BEAUTY BASICS

Self-Perception Empowers Wellness

AS WE BEGIN A NEW YEAR, IT IS

helpful to have a general direction in which we would like to grow over the next 12 months. This issue of Nashville Lifestyles is focused on Wellness. This frequently used and sometimes misunderstood term generally refers to improving our overall state of physical and mental well-being. How does wellness relate to plastic surgery?



A fascinating study performed in Europe involved a scenario in which normal volunteers (Subjects) were told that a makeup artist would put a scar on their faces. The Subjects were not allowed to look at themselves but were asked to go into the streets and ask strangers for their signature. The Subjects returned slowly, unable to collect the requested signatures, and stating that people did not want to make eye contact or speak with them. They were discouraged and dejected. The Subjects were then asked to repeat this exercise after the makeup artist removed the scar. This time the subjects returned quickly, reporting great success, easily obtaining the required signatures and stating how friendly people were. Here is the interesting part: the makeup artist applied normal appearing makeup but never created a scar!

This amazing experiment shows how powerfully our self-perception affects our interactions with others. If we believe that our appearance is significantly flawed, this will affect our personal and professional relationships. Perhaps the most common scenario in which we may lack confidence in our appearance is when we appear older than we feel. Some of the most dramatic situations in which appearance affects self-confidence are those in which individuals have visible scarring due to acne, trauma, or surgery. Fortunately recent advances in laser technology and injectable products allow us to help people improve their appearance and thereby their self-confidence in ways which were never previously possible.

Start the year off with your best face forward; feel better about yourself while enhancing wellness of both your mind and body. Let our team of professionals help you be your best.



Dr. Brian S. Biesman is the Director of the Nashville Centre for Laser and Facial Surgery. He specializes in cosmetic and reconstructive eyelid surgery and minimally invasive rejuvenation techniques, including injectables and laser and technology-based procedures. Dr. Biesman is a Clinical Assistant Professor at Vanderbilt University Medical Center, and has achieved national recognition from his peers for Excellence in Teaching, Clinical Use of Lasers, Laser Research, and for contributions made to the field of aesthetic oculofacial surgery. His ongoing research efforts are focused on advancing the field of aesthetics.

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