patients and extremely low revision rates.



ATTENTION TO DETAIL
As a rhinoplasty specialist surgeon, Dr. Naderi brings harmony to his patients’ faces and minds. His exclusive dedication to the art and science of rhinoplasty and revision rhinoplasty, combined with a compassionate and detail-oriented approach, translates into beautiful yet natural results, with an esteemed reputation among his patients and colleagues.

FACIAL PLASTIC SURGEON

“the nose specialist”

MEET THE EXPERT

Shervin Naderi, MD, FACS
American Board of Facial Plastic and Reconstructive Surgery
American Board of Otolaryngology/Head and Neck Surgery

SERVICES OFFERED
Rhinoplasty
Revision Rhinoplasty

ABOUT DR. NADERI

WHY DID YOU DEDICATE YOUR PRACTICE TO RHINOPLASTY AND RHINOPLASTY REVISIONS?
Rhinoplasty is recognized as one of the most technically challenging cosmetic procedures. My dedication to specialization and focused attention allows for a deep understanding in this field, assuring optimal care and results. Rather than taking a “jack-of-all-trades” approach, I have chosen to focus on one small part of the body. This brings patients dissatisfied with previous surgeries confidently to my office for revision rhinoplasty.


WHAT DOES A BEAUTIFUL NOSE LOOK LIKE?
A beautiful nose is the one that fits each individual’s face. The nose should not distract attention from the intrigue of the eyes or the beauty of the lips.

HOW DOES YOUR OFFICE CATER TO OUT-OF-TOWN PATIENTS?
We see a great deal of patients who fly to us for rhinoplasty or revision rhinoplasty. With an elegant and modern office, as well as a caring and attentive staff, well-versed in concierge service, we cater to and satisfy every patient’s needs—from hotel arrangements to transportation, and everything in between.

WHAT IS YOUR FAVORITE PART OF YOUR JOB?
What puts a smile on my face is seeing the smile of a happy patient after the splint is removed, knowing they made the right decision. I love seeing the excitement of a young patient or the tears of joy of an older patient after their new nose is unveiled a week after surgery.

LOCATIONS
Chevy Chase, Maryland
Herndon, Virginia

CONTACTS
301.222.2020
703.481.0002

 To learn more about the practice visit
VirginiaRhinoplasty.com
RhinoplastySpecialistSurgeon.com
NaderiCenter.com

THE LATEST WAY TO SLOW THE SIGNS OF AGING

THE NOSE IS DESTINED TO AGE TO SOME DEGREE. BUT, UNBEKNOWNST TO MANY, THE TECHNIQUES PRACTICED IN RHINOPLASTY TODAY MAY ACTUALLY BE ABLE TO SOMEWHAT DELAY THE SIGNS OF AGING.

THE ANTI-AGING NOSE JOB

Creates strong support

"If a portion of the cartilage needs to be removed, it can be, but we also enhance the supporting structures and make the connection between the tip and other parts of the nose stronger and anchor the tip to the septum so that it won't be as susceptible to dramatic changes related to the effects of gravity," says Cleveland plastic surgeon Bahman Guyuron, MD.

VS. NOSE JOBS OF THE PAST

The problem with the cookie-cutter nose. "The older techniques called for removal or interruption of most of the cartilage, which resulted in prototype noses—everyone had the same nose," says Dr. Guyuron. These cookie-cutter noses were more apt to age quicker.

How it encouraged aging. Besides the fact that a lot of rhinoplasty patients' noses lacked individuality, many of these surgeries actually intensified the effects of how the nose normally ages. "Because so much cartilage was removed, there was less support of the tip structures," Dr. Guyuron says, which would cause the tip to fall down and forward.

THE SECRET SURGERY

THAT CAN TAKE 10 YEARS OFF



WRINKLES AND SAGGY SKIN ARE OBVIOUS AGING ISSUES, BUT THERE IS ANOTHER FACTOR THAT COULD BE RESPONSIBLE FOR ADDING YEARS TO YOUR FACE—THE NOSE. SINCE THE NOSE IS THE MOST PROMINENT AND CENTERED FEATURE ON THE FACE, IT CAN AFFECT HOW OTHER FEATURES APPEAR, CAUSING AN AGED LOOK. NASAL FLAWS LIKE HUMPS AND A DROOPY TIP CAN ADD UPWARD OF 10 YEARS TO YOUR APPEARANCE. WITH THAT IN MIND, COULD RHINOPLASTY, OR A "NOSE JOB," BE THE NEWEST WAY TO PREVENT AND ELIMINATE THE SIGNS OF AGING? THOUGHT OF AS A PROCEDURE PERFORMED ONLY TO CORRECT SHAPE (TYPICALLY ON YOUNGER PATIENTS), NASAL SURGERY MAY BE THE ANSWER TO MAINTAINING A YOUTHFUL LOOK.

BEFORE



AFTER



To eliminate the bump on this patient's nose, rhinoplasty was performed. Procedure performed by Geoffrey R. Keyes, MD; Los Angeles, CA.

MORE >

aging problem 01

DROOPY TIP

THE NOSE, LIKE THE REST OF THE FACE, AGES. WHILE IT DOESN'T TECHNICALLY GROW BIGGER OR LONGER, ALTHOUGH IT MAY APPEAR TO, IT CAN CHANGE IN TERMS OF SHAPE—ESPECIALLY THE TIP—IN THE EARLY TO MID-40s, WHICH, IN SOME, CAN GIVE THE ILLUSION OF A LARGER NOSE. SO WHAT CAUSES IT TO TRANSFORM OVER TIME?

what she had done

- [1] nose turned upward
- [2] browlift
- [3] forehead lift

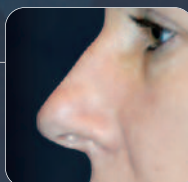
why she looks 10 years younger

"She wanted a softer look. By lowering the bump and lifting the tip of her nose, she looks more feminine, younger and has a 'lift' to her face," says Scottsdale, AZ, facial plastic surgeon Kelly V. Bomer, MD, who performed this surgery.

BEFORE



AFTER



Procedure performed by Kelly V. Bomer, MD; Scottsdale, AZ.

HOW IT AGES YOU

A drooping tip can lead to a harsh and aged appearance. "When the nose is pointed up, it creates a much softer look," says Los Angeles plastic surgeon Geoffrey R. Keyes, MD. A droopy tip can also cause the area between the end of the nose and the upper lip to look short—small, thin lips are common of an aged look.

HOW TO FIX IT

The only way to permanently correct an aging nose is with surgery, and it's important that your age be taken into consideration—the nose of a 70-year-old should not look like the nose of a 27-year-old. "In older patients, the tip shouldn't be as high," says West Palm Beach, FL, facial plastic surgeon Michael L. Schwartz, MD. "By elevating a drooping tip to the appropriate position and adding support, we can bring the tip back up and prevent it from dropping back down. Other changes to the nose may be necessary, too," says Chevy Chase, MD, facial plastic surgeon Shervin Naderi, MD. In some cases, injectables may be used to lift the tip of the nose. "Botox-like injections help to stop movement of the muscles that pull the tip down. They are also good for someone who has a gummy smile because it raises the tip and makes the lip look longer," says Dr. Guyuron.

THREE
CAUSES OF A
DROOPY TIP01 muscle movement
and loss of volume

A combination of repeated facial expressions, loss of volume and the force of gravity pulls the tissue of the nose down, causing it to droop.

02 inadequate support

"As support is lost in the nose, the tip begins to sag and point downwards," says Scottsdale, AZ, facial plastic surgeon David A. Hecht, MD, adding that it's more common in those with thick skin, which weighs down the underlying supporting cartilage.

03 facial expressions

There is a muscle between the nose and upper lip that can become overactive with time. Constant smiling compels the tip of the nose to move downward and droop as a result of years of muscle contraction. "We can weaken that muscle, but it needs to be done conservatively. If too much of the muscle is weakened, it can potentially change the smile," says Dr. Hecht. Botox or Dysport is also an option.

THE NOSE:
HOW IT'S AGING YOU

THERE ARE TWO MAIN PROBLEMS ASSOCIATED WITH AN AGED APPEARANCE WHEN IT COMES TO THE NOSE: A DROOPY TIP AND HUMPS AND BUMPS.

why she looks 10 years younger

"This patient didn't like how her strong nose curved down, but she did not want a scooped profile. Her nasal tip pushed down and the length of her nose created tension on the upper lip, making her look older than she really was. By bringing the tip up, releasing the upper lip tension and decreasing the bump, we softened her look, which gives a more youthful appearance," says Dr. Bomer, who performed this surgery.

BEFORE



AFTER



Procedure performed by Kelly V. Bomer, MD; Scottsdale, AZ.

MORE >

aging problem 02

HUMPS AND BUMPS

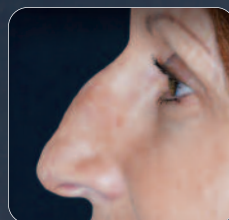
MOST PEOPLE WITH NASAL HUMPS AND BUMPS, WHICH ARE RELATED TO UNEVEN AMOUNTS OF CARTILAGE, HAVE ALWAYS HAD THEM TO SOME DEGREE. EVEN IF YOUR NOSE DEVELOPED WITH A BUMP, AND IT WAS ALWAYS THERE, IT MAY BECOME MORE NOTICEABLE WITH AGE AS SUPPORT FROM THE TISSUE AND CARTILAGE IS LOST. OTHERS NOTICE NASAL HUMPS AND BUMPS LATER ON IN LIFE THAT VIRTUALLY DIDN'T EXIST BEFORE.

what she had done

- [1] reduction of hump
- [2] straightened bridge
- [3] tip elevated and refined

why she looks 10 years younger

"We took the hump down and elevated the tip, which gives a younger look. Correcting her nose draws attention to her eyes," says Dr. Hecht, who operated on this patient.



Procedure performed by David A. Hecht, MD; Scottsdale, AZ.

BEFORE



AFTER



HOW IT AGES YOU

Nasal humps and bumps can create an imbalanced look. Plus, as fat is lost from the surrounding areas and the bumps become more prominent, features like the cheeks can look ill-defined.

HOW TO FIX IT | A SURGICAL OPTION

Surgery is the easiest way for your doctor to correct bumps and humps. By filing down the bone and/or cartilage, the bump is smoothed out and the nose appears in better proportion. One thing to consider is that if the tip isn't addressed, and just the humps and bumps are evened out, the outcome can be an overdone and unbalanced look. The various parts of the nose should be balanced to look natural. In order to ensure the best results, it's always important to seek treatment with a board-certified plastic or facial plastic surgeon who is experienced in this field of surgery.

why she looks 10 years younger

"This patient's nose was fractured in the past, and she developed an overprojected, droopy tip with a hump on her bridge. By softening her profile, straightening her nose and creating a more balanced nose-to-lip junction, she now looks younger and more attractive," says St. Augustine, FL, facial plastic surgeon Deirdre Leake, MD.

Procedure performed by Deirdre Leake, MD; St. Augustine, FL.

BEFORE



AFTER



HOW TO FIX IT | AN INJECTABLE NOSE JOB

how it works

Using hyaluronic acid fillers, like Restylane, or even thicker and longer-lasting injectables, such as Perlane or Radiesse, your plastic surgeon or dermatologist will inject the areas that you're wishing to correct to camouflage any concerns. "There is a number of fillers used, but this technique can only correct minor problems," says Dr. Keyes. The filler acts as a spackle of sorts to soften the appearance of any dents, bumps and humps. In less than 30 minutes, the results are seen (there may be some swelling, redness or bruising, which will subside over a few days). Keep in mind that your nose will physically be larger—although it may not look any bigger—than it was pre-injection since the filler eliminates unwanted bumps by adding volume.

who it's good for

Those who want to test-drive potential rhinoplasty results or those who have minor indentations, bumps, hollows, low bridges or asymmetry. It also works well to build up a flat bridge or to upturn a droopy tip. "Injectables can help to temporarily fix some problems as well as post-surgery irregularities that do not necessitate additional surgery," says Dr. Schwartz.

who it's not good for

Those with major nasal deformities; those who want a smaller nose

how long the results will last

Anywhere from six months to two years. Since there is limited movement in the nose, the effects of the product will last longer than when it's injected into other parts of the face.

doctors debate

✓ the proponent

"Using injectables to produce minor nose alterations is unquestionably easier than surgery. In fact, temporary injections are producing longer-term effects than expected because reactive tissue fills in the minor depressions. Therefore, the results can be more enduring, although not as long as what is achieved with surgery. In the future, we'll see even more extensive use of fillers to correct minor nose flaws," says Dr. Guyuron.

✗ the opponent

"I don't use injectables to change the appearance of the nose because of concern of infection and skin damage that may be a long-term problem," says Dr. Hecht.

MORE >



FIND A BEAUTY DOCTOR NOW!

The essential guide to help you make the right choices. Turn to page 201.

A YOUTHFUL NOSE

IN ORDER FOR YOUR NOSE TO LOOK YOUTHFUL AND DEFY AN AGED APPEARANCE, IT SHOULD:

01 point upward ever so slightly

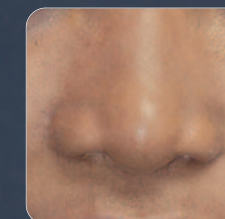
Noses that point up just a bit are associated with a younger look, but you don't want too much nostril to show.

02 be smooth

The bridge of the nose should be straight and smooth so that the profile view matches the front view. It shouldn't lack projection, otherwise it will lack depth.

03 be the right width

When the nose is too wide, it can detract from other features, like the cheeks. If the width of the nose encompasses too much space, other features can look poorly defined.



Procedure performed by Richard C. Parfitt, MD; Madison, WI.

what she had done

- [1] narrowed nasal bones
- [2] narrowed cartilage

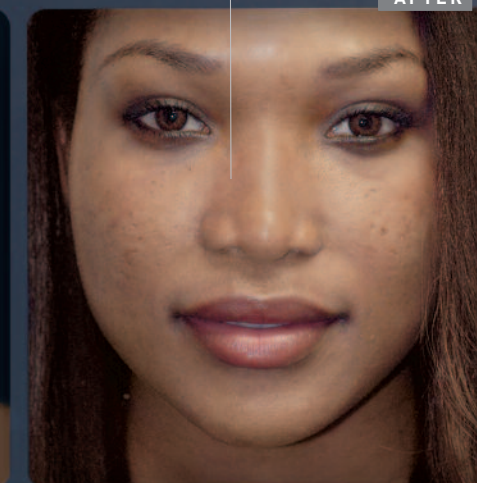
why she looks 10 years younger

"This patient wanted a softer, more feminine look. By narrowing her nasal bones and cartilage, her nose is now less flat and slightly longer, making her face look thinner, eyes bigger and face more balanced," says Madison, WI, facial plastic surgeon Richard C. Parfitt, MD, who performed this surgery.

BEFORE



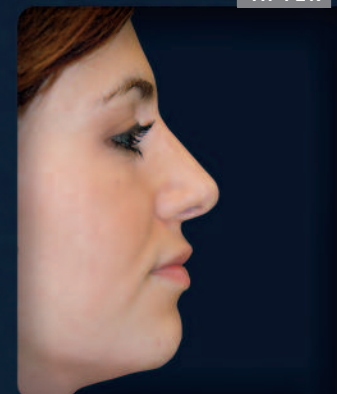
AFTER



BEFORE



AFTER



why she looks 10 years younger

"This patient didn't like the convex shape and large bump in her nose. Now, when she smiles, her nose doesn't plunge downward," says Northbrook, IL, plastic surgeon Michael A. Epstein, MD, who performed this surgery.

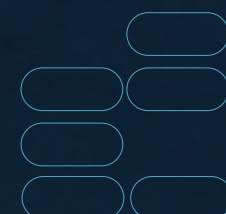
Procedure performed by Michael A. Epstein, MD; Northbrook, IL.

LOOK YOUNGER BY BALANCING YOUR FEATURES

THOSE SEEKING A WELL-BALANCED AND YOUTHFUL FACE SHOULD AIM FOR A NOSE THAT'S SYMMETRICAL WITHIN ITSELF, AS WELL AS OVERALL FACIAL SYMMETRY, BECAUSE AN ASKEW NOSE IS SOMETIMES ACCENTUATED BY OTHER MISALIGNED FEATURES.

No face is perfectly symmetrical, but certain asymmetrical features, like the nose, tend to be more evident. "The nose is a bilateral structure, so you want both the left and right sides to match so that the nose looks the same from the front and side views," says Dr. Schwartz. "Symmetry is crucial when dealing with the nose because, when the nose is in balance, it blends better with the face and creates a more harmonious look, as if everything fits together just right," says Dr. Keyes. **NB**

HOW YOUR NOSE CAN MAKE OTHER FEATURES LOOK OLDER



The nose is what most people first notice about the face. "It can provide facial balance and a cohesive blending between features, but the nose can distract from some features and throw off the harmony of the face if it's too large or too small," says Dr. Naderi. Because the nose is central to the face, it affects how the other features are integrated, and if they are not symmetrical as a whole, it could create the illusion of an aged appearance. "Ideally, the nose should not distract attention away from the eyes or lips but rather draw interest to those features and fade into the background of the face."

poorly defined cheeks

If your nose is too long, it can cause your cheeks to look weak and ill-defined. Flat cheeks that lack volume and definition are common with age.

thin lips

If the nose is too droopy, it can mask the smile and hide part of the upper lip, making it look thin and limp.

recessed chin

If your nose has too much projection, it can create the illusion of a recessed chin and weak cheeks. With age, the chin area can become saggy and appear set back, contributing to a poorly defined jawline. If the cheeks are not delineated, they can make the face look gaunt and sunken.

INSIDE tip

Your nose may appear larger with age because, as volume is lost from the face, the cheeks lose definition, in turn making the nose look disproportionate or even hooked.